

Docket Item:

University Program Approval: Oregon State University, Bachelor of Science (B.S.) in Supply Chain and Logistics Management.

Summary:

Oregon State University proposes a new degree program leading to a B.S. in Supply Chain and Logistics Management. 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:
B.S. in in Supply Chain and Logistics Management at Oregon State University



HECC Docket Submission

Oregon State University seeks the Oregon Higher Education Coordinating Commission approval to offer an instructional program leading to a Bachelor of Science (BS) in Supply Chain and Logistics Management.

Program Description and Justification

1. Identify the institution, degree, and title of the program.

Oregon State University is proposing to offer a new Bachelor of Science degree program in Supply Chain and Logistics Management beginning Winter 2021. The program will be located in the College of Business, School of Management, Entrepreneurship and Supply Chain.

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

As a land grant school, OSU is obligated to meet the needs of and serve the well-being of the state. Thus, the Supply Chain and Logistics Management degree is designed to produce graduates who are able to make meaningful contributions to economic growth and social progress. Oregon needs a workforce with competitive supply chain analytics skills.

Upon the implementation of a BS degree in Supply Chain and Logistics Management, OSU will offer a program complimentary to other programs in the College of Business. Supply Chain and Logistics Management is considered the frontier of business. The Supply Chain and Logistics Management program educates students to be able to contribute to the challenges of sustainability, automation, big data, and the realignment of the global supply chain.

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

Demand for supply chain and logistics managers is strong in Oregon. A report generated from Labor Insight Jobs (Burning Glass Technologies) indicates that between August 1, 2018 and July 31, 2019, there were 375 job postings in logistics, materials and supply chain management. This was the third ranked program of study based on job postings following general management and engineering in Oregon. The same report indicated that supply chain and logistics constitutes a skills cluster that is in high demand.

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

The Lundquist College of Business at the University of Oregon offers a B.S. degree in Business Administration with a concentration in Operations and Business Analytics. Portland State University's School of Business offers a B.S. degree in Business Administration with a concentration in Supply and Logistics Management.

The proposed Supply Chain and Logistics Management degree at Oregon State University is expected to compliment other Business Administration degrees in the state. The B.S. program at the U of O leans toward data analytics and information systems. PSU's program focuses on and excels in purchasing, inventory management, production planning and transportation management. OSU's SCLM B.S. degree focuses on the traditional discipline of operations research and analytics in contracts management, procurement, logistics network design, service design and production/design capacity planning. Potential for collaboration exists.

The Supply Chain and Logistics Management program leverages the strength of Oregon State University and its faculty. It is distinct from the supply chain/operations offerings of other universities in Oregon and this region due to the strong focus on supply chain engineering, decision analytics, and supply management in state procurement.

All appropriate University committees and the Statewide Provosts Council have approved the proposed program. The Oregon State University Board of Trustees approved the program on August 14, 2020

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 Bachelor of Science (BS) in Supply Chain and Logistics Management effective Winter 2021.



Proposal for a New Academic Program

Institution: Oregon State University

College/School: College of Business

Department/Program Name: School of Management, Entrepreneurship, and Supply Chain

Degree and Program Title: Supply Chain and Logistics Management, BS/HBS

1. Program Description

- a. Proposed Classification of Instructional Programs (CIP) number.

52.0203: Logistics, Materials, and Supply Chain Management.

A program that prepares individuals to manage and coordinate all logistical functions in an enterprise, ranging from acquisitions to receiving and handling, through internal allocation of resources to operations units, to the handling and delivery of output. Includes instruction in acquisitions and purchasing, inventory control, storage and handling, just-in-time manufacturing, logistics planning, shipping and delivery management, transportation, quality control, resource estimation and allocation, and budgeting.

- b. Brief overview (1-2 paragraphs) of the proposed program, including its disciplinary foundations and connections; program objectives; programmatic focus; degree, certificate, minor, and concentrations offered.

The College of Business proposes a new undergraduate degree program in Supply Chain and Logistics Management (SCLM) that will provide students a focused exploration of the analytics aspects of supply chain management. This focus allows the college to leverage the expertise of our faculty in decision sciences, operations research, and network analysis to attract quantitative and analytical-minded students.

The proposed course of study totals 180 credit hours. The degree program will utilize the current Supply Chain and Logistics Management option courses for the 36-credit SCLM requirement. Many students within the current SCLM option in Business are expected to declare the new SCLM degree path, which is reflected in the projected enrollment numbers and degrees granted. The degree program will be offered as a face-to-face program in Corvallis, with an anticipated launch of Winter 2021.

- c. Course of study – proposed curriculum, including course numbers, titles, and credit hours.

