

0. Form NP – New Program Proposal Form

**NEW PROGRAM PROPOSAL FORM**

Sponsoring Institution(s): Northwest Missouri State University

Program Title: Business Administration

Degree/Certificate: MBA

Options: Human Resource Management Emphasis

Marketing Emphasis

Business Decisions and Analytics

Delivery Site(s): Maryville Campus

St. Joseph Center

Northwest - Kansas City

online

CIP Classification: 520201 (Please provide a CIP code)

Implementation Date: Fall 2016

Cooperative Partners: \_\_\_\_\_

Expected Date of First Graduation: Fall 2017

**AUTHORIZATION**

Timothy Mottet, Provost

Name/Title of Institutional Officer



Signature

November 30, 2015

Date

Gregory Haddock, Vice Provost

Person to Contact for More Information

(660) 562-1145

Telephone

1. Form OS - Off-Site Delivery of an Existing Program

**OFF-SITE DELIVERY OF AN EXISTING PROGRAM FORM**

Sponsoring Institution (s): Northwest Missouri State University

Program Title: Business Administration

Degree/Certificate: MBA

Options: Human Resource Management Emphasis

Marketing Emphasis

Business Decisions and Analytics

Institution Granting Degree: Northwest Missouri State University

Delivery Site(s): Northwest Missouri State University-Kansas City

Northwest St. Joseph Center

online

Mode of Program Delivery: (VIA TRAD. & WEB-ENHANCED CLASSES)

Geographic Location of Student Access:

Northwest Missouri State University-Kansas City

6889 North Oak Trafficway

Gladstone, MO 64118

Northwest St. Joseph Center

3500 North Village Drive

St. Joseph, MO 64506

CIP Classification: 520201 (Please provide a CIP code)

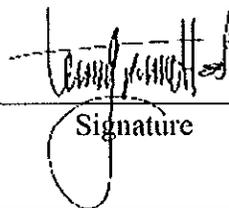
Implementation Date: Fall 2016  
(Semester and Year)

Cooperative Partners: \_\_\_\_\_

**AUTHORIZATION**

Timothy Mottet, Provost

Name/Title of Institutional Officer



Signature

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2. Need (Form SE - Student Enrollment Projections)

Student Demand:

i. Estimated enrollment each year for the first five years for full-time and part-time students (Please complete Form SE.)

<i>Year</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
<i>Full-time</i>	<u>20</u>	<u>30</u>	<u>40</u>	<u>40</u>	<u>40</u>
<i>Part-time</i>	<u>10</u>	<u>20</u>	<u>30</u>	<u>30</u>	<u>30</u>
<i>Total</i>	<u>30</u>	<u>50</u>	<u>70</u>	<u>70</u>	<u>70</u>

ii. Will enrollment be capped in the future?

There are no plans to cap enrollment. A strategy to hire adjunct instructors meeting ACBSP accreditation standards can be deployed for per course needs if necessary to meet demand.

What method(s) or data were used to project student enrollment for this proposed program?

Feedback from recruiters as well as surveying current and prospective students.

A. Market Demand:

. National, state, regional, or local assessment of labor need for citizens with these skills  
Missouri Economic Research and Information Center (MERIC) Long-Term Occupational Projections shows the long-term need for general manager positions of nearly 1,000 positions per year over a ten year period. Additionally, specific job titles of Human Resources Specialists, Logisticians, Management Analysts also show new or replacement positions needed in both the near term and long-term analyses.

B. Societal Need:

i. General needs which are not directly related to employment  
We will continue to attract international students to the Maryville campus with emphases like Marketing and Business Analytics which is a contributor to economic development in the state and region.

C. Methodology used to determine "B" and "C" above.

[https://www.missourieconomy.org/xls/mo\\_occupational\\_projections\\_2012\\_2022.xls](https://www.missourieconomy.org/xls/mo_occupational_projections_2012_2022.xls)  
[https://www.missourieconomy.org/pdfs/most\\_openings\\_mo\\_2012-2022.pdf](https://www.missourieconomy.org/pdfs/most_openings_mo_2012-2022.pdf)  
[https://www.missourieconomy.org/pdfs/most\\_openings\\_kc\\_wia\\_2012-2022.pdf](https://www.missourieconomy.org/pdfs/most_openings_kc_wia_2012-2022.pdf)

### 3. Duplication and Collaboration: (Form CL – Collaborative Programs)

If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

Applications to the MBA program have been decreasing in recent years and feedback from recruiters indicated a strong desire from prospective students to pursue an MBA with an emphasis. A review of the MBA programs offered by the 22 universities in Missouri, revealed only three universities do not offer any concentrations/emphasis areas. Of the 19 universities, 15 offer an emphasis in management, 12 offer an emphasis in marketing, three offer an emphasis in HRM, and none offer an emphasis in Business Decisions and Analytics.

