



**NEW PROGRAM PROPOSAL FORM**

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**Sponsoring Institution(s):** Missouri Southern State University

**Program Title:** Master of Science in Management

**Degree/Certificate:** M.S. Management

**Options:** General Management Track & Human Resource Management Track

**Delivery Site(s):** 3950 E. Newman Rd., Joplin, MO 64801

**CIP Classification:** 52.0201

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [highered.mo.gov/ProgramInventory/search.jsp](http://highered.mo.gov/ProgramInventory/search.jsp)

**Implementation Date:** August 2015

**Cooperative Partners:** NA

\*If this is a collaborative program, form CL must be included with this proposal

**AUTHORIZATION:**

Dr. Alan Marble

9-23-14

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Name/Title of Institutional Officer

Signature

Date

Dr. Crystal Lemmons

417.625.9592

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Person to Contact for More Information

Telephone



**STUDENT ENROLLMENT PROJECTIONS**

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The expectation is that most of the students will be enrolled as part time.

	Projected Enrollment				
	Year 1	Year 2	Year 3	Year 4	Year 5
Full Time	6	7	8	9	10
Part Time	20	25	30	35	40
Total	26	32	38	44	50

Please provide a rationale regarding how student enrollment projections were calculated:

Initially, it is expected that 15% of the respondents to the MSSU survey will enroll in the program. As students graduate from our undergraduate HR program, an increase in enrollment is expected and is reflected in the projected enrollment growth shown above.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Missouri Southern State University's last comprehensive evaluation visit was conducted in 2008. As part of the comprehensive evaluation visit, the Evaluation Team suggested that MSSU would benefit from an exploration of its roles and responsibilities within existing collaborative graduate degree programs, including exploring more of the "home" site for a degree program rather than the "host" site. Although most of the collaborative graduate degree programs have been successful, there are unmet needs regarding graduate coursework for students in the Joplin area as well the community in terms of the job market demand. In order to best meet the needs of all stakeholders, Missouri Southern has recently completed the first phase of a campus-wide program prioritization endeavor. Each program was evaluated in terms of the five criteria: 1) Mission, Vision, and Values; 2) Demand (both external and internal); 3) Quality; 4) Cost Efficiency; and 5) Potential. As each program was reviewed and evaluated, it became clear that there was demand for additional graduate programs. According to the program prioritization report, "Missouri Southern will likely develop a more substantial graduate program within the next few years. This endeavor will likely require additional resources over time. These programs are likely to grow and become revenue generators; it is recommended that additional resources be considered as needed for these programs." The program prioritization process also aided Missouri Southern in reaching those strategic planning goals.

The Bureau of Labor Statistics (BLS) currently projects consistent growth of about 13% in the area of Human Resource Managers between 2012-2022. BLS indicates that "Candidates with certification or a

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master's degree—particularly those with a concentration in human resources management—should have the best job prospects.” The medical industry is one of the largest employers in southwest Missouri and according to the BLS, the demand for managers in this arena is expected to be about twice the national average or approximately 23%.

A survey of more than 1000 MSSU alumni and community members was conducted during the month of July 2014. The survey yielded 207 responses from a variety of industries including banking and finance, education, manufacturing, health care, and logistics. Ninety-nine percent of Respondents scored the importance of a master's degree in their company's hiring decision as being important to very important. Additionally, 89.3% of respondents stated that they believe it would be beneficial for MSSU to add a Master's Degree in Management. Of the Respondents indicating they would pay for their employee's Master's Degree, 100% of them indicated they would pay for a Master's Degree from MSSU. Geographically, the closest Master of Science in Management offered in the state of Missouri is more than 300 miles from the MSSU campus. Survey results and anecdotal community response to our proposal of offering a Master's degree have been overwhelmingly positive. The success of MSSU's undergraduate degree in Human Resource Management, as well as other programs in the School of Business, provide excellent pool of potential students for the program. Community members have also expressed both formal and informal interest in advanced degrees in the area of Management.



MGMT791	6	Applied Research/Thesis/Special Project
MGMT552	3	Strategic Management

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

F. Requirements for thesis, internship or other capstone experience:  
 Students have an Applied Research/ Thesis/Special Projects option for the General Management Track. Should the student choose to write a thesis or work on a special project, he/she will be required to work with a mentor Professor to define and execute the research and/or project.

G. Any unique features such as interdepartmental cooperation:  
 The Department of Accounting, Economics and Finance will work in cooperation with the Management, Marketing & International Business Department to provide the FIN600 course.



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name Missouri Southern State University  
Program Name Master of Science in Management  
Date August 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.)

### 1. 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.  
All eligible students will be required to hold a bachelor's degree from a regionally accredited college or university, or a U.S. equivalent bachelor's degree from a nationally or internationally accredited college or university. In addition, students will be required to have an average GPA of 3.0 in the last two years of undergraduate study. Students with a GPA lower than 3.0 may be considered if the student submits a GMAT score of 425 or above, or the equivalent GRE score. Students with less than a 3.0 GPA and less than a GMAT score of 425 may be considered after successful completion of a leveling program.
- Characteristics of a specific population to be served, if applicable.  
The target audience for this degree program is professional adults in southwest Missouri seeking the opportunity to formalize and expand their knowledge of management and human resources management. The ideal student is the working professional who requires a graduate degree to advance his or her career in today's workplace by gaining formalized training in these fields but requires the flexibility to take classes both on-line and on campus.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
We will adhere to the standards established by the Accreditation Council for Business Schools and Programs (ACBSP) pertaining to faculty in that they will be professionally and/or academically qualified.