Summary of Requirements

Lower Division Courses – 62 credits

Business Courses – (47 credits)

Math, Economics, Writing, and Communications (15 credits of which 10 will also count toward University General Education Requirements)

Upper Division Courses – 65 credits

Business Courses (26 credits)

Writing Intensive Course (3 credits)

Supply Chain and Logistics Management Classes (36 credits)

University General Education Requirements (40 credits)

Unrestricted Electives (13 credits)

Total: 180

Specific Courses Required within the Major

BA 160 B-Engage (3)
BA 161 Innovation Nation: Awareness to Action (3)
BA 162 Innovation Nation: Ideas to Reality (3)
BA 211 Financial Accounting (4)
BA 213 Managerial Accounting (4)
BA 223 Principles of Marketing (4)
BA 230 Business Law I (4)
BA 240 Finance (4)
BA 260 Introduction to Entrepreneurship (4)
BA 270 Business Process Management (4)
BA 275 Foundations of Statistical Reference (4)
BA 283 Creativity, Culture, and the Workplace (1)
BA 284 Foundations of Personal Finance (1)
BA 281 Professional Development (3)
BA 282 Drafting Your Career Blueprint (1)
BA 311 Framing Your Career Plan (1)
BA 312 Foundations of Personal Finance II (1)
BA 313 The Orange and Black Case Competition (1)
BA 347 International Business (4)
BA 352 Managing Individual and Team Performance (4)
BA 354 Managing Ethics and Corporate and Social Responsibility (4) - WIC
BA 357 Operations Management (4)
BA 370 Business Information Systems Overview (4)
BA 375 Applied Qualitative Methods (4)
BA 411 Navigating Your Workspace (1)
BA 412 Financial Planning I
BA 413 Financial Planning II
BA 451 Supply and Sourcing Management (4)
BA 453 Supply Chain Modeling and Decision Analysis (4)
BA 454 Lean Enterprise Management and Capstone (3)
BA 456 Technology Applications in Supply Chain Management (4)
BA 459 Service Operations Management (4)
BA 466 Integrative Strategic Experience (4)
BA 478 Supply Chain Analytics (3)
ECON 201 Introduction to Microeconomics (4)
ECON 202 Introduction to Macroeconomics (4)
MGMT 455 Influence and Negotiation (4)
MGMT 457 Supply Chain Strategy (4)

- d. Manner in which the program will be delivered, including program location (if offered outside of the main campus), course scheduling, and the use of technology (for both on-campus and off-campus delivery).

The program will be delivered on-campus in a face-to-face modality through classroom and laboratory formats.

- e. Adequacy and quality of faculty delivering the program.

All faculty required to deliver the SCLM program are on full-time appointments. We will add additional faculty resources to deliver the coursework using the academic and professional faculty guidelines requires to maintain our Association to Advance Collegiate Schools of Business (AACSB) accreditation.

- f. Adequacy of faculty resources – full-time, part-time, adjunct.

Current facilities and resources are adequate to support the proposed program.

- g. Other staff.

The advising resources for admitted students are the same as for the existing College of Business undergraduate degree programs. In accordance with university guidelines, we will hire additional academic advisors as the total number of enrolled students in all of our undergraduate degree programs increase.

- h. Adequacy of facilities, library, and other resources.

The facilities and library resources have been verified to be adequate by the appropriate administrators on campus.

- i. Anticipated start date.

Winter 2021

2. Relationship to Mission and Goals

- a. Manner in which the proposed program supports the institution's mission, signature areas of focus, and strategic priorities.

The Supply Chain and Logistics Management (SCLM) degree is most clearly relevant to the university's signature area of "Promoting Economic Growth and Social Progress". Supply Chain and Logistics Management is considered the frontier of Business. It is now recognized as an industry in itself in many developed countries (e.g. United Kingdom and Germany) and emerging economies (e.g. China). Sustainability challenges, automation, big data, and realignment of global supply chain are forcing businesses, nonprofits, and other organizations to redesign supply chain and business models and practices. Oregon needs a workforce with competitive supply chain analytics skills to meet this need. As a land grant school, we are obligated to meet the needs of and serve the well-being of the state.

The Supply Chain and Logistics Management program leverages the strength of Oregon State University and its faculty. It is distinct from the supply chain/operations offerings of other universities in Oregon and this region due to the strong focus on supply chain engineering, decision analytics, and supply management in state procurement.

- b. Manner in which the proposed program contributes to institutional and statewide goals for student access and diversity, quality learning, research, knowledge creation and innovation, and economic and cultural support of Oregon and its communities.

The College of Business is currently collaborating with multiple community colleges within the state to develop degree pathways that allow students to earn their four-year degree.