Does delivery of the program involve a collaborative effort with any external institution or organization?

No (If yes, please complete Form CL.)

3. Program Structure: (Form PS - Program Structure)

**PROGRAM STRUCTURE**

A. Total credits required for graduation: 33

B. Residency requirements, if any: N/A

C. General education: Total credits: N/A

Courses (specific courses OR distribution area and credits):

\_\_\_\_\_

D. Major requirements: Total credits: 33

MBA: Human Resource Management Emphasis

<u>ACCT 51-646 Managerial Accounting</u>	<u>3</u>
<u>ECON 52-651 Macroeconomics for Business Managers</u>	<u>3</u>
<u>FIN 53-621 Financial Management</u>	<u>3</u>
<u>MGMT 54-616 Organizational Behavior in Administration</u>	<u>3</u>
<u>MGMT 54-618 Executive Seminar</u>	<u>3</u>
<u>MGMT 54-620 Advanced HRM</u>	<u>3</u>
<u>MGMT 54-650 Employment Law</u>	<u>3</u>
<u>MGMT 54-652 Managing Compensation &amp; Benefits</u>	<u>3</u>
<u>MGMT 54-654 Organizational Training &amp; Development</u>	<u>3</u>
<u>MGMT 54-656 Recruitment, Selection &amp; Placement</u>	
<u>Strategies</u>	<u>3</u>
<u>MKTG 55-630 Strategic Marketing</u>	<u>3</u>
<u>Total Hours</u>	<u>33</u>

MBA: Marketing Emphasis

<u>ACCT 51-641 Legal and Ethical Aspects of Business</u>	<u>3</u>
<u>ACCT 51-646 Managerial Accounting</u>	<u>3</u>
<u>ECON 52-651 Macroeconomics for Business Managers</u>	<u>3</u>
<u>FIN 53-621 Financial Management</u>	<u>3</u>
<u>MGMT 54-611 Business Decision Analysis Tools</u>	<u>3</u>
<u>MGMT 54-616 Organizational Behavior in Administration</u>	<u>3</u>
<u>MGMT 54-618 Executive Seminar</u>	<u>3</u>
<u>MKTG 55-630 Strategic Marketing</u>	<u>3</u>
<u>MKTG 55-631 International Business</u>	<u>3</u>

3. Program Structure: (Form PS - Program Structure)

<u>MKTG 55-635 Advanced Marketing Communication</u>	<u>3</u>
<u>MKTG 55-636 Global Marketing Management</u>	<u>3</u>
<u>Total Hours</u>	<u>33</u>

MBA: Business Decisions and Analytics

<u>ACCT 51-646 Managerial Accounting</u>	<u>3</u>
<u>ECON 52-651 Macroeconomics for Business Managers</u>	<u>3</u>
<u>FIN 53-621 Financial Management</u>	<u>3</u>
<u>MGMT 54-616 Organizational Behavior in Administration</u>	<u>3</u>
<u>MGMT 54-618 Executive Seminar</u>	<u>3</u>
<u>MKTG 55-630 Strategic Marketing</u>	<u>3</u>
<u>MKTG 55-631 International Business</u>	<u>3</u>
<u>MGMT 54-660 Data Mining for Business Applications</u>	<u>3</u>
<u>MGMT 54-662 Business Decision Support Modeling</u>	<u>3</u>
<u>MGMT 54-664 Data Management for Business Analytics</u>	<u>3</u>
<u>MGMT 54-667 Business Analytics &amp; Decision Modeling</u>	<u>3</u>
<u>Total Hours</u>	<u>33</u>

E. Free elective credits:      0 (Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

All students will take the ETS exam as part of their comprehensive examination process as well as complete the research component requirement of the Graduate School.

G. Any unique features such as interdepartmental cooperation:

N/A

5. Program Characteristics and Performance Goals: (Form PG).

**PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS**

Institution Name: Northwest Missouri State University

Program Name: MBA (emph Marketing, Human Resource Management, Business Decisions and Analytics)

Date: November 30, 2015

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

**Student Preparation**

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

2.50 undergraduate GPA, GMAT 440 or GRE with verbal 143, quantitative 142

- Characteristics of a specific population to be served, if applicable.

There is general interest in MBA programs from business undergraduate degree completers as well as prospective students that want to increase their business and management acumen and decision making skills.

**Faculty Characteristics**

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

A student may take this program following any baccalaureate degree provided they also satisfy the business prerequisites for the MBA.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

80% of the faculty will be full time per FTE.

- Expectations for professional activities, special student contact, teaching/learning innovation.

Students will fulfill a research component as part of their graduate studies which can consist of research presented in the form of a graded paper.

**Enrollment Projections**

- Student FTE majoring in program by the end of five years.

