

1. New Program Proposal Form

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Southeast Missouri State University

Program Title: Master of Science in Organizational Management

Degree/Certificate: Masters of Science

Options: Organizational Management

Delivery Site(s): Harrison College of Business

CIP Classification
(provide a CIP code): Management Science, General 52.1301

Implementation Date: Fall 2012

Cooperative Partners: _____

Expected Date of First Graduation: Fall 2015

AUTHORIZATION

<u>Ronald Rosati, Provost</u>	_____	_____
Name/Title of Institutional Officer	Signature	Date
<u>Gerald McDougall, Dean, College of Business</u>	<u>573-651-2112</u>	
Person to Contact for More Information	Telephone	

2. Need:

A. Student Demand:

i. Estimated enrollment each year for the first five years for full-time and part-time students

**Form SE
STUDENT ENROLLMENT PROJECTIONS**

Year	1	2	3	4	5
Full-Time	5	5	5	5	5
Part-Time	15	20	25	30	35
TOTAL	20	25	30	35	40

ii. Will enrollment be capped in the future?

Enrollment may be capped given current resource base.

B. Market Demand:

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

Recent survey data on Southeast Alumni suggest that 53% of those surveyed would be interested in a program of this type. Respondents were 173 Southeast graduates with non business majors from 1994 to 2004. The most common college/school represented was the College of Liberal Arts. Of the respondents, 90% were currently employed.

A survey at the local Cape Area Personnel Association meeting of mostly Human Resource Managers (n=17) suggested they believed there was a regional need for a masters degree program in applied management designed for individuals who do not have an undergraduate degree in business. Of these respondents, 100% agreed with

this overall need, and 94% indicated such a degree would be of benefit to their organization. There were 53% of the respondents who indicated they could identify a good candidate within their organization for such degree. As a side note, 47% of the respondents indicated their organization had a tuition reimbursement program for individuals who wish to complete a graduate degree.

C. Societal Need:

In 2006 there were 323,421 individuals privately employed in non-farm employment in the 24 county service area of Southeast Missouri State University. This figure excludes government employment. About 10 percent of the above employment number are employed in manufacturing positions. Given a normal 10:1 supervisory ratio, there are potentially 32,300 individuals that could possibly benefit from a degree as included in this proposal.

D. Methods and data collection

1. Survey data from Southeast Alumni Services
2. Survey of Human Resource Professionals in Southeast Missouri
3. 2006 data from the U.S. Department of Commerce
4. Missouri Economic Research and Information Center,
www.missourieconomy.org

3. Duplication and Collaboration:

No other Master of Science in Organizational Management programs were located in Missouri.

Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL.

No.

4. Program Structure:

**Form PS
PROGRAM STRUCTURE**

- A. Total credits required for graduation: 30 credit hours
- B. Residency requirements, if any: _____
- C. General education (total credits): n/a

General education courses (specific courses OR distribution area and credits):

<u>n/a</u>	<u>n/a</u>	cr.	_____	_____	cr.	_____	_____	cr.
_____	_____	cr.	_____	_____	cr.	_____	_____	cr.
_____	_____	cr.	_____	_____	cr.	_____	_____	cr.
_____	_____	cr.	_____	_____	cr.	_____	_____	cr.

- D. Major requirements (total credits): 21 credit hours

<u>BA600</u>	<u>3</u>	cr.	<u>BA620</u>	<u>3</u>	cr.	<u>BA656</u>	<u>3</u>	cr.
<u>BA657</u>	<u>3</u>	cr.	<u>BA664</u>	<u>3</u>	cr.	<u>BA667</u>	<u>3</u>	cr.
<u>MG550</u>	<u>3</u>	cr.	_____	_____	cr.	_____	_____	cr.
_____	_____	cr.	_____	_____	cr.	_____	_____	cr.

- E. Free elective credits
(sum of C, D, & E should equal A): 9 credit hours

- F. Requirements for thesis, internship
or other capstone experience: Applied Research Project

- G. Any unique features such as
interdepartmental cooperation: Cooperation with the Department of
Psychology for delivery of prerequisite
statistics course

6. Program Characteristics and Performance Goals: **For collaborative programs**, responsibility for program evaluation and assessment rests with the institution(s) granting the degree(s).

Form PG
PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Southeast Missouri State University

Program Name: Master of Science in Organizational Management

Date: SPRING 2011

(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

- Students with a bachelor's degree.
- Undergraduate grade point average of 2.75 or higher on a 4.0 scale (overall or in last 60 hours)
- Three years of managerial experience involving multiple direct reports is required.
- 1-2 page purpose statement
- Submission of a GRE, GMAT, LSAT, or MCAT score

Faculty Characteristics

- Faculty within the Harrison College of Business will provide instruction for this program. The vast majority of the teaching will be by faculty with an emphasis in Management.
- It is anticipated that 100% of the instruction for the graduate courses for this program will be taught by full time faculty within the Harrison College of Business. Estimated percentage of credit hours that will be assigned to full-time faculty.

