HIGHER EDUCATION COORDINATING COMMISSION
255 Capitol Street NE, Salem, OR 97310
www.oregon.gov/HigherEd

Docket Item:

University Program Approval: Oregon State University, Master of Science (M.S.) in Business

Summary:

Oregon State University proposes a new degree program leading to a M.S. in Business. The statewide Provosts' Council has unanimously recommended approval. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the program as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:

> RESOLVED, that the Higher Education Coordinating Commission approve the following program: M.S. in Business at Oregon State University

Oregon State University seeks the Oregon Higher Education Coordinating Commission's approval to offer an instructional program leading to a <u>MS in Business.</u>

1. *Describe the purpose and relationship of the proposed program to the institution's mission and strategic plan.*

Oregon State University is proposing to offer a new Master of Science (MS) in Business degree program beginning Fall Term 2018. The program will be located in the College of Business.

The proposed MS in Business (MSB) degree program is designed to provide students with a focused exploration of two specializations: Financial Planning and Supply Chain Analytics. The proposed program will require 45 credit hours of existing coursework (no new courses will be required) within the two specializations. Similar to the existing Master of Business Administration (MBA) degree program, the MSB will be an non-thesis designed degree program. [Note: The College of Business also currently offers a Graduate Certificate in Business Analytics and a Graduate Certificate in Financial Planning.]

Financial Planning encompasses individual wealth management planning including such topics as tax planning, estate planning, insurance, retirement planning, and portfolio allocation. An MSB in Financial Planning will lead a candidate to earning a Certified Financial Planning designation. An MSB in Supply Chain Analytics is a combination of the disciplines of (1) Supply Chain and Logistics Management and (2) Business Analytics. Supply Chain and Logistics Management provides students with a solid mastery of international operations, logistics, and supply chain management concepts and methods. Business Analytics leverages advances in software interoperability, data exchange mechanisms, along with data mining and visualization techniques.

The MSB will be most clearly relevant to the University's signature areas of "Promoting Economic Growth and Social Progress" and "Advancing the Science of Sustainable Earth Ecosystems". As such, the proposed program will contribute directly to Oregon's economic, social, and sustainability needs. Oregon's economy spans the entire supply chain from abundant natural renewable and non-renewable resources through manufacturing to consumption. Further, Oregon's population faces the challenge of understanding and preparing for financial considerations involving saving, retirement, and estate planning.

2. *What evidence of need does the institution have for the program?*

The Graduate Management Admissions Council indicates that just over half of those students taking the GMAT test are interested in pursuing a non-MBA business master's or both (MBA/non-MBA) types of programs. Business master's programs are especially of interest to women. The Bureau of Labor Statistics predicts an increased demand for Personal Financial Advisors higher in the Portland/Vancouver and Bend areas than is the national average.

3. *Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?*

The MSB fits within the Portland Strategy of the University by adding hybrid delivery of academic programs to the Portland region.

The business Core-1 courses are currently offered face-to-face in Corvallis and fully online (through Extended Campus). The MSB in Financial Planning will be offered via Extended Campus as a hybrid program in Portland. The MSB in Supply Chain Analytics will be offered on-campus in Corvallis and via Extended Campus as a hybrid program in Portland. Coursework offered via Extended Campus in the "hybrid" format means 80 percent online and 20 percent face-to-face.

While both Portland State University and the University of Oregon have Masters of Business-type programs, nether has concentrations in areas of Supply Chain Analytics and Financial Planning.

The OSU Department of Statistics recently received approval to offer an MS and Graduate Certificate in Data Analytics. This new program will complement the proposed Supply Chain Analytics area of concentration.

4. *What new resources will be needed initially and on a recurring basis to implement the program? How will the institution provide these resources? What efficiencies or revenue enhancements are achieved with this program, including consolidation or elimination of programs over time, if any?*

Because the MSB relies entirely on existing courses, administration and infrastructure, it requires no additional resources and will have little or no adverse impact on facilities, library, or other resources. Applications and advising will be handled by the Graduate Program Office, and the program oversight and review will be included in the duties of the current Associate Dean for Graduate Student Development.

Using a combination of 60 percent tenure/tenure-track and 40 percent professionally qualified fixed-term faculty, a total of 3.6 FTE will be required to initially deliver the MSB program, with growth to 6.8 faculty FTE after five years. For the initial launch of the program, there will be approximately 33 FTE students, growing to over 70 FTE after five years.

The admissions and advising resources for the applicants and admitted students are the same as for the existing MBA and graduate certificate programs. An additional academic advisor will be hired in year two as the total number of enrolled students in the Portland hybrid programs increases.

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All appropriate University committees and councils, Faculty Senate, the OSU Board of Trustees, and the Statewide Provosts' Council have positively reviewed the proposed program.

Recommendation to the Commission

The Statewide Provosts' Council recommends that the Oregon Higher Education Coordinating Commission authorize Oregon State University to establish an instructional program leading to a MS in Business, effective Fall Term 2018.

Institution: **Oregon State University**
Program: **M.S. in Business**

Action: On October 1, 2018, the Statewide Provosts Council approved a new program for Oregon State University, M.S. in Business, to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The OSU Board of Trustees approved the program at its May 31, 2018 meeting.

Eastern Oregon University
Sarah Witte, provost
_X_ Approved
__Opposed
__Abstained

Oregon State University
Ed Feser, provost
_X_ Approved
__Opposed
__Abstained

Portland State University
Susan Jeffords, provost
_X_ Approved
__Opposed
__Abstained

University of Oregon
Jayanth Banavar, provost
_X_ Approved
__Opposed
__Abstained

Oregon Health & Science University
Elena Andresen, interim provost
_X_ Approved
__Opposed
__Abstained

Oregon Tech
Gary Kuleck, provost
_X_ Approved
__Opposed
__Abstained

Southern Oregon University
Susan Walsh, provost
_X_ Approved
__Opposed
__Abstained

Western Oregon University
Rob Winningham, interim provost
_X_ Approved
__Opposed
__Abstained