

0. Form NP – New Program Proposal Form

**NEW PROGRAM PROPOSAL FORM**

Sponsoring Institution(s): Northwest Missouri State University

Program Title: Comprehensive Major in Organizational Behavior/Human Resource Management

Degree/Certificate: Bachelor of Science

Options: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Delivery Site(s): Maryville, Missouri campus

CIP Classification: 52.1001 (Please provide a CIP code)


Implementation Date: Fall 2015

Cooperative Partners: N/A

Expected Date of First Graduation: Spring 2018

**AUTHORIZATION**

Timothy Mottet, Provost  
Name/Title of Institutional Officer

  
Signature

January 26, 2015  
Date

Gregory Haddock, Vice Provost  
Person to Contact for More Information

(660) 562-1145  
Telephone

1. 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>5</u>	<u>10</u>	<u>15</u>	<u>20</u>	<u>25</u>
<i>Part-time</i>	_____	_____	_____	_____	_____
<i>Total</i>	<u>5</u>	<u>10</u>	<u>15</u>	<u>20</u>	<u>25</u>

ii. Will enrollment be capped in the future?

There are no plans to cap enrollment. Resources can be allocated to suit demand based on student interest.

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

Interest from Missouri High School graduates from interviews with admissions staff.

A. Market Demand:

i. National, state, regional, or local assessment of labor need for citizens with these skills

According to the US Department of Labor Occupational Outlook Handbook, the median salary for a HR manager (2012) is \$99,720, and the expected growth rate for 2012-2022 is 13% (compared to an average of 11%).

B. Societal Need:

i. General needs which are not directly related to employment

According to the Occupational Outlook Handbook (Bureau of Labor Statistics) these career categories will grow from 7-13% between the years of 2012- 2022. These percentages reflect average to "faster than average" growth.

Following is a sampling of employers currently seeking candidates with the ability to assess and understand the impact individuals, groups and organizational structures have on the effectiveness of the organization as suggested through the proposed curriculum for the Human

1. Need (Form SE - Student Enrollment Projections)

Resource/Organizational Behavior major: Blue Cross/Blue Shield, WSJV-Fox 28, Nestle Purina, Gallup, Office of Administration - State of Missouri, Deloitte and PwC.

A subset of employers currently offering related internships include Emerson, Centene Corporation, Dardis Academy, Urban Focus, Union Pacific, Dillingham Communication, MarBeck.com, LS2Group, Excel Management and KC Connections.

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

Data from the Noel Levitz Strategic Enrollment planning process provided the genesis for this proposal by suggesting that a major in this area is desirable. Organizational Behavior (OB) and Human Resource Management (HR) competencies do intersect with other disciplines, but are considered sub--- disciplines of business management distinct from Industrial and Organizational Psychology, Organizational Communication, and other academic specializations.

Resources available through The Society of Human Resource Management (SHRM) provide guidance regarding both the competencies expected of graduates in the field and the curriculum necessary to establish those competencies. Requirements for the major would consist primarily of courses already offered in the departments of Business and Behavioral Sciences, including the Common Professional Component, though this proposal does include four new courses.

2. 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?

Northwest would be the only public post--secondary school in Missouri to offer an HR major, although it is available from several (approximately 15) private and proprietary institutions within the state. There are currently five state---supported institutions in the four---state region that offer majors in HR: The University of Nebraska at Omaha, Wayne State College (Nebraska), Emporia State University (Kansas), Wichita State University (Kansas), and The University of Iowa (Iowa City). No institutions in the region offer a combined OB/HRM major.

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: 124

B. Residency requirements, if any: \_\_\_\_\_

C. General education: Total credits: 42

Courses (specific courses OR distribution area and credits):

Directed General Education Courses

MATH 17114 General Statistics  
ECON 52150 General Economics I  
39---275 Introduction to Ethics: Professional Ethics

These courses fulfill General Education requirements and are not counted toward the major requirements.

Directed Institutional Requirement

CSIS 44130 Computers and Information Technology  
29---225 Intercultural Communication

D. Major requirements: Total credits: 63

Common Professional Core Credit Hours: 33 hours

Non-business Courses

MATH 17118 College Algebra 3  
ECON 52151 General Economics II 3

Business Courses

ACCT 51201 Accounting I 3  
ACCT 51202 Accounting II 3  
FIN 53311 Business Law I 3  
FIN 53324 Fundamentals of Business Finance 3  
MGMT 54310 Managerial Communication 3  
MGMT 54313 Principles of Management 3  
MGMT 54315 Operations Management 3  
MGMT 54417 Organizational Policy and Decision-Making 3  
MKTG 55330 Principles of Marketing 3  
MKTG 55438 International Business 3  
CSIS 44317 Management Information Systems 3

Required Courses Semester Hours: 24 hours

54---314 Human Resources Management 3  
54---520 Advanced Human Resource Management Seminar 3  
54---321 Staffing 3

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

54---322 Employee Rewards and Benefits 3  
54---421 Internship in Human Resource Management 3  
54---316 Organizational Behavior and Theory 3  
08---315 Psychology of Groups and Teams 3  
08---526 Psychology of Leadership 3

Total Major Requirements 57

E. Free elective credits: 19 (Sum of C, D, and E should equal A.)

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

Internship 54-421 course is required, Human Resource Mgmt 54-314 is capstone

G. Any unique features such as interdepartmental cooperation:

courses are from the departments of Business and Behavioral Sciences

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

**PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS**

Institution Name: Northwest Missouri State University

Program Name: Organizational Behavior/Human Resource Management

Date: January 29, 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.

None required

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

The program will initially serve current students as another degree option in the first year before recruiting efforts begin to attract students directly to the program.

**Faculty Characteristics**

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

Current faculty from the Department of Business and the Department of Behavioral Science will be used for this program. There is current expertise in this area.

- 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.

100%

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

Due to the nature of the discipline, each faculty teaching in the program should be a member of the Society of Human Resource Managers (SHRM).

**Enrollment Projections**

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

25

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

- Percent of full time and part time enrollment by the end of five years.  
100% expected to be full-time for planning purposes of the program.

### Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
7 per year at three years, 12 per year at five years
- Special skills specific to the program.  
As a program that combines studies in psychology, communication, management and organizational development there are a variety of career paths open to recipients of a degree in Human Resources/Organizational Behavior including but not limited to the areas of: human resources, training and development, law, industrial/organizational psychology, business and non-for profits.
- Proportion of students who will achieve licensing, certification, or registration.  
None planned
- 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.  
Expectation is that students will match measures in current majors, therefore over 50% will score above 50<sup>th</sup> percentile on junior assesment exam.
- Placement rates in related fields, in other fields, unemployed.  
NA
- Transfer rates, continuous study.  
not anticipated

## 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.  
No, but standards will follow appropriate agency expectations

### Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys  
Satisfaction of alumni from both departments are high, expectation is that this will continue for the new major.
- Expected satisfaction rates for employers, including timing and method of surveys  
Similarly, employers rate high satisfaction for programs in Business and Behaviorial Sci.



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.

Current faculty expertise requires no new hires and only four new courses to create this program. Course rotation with other majors will allow this program to be offered without additional resources

8. Any Other Relevant Information:

NA