Quality learning is achieved through our external accreditation with AACSB, which has very high standards for assurance of learning. Only three of seven state institutions of higher education in Oregon have earned the AACSB accreditation for their business programs – OSU, PSU and UO.

Empirical research of the Supply Chain and Logistics Management faculty in the College of Business is ranked number 18 globally (source: www.scmlist.com/). Faculty bring strong expertise in areas such as supply network analysis, public procurement, service operations resource planning, natural resource management, statistical analysis (time-series analysis, spatial modeling) into the proposed curriculum and classroom.

- c. Manner in which the program meets regional or statewide needs and enhances the state's capacity to:

- i. improve educational attainment in the region and state

Demand for individuals with SCLM skillsets is growing in Oregon and the Pacific Northwest. This is evidenced in the building and expansion of multiple Amazon and Target distribution centers, the State Transportation Commission, and ODOT's award to the City of Millersburg to build an inter-modal facility to link truck and rail freight. We also see the expansion of manufacturing and export activities in the region.

Oregon State University attracts undergraduate students with strong analytical skills. They pursue degrees in engineering, forestry, and agriculture. Some will eventually move into management careers in their respective sectors. SCLM is the natural career path for the engineering minded student who also wants to acquire management skills.

- ii. respond effectively to social, economic, and environmental challenges and opportunities

Graduates skilled in the areas of supply chain and logistics management are of critical importance to the state's economy and population. SCLM is a business of the efficient use of resources in the design of effective systems and the collaboration of stakeholders across organizational boundaries. The SCLM degree program teaches core concepts and practices in the areas of circular economy, lean manufacturing and service operations, humanitarian relief operations, food supply chain, operations decisions in the public environment, and natural resource policy. The program requires training in ethics in decision making. Graduates who provide best practices and skillsets in these areas will make significant contribution to the economy of Oregon.

- iii. address civic and cultural demands of citizenship

The College of Business has established professional standards of behavior that are strictly enforced within all College programs across all campus locations and modalities.

The SCLM degree program includes a required ethics course that is specific to business. Students will be engaged with key professional. Organizations such as American Production and Inventory Control Society (APICS) and NASPO. Structured mentoring will be available through the SCLM Student Club, SCLM Lab and the SCLM Advisory Council's ongoing dialogue about ethical use of big data. Discussions on ethics are integrated throughout the program.

3. Accreditation

- a. Accrediting body or professional society that has established standards in the area in which the program lies, if applicable.

Oregon State University and all of the business programs within the university, are accredited through the Association to Advance Collegiate Schools of Business (AACSB), which is widely considered the benchmark for business programs.

- b. Ability of the program to meet professional accreditation standards. If the program does not or cannot meet those standards, the proposal should identify the area(s) in which it is deficient and indicate steps needed to qualify the program for accreditation and date by which it would be expected to be fully accredited.

The Oregon State University and the College of Business currently meet accreditation standards.

- c. If the proposed program is a graduate program in which the institution offers an undergraduate program, proposal should identify whether or not the undergraduate program is accredited and, if not, what would be required to qualify it for accreditation.

All graduate and undergraduate degree programs offered by the College of Business at OSU are accredited through AACSB.

- d. If accreditation is a goal, the proposal should identify the steps being taken to achieve accreditation. If the program is not seeking accreditation, the proposal should indicate why it is not.

N/A

4. Need

- a. Anticipated fall term headcount and FTE enrollment over each of the next five years.

	Fall Term Headcount	FTE Enrollment	Expected Degrees
Year One	70	70	28
Year Two	135	135	33
Year Three	186	186	25
Year Four	240	240	34
Year Five	283	283	68

- b. Expected degrees/certificates produced over the next five years.

See above.

- c. Characteristics of students to be served (resident/nonresident/international; traditional/nontraditional; full-time/part-time, etc.).

According to the Office of Institutional Research at OSU, 22% of students in the College of Business are from historically underrepresented groups. Additionally, 17% of the students in the College of Business are international (from outside the US). On campus, 27% of our business students transferred to OSU from another academic institution. The degree program is designed to serve both full-time and part-time students.

- d. Evidence of market demand.

Demand for supply chain and logistics managers is strong in Oregon. A report generated from Labor Insight Jobs (Burning Glass Technologies) indicates that between August 1, 2018 and July 31, 2019, there were 375 job postings in logistics, materials, and supply chain management. SCLM was the third ranked program of study based on job postings following general management and engineering in Oregon. The same report indicated that supply chain and logistics constitutes a skills cluster that is in high demand.

- e. If the program's location is shared with another similar Oregon public university program, the proposal should provide externally validated evidence of need (e.g., surveys, focus groups, documented requests, occupational/employment statistics and forecasts).

