**Employer Needs Survey Form for the Sam M. Walton College of Business Interdisciplinary Minor:**

**“Blockchain Enterprise Systems Minor”**

**Date:** \_\_\_\_\_September 26, 2018\_\_\_

**Please return this survey by email to:** Mary Lacity mclacity@uark.edu **by date:** Thursday Sept 27 midnight

**Proposed Degree Program: Undergraduate “Blockchain Enterprise Systems Minor”**

**Reason for the minor:** *Consistent with the Sam M. Walton College of Business’s mission to deliver business knowledge that is innovative, the Walton College aims to create an inter-disciplinary minor that integrates a foundational innovation, namely blockchain technologies, across all business disciplines.  Blockchain's implications are widespread across every business function, including accounting, economics, finance, information systems, management, marketing, and supply chains. Students who take this minor will be able to:*

* *Articulate the benefits and limitations of different blockchain components and platforms to technical and non-technical managers*
* *Identify where blockchain technologies are suitable to solve business problems or to create new business opportunities*
* *Develop a functioning blockchain application that meets technical and business requirements*

**Employer:** \_\_\_Microsoft\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
**Type of company:** \_\_\_Cloud & Services Technology Company\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact Person:** \_\_\_\_\_Jarrod Ramsey\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Position Title:** \_\_\_\_\_\_ Account Technology Strategist\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Email:** \_\_\_\_\_\_\_Jarrod.Ramsey@microsoft.com\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
**Telephone number:** \_\_\_\_\_[479-644-4343](tel:%20(917)%20388-1134)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. List job titles with your company that require employees to have the knowledge and skills obtained from the proposed degree program: \_\_\_\_Technology Account Managers; Evangelists; Global blackbelt; Program managers (experience in the domains consulting may be required; titles are generic but the focus for the prospect will be blockchain) \_\_\_\_
2. List the degree required for each job title listed in #1:   
   \_\_\_\_University degree in Technology or related\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Indicate the certification/licensure required for each job title listed in #1:   
   \_\_\_\_\_\_\_\_n/a\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. How many positions do you currently have for each job title listed in #1?   
   \_\_Total of about 15 (experienced)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. How many position openings do you currently have for each job title listed in #1?   
   ­­\_\_Total of about 3 (experience required) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. How many position openings will you have the next 2–5 years for each job title listed in #1?   
   \_\_Total of about 15 (experience required = 10); interns / fresh grads probably about 5\_\_\_\_\_\_\_\_\_\_\_\_\_
7. What is the annual salary for each position listed in #4 & #5?   
   \_\_Technology / business major grads (interns) = about 100K/year\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. If no openings now, when do you anticipate having openings for the positions listed in #1? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. Would you give hiring preference to applicants with the proposed degree?   
   \_\_\_\_Yes, necessary for specific function, but as technology matures, role requirements will start belnding. Basic degree is technology still highly necessary. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. Indicate the number of employees who would benefit from enrolling in selected coursework in the proposed degree program?   
    \_\_\_\_Is this for existing employees? If so, it would be for those looking at career blockchain influencers\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
    If yes, would you provide tuition assistance? \_\_\_\_\_\_If for existing employees, Microsoft has tuition aide programs if relevant to job\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
11. Would it be helpful for your employees if the courses were offered online/distance technology, evenings or weekends?  
    \_If you can differentiate from Coursera or similar\_ Indicate your preference: \_\_No preference\_\_\_\_\_
12. Indicate the type of support your company will provide for the proposed degree program, such as, program start-up funds, provide an internship site, part-time faculty, tuition reimbursement, employee release time, or equipment: \_\_\_Internships are potential opportunities at required locations.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
13. Will you or a co-worker serve on the institution’s program advisory committee? (provide name of employee email)  
    \_\_Yes; [James.Hardie@microsoft.com](mailto:James.Hardie@microsoft.com), Jarrod.Ramsey@microsoft.com\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Indicate the skills individuals would need for employment in the positions listed in #1:

\_x\_\_ Interpersonal communications \_\_\_\_ Supervision/Management \_\_\_\_ Budgeting

\_x\_\_ Written/oral communications \_\_\_\_ Leadership/initiative \_\_\_\_ Data analysis

\_x\_\_ Team work \_\_\_\_ Planning/Organizing \_x\_\_ Public Speaking

\_x\_\_ Independent worker \_\_\_\_ Conflict resolution \_\_\_\_ Marketing

\_x\_\_ Analytical reasoning \_x\_\_ Problem Solver \_\_\_\_ Teacher/Trainer

\_\_\_\_ Computer programming \_\_\_\_ Computer applications \_x\_\_ PowerPoint Presentations

\_\_\_\_ Foreign Language (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ Other skills not listed (identify) \_\_industry and domain background \_

1. How will this proposed degree program benefit your local community, the state, region or nation?

\_\_\_NWA has three of the heavieast logistic demand companies; Walmart in retail, J.B. Hunt in shipping logistics, Tyson in food production. Each of the big 3 would benefit from employees entering these workforces dependent on supply chain. Additionally, Blockchain is largely complex and difficult to apply marketable initiatives behind, but with new minds that have the understanding of this technology, new startups, innovative leads, and field-level production would create unseen avenues into new areas of business for NWA. \_\_\_

1. Provide any additional comments about the proposed degree program.

*Undergrad:*

The biggest employer for this type of skill will be startups and technology solutions implementors. I do not see Microsoft as one of that kind, hence the low intake mentioned above. Also for entry into Microsoft openings for this field will require domain experience and background, which most probably be absent for fresh grads.

However, Microsoft works closely with industry changes, shifts, partners, and is in our interest to help influence job opportunities or expansion of skillsets. As the use and adoption of blockchain grows, Microsoft will continue to feed into our partners, which will indirectly create more hiring opportunities.

*Opportunity – continuing education:*

Such a course may be suitable for “continuing education” students. If this is offered for audience who are looking for a career change, and who already have background in domains – ex. finance, supply chain, or such – this may be a more interesting value proposition.