

New Program Proposal

Date Submitted: 09/11/19 6:15 pm

Viewing: **SCMTMS-RETL : Supply Chain**

Management: Retail Concentration

Last edit: 10/04/19 4:18 pm

Changes proposed by: kboston

Submitter: User ID: kboston Phone:
5-4622

Program Status Active

Academic Level Graduate

Type of proposal Major/Field of Study

Select a reason for Adding New Concentration
this new program

Are you adding a concentration?
Yes

Concentration(s):

In Workflow

1. WCOB Dean Initial
2. GRAD Dean Initial
3. Director of Program Assessment and Review
4. Registrar Initial
5. Institutional Research
6. SCMT Chair
7. WCOB Curriculum Committee
8. WCOB Faculty
9. WCOB Dean
10. Global Campus
11. Provost Review
12. University Course and Program Committee
13. Graduate Committee
14. Faculty Senate
15. Provost Final
16. Provost's Office-- Notification of Approval
17. Registrar Final
18. Catalog Editor Final

Approval Path

1. 09/11/19 6:27 pm
Karen Boston (kboston):
Approved for WCOB Dean Initial
2. 09/13/19 9:36 am
Pat Koski (pkoski):

- Approved for GRAD
Dean Initial
3. 09/17/19 3:21 pm
Alice Griffin
(agriffin): Approved
for Director of
Program
Assessment and
Review
 4. 09/18/19 6:17 pm
Lisa Kulczak
(lkulcza): Approved
for Registrar Initial
 5. 10/04/19 4:19 pm
Gary Gunderman
(ggunderm):
Approved for
Institutional
Research
 6. 10/05/19 1:51 pm
Brian Fugate
(bsfugate):
Approved for SCMT
Chair
 7. 10/09/19 4:07 pm
Karen Boston
(kboston):
Approved for WCOB
Curriculum
Committee
 8. 10/09/19 4:08 pm
Karen Boston
(kboston):
Approved for WCOB
Faculty
 9. 10/09/19 4:08 pm
Karen Boston
(kboston):
Approved for WCOB
Dean

10. 10/09/19 4:23 pm
 Suzanne Kenner
 (skenner): Approved
 for Global Campus
 11. 10/10/19 2:38 pm
 Terry Martin
 (tmartin): Approved
 for Provost Review

Action	Code	Title
Add new	SCMTMS-RETL	Retail

Are you adding or modifying a track? No

Are you adding or modifying a focused study? No

Effective Catalog Year Fall 2020

College/School Code Walton College of Business (WCOB)

Department Code Department of Supply Chain Management (SCMT)

Program Code SCMTMS-RETL

Degree Master of Science

CIP Code
 52.1301 - Management Science.

Program Title
 Supply Chain Management: Retail Concentration

Program Delivery

Method

On Campus

Online/Web-based

Is this program interdisciplinary?

No

Does this proposal impact any courses from another College/School?

No

What are the total hours needed to complete the program? 30

On-line/Web-based Information

Reason for offering

Web-based Program

To provide an opportunity for students to complete the degree in an online format.

Maximum Class Size 25
for Web-based
Courses

Course delivery
mode

Method(s)
Online

Class interaction
mode

Method(s):
Electronic Bulletin Boards
E-mail
Chat

Percent Online

100% with No Required Campus Component

Provide a List of
Services Supplied by
Consortia Partners or
Outsourced
Organization

N/A

Estimate Costs of the N/A
Program over the
First 3 Years

List Courses Taught
by Adjunct Faculty

Upload
Memorandum of
Understanding Forms
(if required)

Program Requirements and Description

Requirements

Core Courses	21
Concentration Courses	9
Retail Concentration	
Choose 9 hours from the following courses:	
MKTG 5223	Marketing
MKTG 5433	Consumer and Market Research
MKTG 5523	Marketing Analytics
MKTG 5553	New Product Development and Strategy
MKTG 5563	Retail Strategy
Total Hours	30

* [ISYS 5213](#) or [ISYS 5103](#) that is taken for the Supply Chain Management core will not count towards the nine hours required for the following concentrations: Business Analytics, Enterprise Resource Planning, or Blockchain Enterprise Systems.

** With approval of the SCMTMS Program Director, any senior-level (4000) course may be taken for graduate credit.

Program Costs

The program will be initially funded using Walton College operational funds and, eventually, program revenues as they are generated. Start-up marketing and recruiting costs will initially be supported by the College. Administrative responsibilities will be handled by the Supply Chain Management Department Masters Program Coordinator. Existing resources on campus will be used. Existing faculty in Supply Chain Management and Information Systems will teach the courses. All courses are already offered on a regular basis. Marketing and recruiting costs for the program will be supported by the College.

Library Resources

N/A

Instructional

Facilities

N/A

Faculty Resources

Existing faculty in Supply Chain Management and Information Systems will teach the courses.

List Existing Certificate or Degree Programs
that Support the Proposed Program

Program(s)
BADMMB - Business Administration, Master of Business Administration

Are Similar Programs available in the area?

No

Estimated Student 15
 Demand for Program

Scheduled Program NA
 Review Date

Program Goals and Objectives

Program Goals and Objectives

See SCMTMS.

Learning Outcomes

Learning Outcomes

See SCMTMS.

Description and Justification for this request

Description of request	Justification for request
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<p>A new, 30 hour Master of Science in Supply Chain Management with concentrations in Business Analytics, Enterprise Resource Planning, Blockchain Enterprise Systems, Finance, Retail, and Strategy and Human Resources utilizing existing courses within other Walton programs. This is the Retail concentration.</p>	<p>Industry wide needs are changing and becoming more complex, especially in Arkansas. Employers have voiced a concern in the scarcity of eligible managers with a supply chain education, especially beyond a bachelor's degree. Due to increased demands from customers, supplier, and shippers, employers need professionals with an advanced specialized understanding of supply chain. They need supply chain experts in innovation, sustainability, and market understanding, who have a broad business perspective. Employees who can adequately assess the most difficult challenges, then integrate solutions and manage long term change. The growing economy in Arkansas is in need of managers and leaders trained in the full skill set of supply chain; functional, technical, and social. Supply chain education must grow and adapt to meet the new and increasing needs of the industry.</p>

Upload attachments

Reviewer Comments

Alice Griffin (agriffin) (09/17/19 2:56 pm): Replaced "track" with "concentration" throughout documentation. Added comment to program requirements, "Choose 9 hours from the following courses." With permission from submitter.

Alice Griffin (agriffin) (09/17/19 2:57 pm): Changed program goals and student learning outcomes to "see SCMTMS" in order to direct reviewers to the overall program, not the concentration.

Gary Gunderman (ggunderm) (10/04/19 4:18 pm): Approved pending documentation changes suggested by Dr. Martin.

Key: 710