## 5. Program Characteristics and Performance Goals: (Form PG).

FTE of 55 students comprised of full-time and part-time as well as year-round (incl. summer sessions).

- Percent of full time and part time enrollment by the end of five years.  
Roughly 40% of the students will be part time.

### Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
22 per year at three years, 35 per year after five years of implementation.
- Special skills specific to the program.  
Business decision making skills pursuant to the areas of marketing, human resources, or analytics will be enhanced for students taking this program and relevant emphasis area.
- Proportion of students who will achieve licensing, certification, or registration.  
N/A
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
60% or more will place above the 50<sup>th</sup> percentile on the national normed ETS exam.
- Placement rates in related fields, in other fields, unemployed.  
Placement rate is expected to remain between 95% and 99%.
- Transfer rates, continuous study.  
N/A

## 6. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.  
The program is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

### Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys  
Expected satisfaction rate for alumni is high. Timing will be at least once every five years based on the curriculum review process.
- Expected satisfaction rates for employers, including timing and method of surveys  
Employers satisfaction should also be high, based on employer surveys and a newly formed professional advisory board in the School of Business.

5. Program Characteristics and Performance Goals: (Form PG).

7. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

The School of Business has taught graduate programs in business administration for nearly five decades. Per ACBSB accreditation standards, only credentialed faculty (terminal degree) will teach these courses in the MBA program, including adjuncts. We do not rely on "Tested Experience" in graduate instruction in the School of Business.

8. Any Other Relevant Information:

See Proposed Catalog before/after, next page

Appendix – Proposed Catalog before / after

<b>Catalog (Current)</b>	<b>Catalog (Proposed)</b>
<b>M.B.A. Course Requirements</b>	
General M.B.A. candidates must complete the following courses at the graduate level: (See the course descriptions for the appropriate prerequisite courses.)	
ACCT 51646 Managerial Accounting	3
ECON 52651 Macroeconomics for Bus. Managers	3
OR	
ECON 52654 Managerial Economics	3
FIN 53621 Financial Management	3
MGMT 54616 Org. Behavior in Adm.	3
MGMT 54618 Executive Seminar	3
MKTG 55630 Strategic Marketing	3
CSIS 44623 Information Technology Mgmt.	3
Electives*	12
<b>Total</b>	<b>33</b>
*Any student who did not complete an international business course at the undergraduate level is required to complete MKTG 55-631 International Business as an elective course.	
<b>Existing Emphasis Areas:</b>	
MBA – Business, General emphasis *	
MBA – IT Management emphasis	
MBA – Agricultural Economics emphasis	
*renaming MBA-Business, General as MBA-General Management in another proposal	
	<b>Add three emphasis areas, below:</b>
	<b>MBA: Human Resource Management Emphasis</b>
ACCT 51-646 Managerial Accounting	3
ECON 52-651 Macroeconomics for Business Managers	3
FIN 53-621 Financial Management	3
MGMT 54-616 Organizational Behavior in Administration	3
MGMT 54-618 Executive Seminar	3
MGMT 54-620 Advanced HRM	3
MGMT 54-650 Employment Law	3
MGMT 54-652 Managing Compensation & Benefits	3
MGMT 54-654 Organizational Training & Development	3
MGMT 54-656 Recruitment, Selection & Placement Strategies	3
MKTG 55-630 Strategic Marketing	3
<b>Total Hours</b>	<b>33</b>
	<b>MBA: Marketing Emphasis</b>
ACCT 51-641 Legal and Ethical Aspects of Business	3
ACCT 51-646 Managerial Accounting	3
ECON 52-651 Macroeconomics for Business Managers	3
FIN 53-621 Financial Management	3
MGMT 54-611 Business Decision Analysis Tools	3
MGMT 54-616 Organizational Behavior in Administration	3
MGMT 54-618 Executive Seminar	3
MKTG 55-630 Strategic Marketing	3
MKTG 55-631 International Business	3
MKTG 55-635 Advanced Marketing Communication	3
MKTG 55-636 Global Marketing Management	3
<b>Total Hours</b>	<b>33</b>
	<b>MBA: Business Decisions and Analytics</b>
ACCT 51-646 Managerial Accounting	3
ECON 52-651 Macroeconomics for Business Managers	3
FIN 53-621 Financial Management	3
MGMT 54-616 Organizational Behavior in Administration	3
MGMT 54-618 Executive Seminar	3
MKTG 55-630 Strategic Marketing	3
MKTG 55-631 International Business	3
MGMT 54-660 Data Mining for Business Applications	3
MGMT 54-662 Business Decision Support Modeling	3
MGMT 54-664 Data Management for Business Analytics	3
MGMT 54-667 Business Analytics & Decision Modeling	3
<b>Total Hours</b>	<b>33</b>