

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Maryville University

Program Title: Masters in Management and Leadership

Degree/Certificate: MA Degree

Options: _____

Delivery Site(s): Maryville University St Louis Missouri

CIP Classification: 52.0201 (Please provide a CIP code)

Implementation Date: 8/24/2015

Cooperative Partners: none

Expected Date of First Graduation: December 2016

AUTHORIZATION

Dr. Mary Ellen Finch,
Vice President of
Academic Affairs



8/6/15

Name/Title of Institutional Officer

Signature

Date

Dr Melissa Griswold,
Dean, John E Simon
School of Business

314-529-6893

Person to Contact for More Information

Telephone

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STUDENT ENROLLMENT PROJECTIONS

Year	1 Fall 2015 – Spring 2016	2 Fall 2016 – Spring 2017	3 Fall 2017 – Spring 2018	4 Fall 2018 – Spring 2019	5 Fall 2019 – Spring 2020
Full Time Students	7	15	20	25	30
Part Time Students (6 hrs/sem)	8	15	20	30	40
Total	15	30	40	55	70

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PROGRAM STRUCTURE

- A. **Total credits required for graduation:** 36
- B. **Residency requirements, if any:** Minimum of 30 hours of graduate credits at Maryville.
- C. **General education: Total credits:** N/A

Courses (specific courses OR distribution area and credits):

D. Major requirements: Total Credits:		27 core credits + 3 electives for general program, or 4 electives for concentration (just like MBA)	
		<u>MGMT 691 Management</u>	
<u>BUS-643 Business Ethics</u>	3 cr	<u>Policies</u>	3 cr
<u>MGMT-647 Organizational Behavior & Development</u>	3 cr		
<u>MGMT-670 Interpersonal Management Skills</u>	3 cr		
<u>ISYS-650 Information Technology Management</u>	3 cr		
<u>BUS-640 Project Management</u>	3 cr		
<u>MGMT 687 Leadership</u>	3 cr		
<u>MGMT 640 Human Resource Management</u>	3 cr		
<u>ACCT 610 Accounting for Managers</u>	3 cr		

- E. **Free elective credits:** 9 (general), 12 (concentration) (Sum of C, D and E should equal A).
- F. **Requirements for thesis, internship or other capstone experience:** Major requires Management Policies capstone course
Strategic Communications majors can take courses as electives similar to the MBA
- G. **Any unique features such as interdepartmental cooperation:** _____

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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Maryville University St Louis

Program Name Master of Management and Leadership

Date May 26, 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.

There are no additional requirements for students to enroll in the Master of Management & Leadership program once they are admitted to the University.

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

No special characteristics.

Faculty Characteristics

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

A terminal degree in a related business or technical area is preferred. Faculty must have a minimum of a Masters degree in these areas. Prior higher education teaching experience (preferably at the graduate level) and relevant business experience are required.

- 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.

It is estimated that 40% of the credit hours will be instructed by full time faculty.

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

Faculty teaching in the program will be expected to serve as student advisors and mentors, be available for regular office hours, and engage in ongoing professional development and scholarly activity in the field.

Enrollment Projections

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

50 FTE

- Percent of full time and part time enrollment by the end of five years.

60% Full-time and 40% part time enrollment by end of five years.

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.

40 graduates 3 years after implementation.

- 2016: 10
- 2017: 15
- 2018: 15

75 graduates 5 years after implementation.

- 2019: 15
- 2020: 20

- Special skills specific to the program.

No specific skills.

- Proportion of students who will achieve licensing, certification, or registration.

Not Applicable.

- 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.

Not Applicable.

- Placement rates in related fields, in other fields, unemployed.

Bureau of Labor Statistics shows that 42% of graduates with a management degree are using it within the field. Since we don't have data with this program, we'll assume that the national average will be applicable here.

- **Transfer rates, continuous study.**

Historically about 5% of students studying the MBA at Maryville have transfer credits.

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.**

All Maryville programs are regionally accredited by the Higher Learning Commission. John E. Simon School of Business programs are accredited by ACBSP (Accrediting Council for Business Schools and Programs). The School just received 10 year reaccreditation in June 2012.

Alumni and Employer Survey

- **Expected satisfaction rates for alumni, including timing and method of surveys**

Alumni will be surveyed 2 years and 5 years after graduation. The expectation is that alumni will substantiate that the M&L degree is supporting their career goals.

- **Expected satisfaction rates for employers, including timing and method of surveys.**

Employers will be surveyed annually as part of the capstone experience to determine overall satisfaction with M&L graduates.