

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri Western State University

Program Title: Human Factors and Usability Testing

Degree/Certificate: Master of Applied Science (MAS)

Options: None

Delivery Site(s): Main Campus, Missouri Western State University

CIP Classification: 30.2501 Cognitive Science

Implementation Date: Immediate upon CBHE approval

Cooperative Partners:

Expected Date of First Graduation: May, 2011

AUTHORIZATION

_____ August 9, 2010

Name/Title of Institutional Officer

Signature

Date

Cynthia Heider, Associate Provost

Person to Contact for More Information Telephone

Phil Wann, Ph.D., Chair of the Psychology Department 816-271 4388

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STUDENT ENROLLMENT PROJECTIONS

| Year | 1 | 2 | 3 | 4 | 5 |
|-----------|---|---|---|---|---|
| Full Time | 6 | 6 | 6 | 6 | 6 |
| Part Time | 1 | 1 | 1 | 1 | 1 |
| Total | 7 | 7 | 7 | 7 | 7 |

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PROGRAM STRUCTURE

A. Total credits required for graduation:36

B. Residency requirements: N/A

C. General education: Total credits:N/A

D. Major requirements: Total credits: 36

| | | |
|--------|---|------|
| COM501 | Professional and Organizational Communication | 3 |
| MGT503 | Organizational Theory | 3 |
| MKT505 | Strategic Marketing | 3 |
| ECO507 | Managerial Economics | 3 |
| MAT609 | Technical Analysis for Decision Making | 4 |
| MAS695 | Graduate Colloquium | 2 |
| PSY590 | Cognition in Design | 3 |
| PSY600 | Applied Cognitive Design | 3 |
| PSY610 | User Centered Design Methods | 3 |
| PSY692 | Current Topics in Human-Centered Design | 3 |
| PSY693 | Seminar in Human-Centered Design I | 1 |
| PSY694 | Seminar in Human Centered Design II | 1 |
| PSY680 | Internship | 4 OR |
| PSY695 | Thesis | 4 |

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 must complete the multidisciplinary capstone MAS695 Graduate Colloquium course. Students must also complete either a 4 credit internship or a 4 credit thesis.

G. Any unique features such as interdepartmental cooperation: This degree shares 18 credit hours with other MAS degrees offered or proposed. These courses focus on the integration of business and communication skills into the Human Factors and Usability skills. All together, 6 different departments are involved in course offerings.

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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri Western State University

Program Name Human Factors and usability Testing

Date July, 2010

(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.)

Overview

- The primary purpose of this new degree proposal is to take an existing option area in an approved degree (MAS in Applied Science: Human Factors and Usability Testing Option) and make it a free standing degree.
- There are no curriculum changes being proposed. The new degree will be identical to the existing option. The Program of study form for the existing option is attached.
- The motivation for this change is to provide a unique CIP code for each option area to enhance recruiting of international students. Several of the options will have new CIP codes that qualify as engineering, or math (STEM) degrees for the purpose of approving a 17-month STEM extension of optional practical training (OPT) under the provisions of 8 CFR 214.2(f)(10)(ii)(C).
- Separation of these options into separate degrees will also allow several of the options to be classified as "Professional Masters Degrees" by the Council of Graduate Schools Professional Science Masters Association.

Student Preparation

- This program requires a minimum GRE score and a background in Computer Science, Psychology, or another area related to Human Factors/Usability..

Faculty Characteristics

- Only PhD qualified faculty or recognized experts with substantial industry experience will teach courses in this degree.
- Missouri Western spent 3 years searching for the most qualified faculty for this program.
- We expect all or nearly all courses to be taught by full-time faculty.
- Faculty in this program are expected to be active scholars in the Human Factors/Usability/Human-Computer Interaction fields, or aligned Cognitive Science disciplines. Faculty are expected to maintain consulting relationships in the community and region.

Enrollment Projections

- We have admitted 5 full-time students in the first year this program was offered as an option in an existing degree. We expect to maintain an average of 3-5 new students each year in a 2 year program. We expect most students to be full-

time. Thus, we expect to have at least 6 students at all times. The curriculum has been structured so that 1st year and 2nd year students can mix in coursework - providing fiscal efficiency as well as a more collaborative atmosphere.

Student and Program Outcomes

- We expect to average 3-5 graduates per year.
- Students will have both business skills and specialized Human Factors/Usability testing skills. This is a program unique to the state (and region). In fact, in our first year as an option in an existing degree we attracted one international student, one student from Iowa, two students from the KC area, and one St Joseph student. For Fall 2010 we have additional international and out-of-state students.
- We expect nearly 100% placement. In our first year as an option in an existing degree we placed 80% of our students in paid internships at Altec Industries, Motorola Inc, Hallmark, and Carnegie Mellon University.

Program Accreditation

- The Human Factors and Ergonomics Society accredits programs such as this, however, it will be about 5 years before we are eligible to seek accreditation.
- We intend to seek "Professional Masters Degree" status from the Council of Graduate Schools.