Enrollment Projections

- Student FTE majoring in program by the end of five years: FTE= 22.5
- Percent of full-time and part-time enrollment by the end of five years: Full Time = 12.5%; Part Time = 87.5%

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation: 3 Yr = 10; 5 Yr = 15
- Special skills specific to the program N/A
- 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. N/A
- Placement rates in related fields, in other fields, unemployed: Placement Rate Related Field 90+%; Placement Rate Other Fields 10%
- Transfer rates, continuous study N/A

Program Accreditation

- Program will fall under the AACSB accreditation requirements for the Harrison College of Business

Alumni and Employer Survey

- There will be surveys of students toward both the fall and spring terms requesting input related to satisfaction with multiple areas within the College that impact the quality of the program.
- There will be an annual survey of alumni of the program requesting their input related to quality measure associated with the program.

7. Accreditation: Program will fall under the AACSB accreditation requirements for the Harrison College of Business

8. Institutional Characteristics: There is not another identified major public or private institution within the service area or state providing a degree like the Masters in Organizational Management. This degree is especially well suited for individuals who do not have a major at the undergraduate level in business administration, yet are employed in positions with managerial responsibilities. The additional training in the area of management will allow them to better perform in their current position and advance to mid-level managerial positions. This degree focuses on management. The following areas of business are excluded from the degree: accounting, finance, marketing, economics, and management information systems. The Masters of Business Administration degree is currently available within the college for those that so select to have a program that would include such additional areas of business as stated above. The Masters of Business Administration degree is intended for individuals seeking the upper levels of business administration. There are master degrees within the state with specialty areas like Industrial Management, Health Management, Media Management, Occupational Safety Management, etc. Students seeking employment in these related areas are encouraged to select the appropriate related masters degrees related to their interest area. The Masters in Organizational Management is intended for individuals who are currently in or are seeking a supervisory management level in retailing, services, and related business sectors.

The Harrison College of Business is well suited to provide such a proposed program because of the excellent faculty and facilities associated with the college. Almost all of the courses associated with the proposed program (except for one new additional course) are currently available and being offered within the college. There will be a need to offer additional sections of the course in order to meet the expected demand of a Master of Science in Organizational Management, as most of the courses in the proposed program are enrolled at capacity most semesters.

9. Any Other Relevant Information: This degree will fill a major educational need in the service area of Southeast Missouri State University that is currently not available in the state.

**Masters of Science in Organizational Management (MSOM)
(30 hours)**

Department of Management & Marketing approved 11/12/08/ 4/15/09 (name change)
Harrison College of Business College Council approved 11/13/08
Graduate Council approved Fall term 2009

Minimum admissions requirements: A Bachelors degree with a GPA of 2.75 or above on a 4.0 scale (overall or in last 60 hours) or a Graduate degree with GPA of 3.0 or greater, at least 3 years of appropriate full-time post-bachelors work experience, current resume/vita including names and contact information of 3 professional/business references, 1-2 page purpose statement, and submission of a GRE, GMAT, LSAT, or MCAT score.

Prerequisite Courses:

MG301 Principles of Management (3 hrs)
PY271 Research Design and Analysis I (3 hrs) **OR**
PY571: Introductory Behavioral Statistics (3 hrs)

Required Courses:

(Group A 21 hours) Select all 7 Courses
BA600 Managing and Leading Human Capital (3 hrs)
BA620 Quantitative and Qualitative Research Methods in Business (3 hrs)
BA656 Applied Human Resource Management (3 hrs)
BA664 Organizational Leadership (3 hrs)
BA667 Liability Risks in Products and Services (3 hrs)
BA657 Applied Research Project (3 hrs) (Topic: Management) (18 grad hours completed)
MG550 Improving Team Performance (3 hrs)

(Group B 9 hours) Select 3 additional graduate courses in a management related area:

BA521 Topics in Entrepreneurship (3 hrs)
BA531 Imagination, Creativity and Innovation (3 hrs)
BA551 Managing and Growing New Ventures (3 hrs)
BA561 Business Planning for New Ventures (3 hrs)
BA641 Creating the Entrepreneurial Venture (3 hrs)
BA661 External Environment of Business (3 hrs)
BA662 Contemporary Issues in Business (3 hrs)
BA671 Business Topics Seminar (3 hrs)
MG526 Managing and Developing Talent (3 hrs)
MG546 Acquiring and Compensating Talent (3 hrs)
MG560 International Management (3 hrs)
MG566 Legal and Union Issues in Human Resources (3 hrs)

Note: Students will likely select 3 elective courses from Group B. Other courses, including those outside the College of Business, could be considered for inclusion in the program contingent upon the approval of the offering department and approval by the Director of Graduate Programs in Business.