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- 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. Qualified full-time faculty will be assigned one to two (3 credit hour) courses per semester. It is estimated that eight courses will be offered in the fall and spring semesters and five courses in the summer. Approximately 70% of the coursework will be taught by full time faculty with the remainder provided by adjuncts with the appropriate background and credentials. The program will maintain the standards required by the ACBSP in faculty credentialing, full time faculty, and adjunct faculty load.
- Expectations for professional activities, special student contact, teaching/learning innovation. Faculty will be required to act as academic advisors and mentors to participating students. Additionally, faculty will be required to prepare multi-mode course materials, participate in university service activities, and perform research.

**3. Enrollment Projections**

- Student FTE majoring in program by the end of five years. The expectation is that most of the students will be enrolled as part time.

	Projected Enrollment				
	Year 1	Year 2	Year 3	Year 4	Year 5
Full Time	6	7	8	9	10
Part Time	20	25	30	35	40
Total	26	32	38	44	50

- Percent of full time and part time enrollment by the end of five years. Full Time, 20% Part Time, 80%

**4. Student and Program Outcomes**

- Number of graduates per annum at three and five years after implementation. Beginning in the spring of Year 3, we expect to have 8 graduates per year. After 5 years we expect to have 10-15 graduates per year.
- Special skills specific to the program. Not applicable.
- Proportion of students who will achieve licensing, certification, or registration. It is anticipated that 95% of graduates of the Human Resource Management track will hold a professional certification in human resource management within two years of

graduation. There is no certification expectation for graduates of the General Management track.

- 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.

There are no nationally normed tests for this degree program.

- Placement rates in related fields, in other fields, unemployed.  
We anticipate that the majority of these students will already be employed and working.
- Transfer rates, continuous study.  
We do not anticipate students completing this program to seek a doctoral degree. We view the MSSU MSM as a terminal professional degree for working adults.

## 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

The Robert W. Plaster School of Business at MSSU is accredited by the Accreditation Council for Business Schools and Programs. We will apply for accreditation of the MSSU M.S. - Management program with ACBSP as per their policy.

## 6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.  
As part of our ACBSP accreditation process, we have put in place a committee to develop and deploy alumni and community satisfaction surveys in accordance with their guidelines and requirements. For the M.S. - Management program, these surveys will be conducted electronically on an annual basis beginning with the first graduating class. We anticipate that the satisfaction rate for our alumni to be a minimum of 95%.
- Expected satisfaction rates for employers, including timing and method of surveys.  
We will survey the employers of our M.S.-Management graduates annually to determine their rate of satisfaction as well as to gather information on the curriculum and any possible program improvements. Of particular interest will be information regarding the transfer of learning from our program to their employee's current job/position. This survey process will begin one year after the beginning of the degree program. We anticipate that the satisfaction rate for employers to be a minimum of 95%.

## 7. Institutional Characteristics

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- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

The eight-county region of southwest Missouri served by MSSU, is comprised of more than 300,000 people without close access to graduate management education. Missouri Southern State University is well positioned as the educational institution of choice within the Joplin Metropolitan Statistical Area (MSA). The Joplin MSA is an intensive manufacturing, logistics, and healthcare region of the State of Missouri. These industries have particular needs for good qualified managers, particularly in the area of Human Resources. Additionally, the General Management track is well suited for a variety of working adults seeking a Master's Degree improve their professional development and career progression. MSSU has an excellent track record of providing educational services in a variety of flexible and innovative formats. The University was a pioneer in online education and over 50% of undergraduate courses offered in the Plaster School of Business are taught in online, hybrid, and/or evening modes. We believe we can leverage this expertise to create and grow a successful Master's program and continue to serve southwest Missouri by implementing a superior graduate program.

**MISSOURI SOUTHERN STATE UNIVERSITY**  
**Board of Governors**  
**September 19, 2014**  
**Meeting Minute Segment**  
**Reports and Curricular Proposals**

**NEW BUSINESS**

**Consideration of Reports and Curricular Proposals (Dr. Pat Lipira)**

Dr. Lipira briefly discussed the Reports and Curricular Proposals being brought before the Board for approval and noted these items have already been approved by the Academic Policies committee and Faculty Senate. Five Reports, one Communication, and four Course Changes were submitted for Board approval. Included in these submissions was the Master of Science in Management as follows:

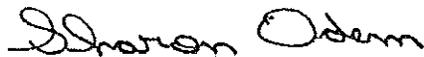
**Master of Science in Management**

The Plaster School of Business is applying to the State of Missouri Higher Education Commission for permission to launch a Master of Science in Management degree in the fall of 2015. This application will be presented to the State on or before October 1, 2014 with State approval of the program in December, 2014.

Governor Bill Gipson asked for clarification regarding the difference between a Master of Business Administration (MBA) and the new proposed Master of Science in Management (MSM). Dr. John Groesbeck, Dean School of Business, responded this new Master's program has both a general track and a human resources track. Both of these tracks will require students to take courses that are also core requirements for a regular MBA. Chair Jim Fleischaker noted this new proposed Master's program will also need to be approved by the Coordinating Board.

*A motion was made by Bill Gipson and seconded by Lynn Ewing to approve the Reports and Curricular Proposals as presented. Motion passed.*

Respectfully Submitted,



Sharon Odem  
Board Secretary