N/A

- f. Estimate the prospects for success of program graduates (employment or graduate school) and consideration of licensure, if appropriate. What are the expected career paths for students in this program?

The degree program will train students to be operations and procurement managers in government agencies and in manufacturing and service sectors around the globe.

Student placement/employment rate is a primary indicator of program success. The College of Business regularly collects placement data for all students at both graduation and in the 90 days following graduation using a survey similar to the National Association of Colleges and Employers (NACE) First Destination Survey. Currently, the students in the Business degree's Supply Chain and Logistics Management option boast a 100% placement rate.

5. Outcomes and Quality Assessment

- a. Expected learning outcomes of the program.

Analyze business problems using operations research methods including simulation and optimization, and mathematical modeling.

Manage projects and interpret, negotiate, and create commercial contracts.

Apply advances software systems and tools in process design and to ensure efficient use of natural resources.

Design, analyze, and implement global supply chain logistics systems.

Manage supply chain integration and supply chain relations.

Execute logistics and distribution strategy in extreme environment such humanitarian and natural disaster setting.

Conduct risk assessment in both public and private sectors and in mitigating negative social and ecological impact.

- b. Methods by which the learning outcomes will be assessed and used to improve curriculum and instruction.

The program learning outcomes will be assessed using course-embedded measures. These include exam questions, case analyses, class discussions, class projects and presentations. Each learning outcome will be assessed once every two years (on a two-year assessment cycle). The “off” assessment year will allow the course/program coordinator to analyze the data from the previous assessment and implement changes to coverage, delivery, etc...if deemed necessary. The subsequent assessment cycle will allow us to “close the loop” and evaluate the impact of the changes implemented related to the objective. If no changes were made, the subsequent assessment cycle will allow us to continue to monitor whether students continue to meet the objective. Due to the integrated nature of the program, coverage of a particular learning outcome will take place in multiple courses or across courses.

- c. Nature and level of research and/or scholarly work expected of program faculty and indicators of success in those areas.

The College of Business sets expectations for the nature and level of research and/or scholarly activity of program faculty. The Associate Dean for Research and Faculty Development evaluates all tenure and tenure-track faculty on an annual basis to ensure that they are meeting expectations for scholarly work.

6. Program Integration and Collaboration

- a. Closely related programs in this or other Oregon colleges and universities.

The Lundquist College of Business at the University of Oregon offers a B.S. degree in Business in Administration with a concentration in Operations and Business Analytics. Portland State University’s School of Business offers a B.S. degree in Business Administration with a concentration in Supply and Logistics Management.

- b. Ways in which the program complements other similar programs in other Oregon institutions and other related programs at this institution. Proposal should identify the potential for collaboration.

The proposed Supply Chain and Logistics Management degree at Oregon State University is expected to compliment other Business Administration degrees in the state. The BS program at UO leans toward data analytics and information systems. PSU’s program focuses on and excels in purchasing, inventory management, production planning and transportation management. OSU’s SCLM B.S. degree focuses on the traditional discipline of operations research and analytics in contracts management, procurement, logistics network design, service design and production/design capacity planning. Potential for collaboration exists.

- c. If applicable, proposal should state why this program may not be collaborating with existing similar programs.

N/A

- d. Potential impacts on other programs.

No adverse impacts are expected on other programs. This degree is intended to attract new students into the Supply Chain and Logistics Management degree and to provide flexible alternatives for existing students within the state and region.

7. External Review

If the proposed program is a graduate level program, follow the guidelines provided in *External Review of New Graduate Level Academic Programs* in addition to completing all of the above information.

N/A

Institution: Oregon State University

Program: BS in Supply Chain and Logistics Management

Action: At the **October 20, 2020** meeting, the Statewide Provosts Council approved a new program for **Oregon State University, BS in Supply Chain and Logistics Management**, to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The **Oregon State University** Board of Trustees approved the **BS in Supply Chain and Logistics Management** program at its **August 14, 2020** meeting.

Eastern Oregon University

Sarah Witte, provost

Approved

Opposed

Abstained



Oregon Health & Science University

Elena Andresen, interim provost

Approved

Opposed

Abstained



Oregon State University

Ed Feser, provost

Approved

Opposed

Abstained



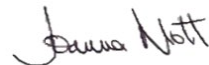
Oregon Tech

Joanna Mott, provost

Approved

Opposed

Abstained



Portland State University

Susan Jeffords, provost

Approved

Opposed

Abstained



Southern Oregon University

Susan Walsh, provost

Approved

Opposed

Abstained



University of Oregon

Patrick Phillips, provost

Approved

Opposed

Abstained



Western Oregon University

Rob Winningham, provost

Approved

Opposed

Abstained

