

**Proposal to the Senate Educational Policy Committee**

**Proposal Title:** A proposal to establish a **Master of Science in Management** degree in the Department of Business Administration in the College of Business.

**SPONSORS:**

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**Brief Description:**

The Department of Business Administration proposes the creation of a new Master of Science in Management Degree (MSM). The purpose of this program is primarily to create an opportunity for recently graduated students from non-STEM backgrounds to acquire business skills and knowledge to help them be more competitive in the job market. There are a great number of talented undergraduate students at the University of Illinois who are pursuing non-STEM degrees that face a challenge breaking into the workforce or start their own business due to a lack of business background. Despite considerable demand for courses offered by College of Business, we currently do not have a degree program that meets the needs of this sizable group of students. The proposed degree is specifically designed to help such students develop the knowledge, skills, and capabilities to prepare students for a career in business or other field where business expertise would help them to reach their professional goals more quickly. The degree is targeted towards students who have recently completed an undergraduate degree at the University of Illinois and/or comparable undergraduate institutions both domestically and internationally. The program will be offered as a 34-credit hour program that will take 12 months to complete.

**Justification:**

**Vision:** To provide recent non-business undergraduates with a sound understanding of management and business principles that will complement skills these students developed in their undergraduate years and thus substantially increase the range of career opportunities available to them.

**Mission:** The mission of the MSM program is to provide a high quality business education to recent undergraduates – particularly University of Illinois graduates - who desire to use management skills and

knowledge to become leaders in business, government, or education. The MSM program is primarily oriented towards non-STEM students who want to build general management skills. The program is committed to academic excellence, maintaining a collaborative learning environment, providing high quality student service, and developing lifelong learning skills.

Several indicators suggest that the MSM program will fill an important need for these individuals, as is developed further below. Evidence from recruiters clearly shows that graduates of this type of program markedly increase their career options and remuneration. A notable summary indicator is seen in the fact that several peer schools have recently established successful programs of a similar nature. Among these are Michigan, North Carolina and Duke. The success of these efforts speaks to the value that students and recruiters place on such a degree.

Understanding management and business will provide students with a distinct advantage in the start of their careers. Specifically, the key educational objectives for students of the proposed MSM program include but are not limited to:

- Learning to combine knowledge, problem solving skills, and integrative thinking across areas such as economics, finance, marketing, operations and project management, management and accounting, and international business.
- Enhancing development of critical “managerial skills” of leadership, entrepreneurship innovation, teamwork, ethics and communication. A project component of the degree promotes a team orientation as well as integrative thinking across these areas.
- Obtaining a sound understanding of management strategy. Students will gain a deep appreciation for using business tools for creative problem solving, decision making and formulating strategy.
- Enriching the capacity to learn new business concepts, think critically about management and ethical issues, and respond to new technologies, emerging global changes, and market trends.

The University of Illinois and the College of Business is a recognized leader in global education for management and business leadership training. The strength of the MSM degree will be based on the college’s history of world-class programs, and its ability to provide students with business skills and opportunities for professional growth and lifelong learning. The worldwide network of University alumni and industry connections will provide benefits throughout their careers. The program provides the means to support the academic mission of the faculty in the Department of Business Administration and College of Business while strengthening the reputation of the University of Illinois in the academic and business community. The university’s undergraduate mission is enhanced as the program may help recruit high caliber undergraduate students who first pursue learning in the field they are passionate about followed by a professional degree, all completed in five years.

## Positioning and Target Audience

The MSM is a degree designed to provide exceptional recent undergraduates from non-STEM programs the knowledge and ability required for a career in business or to enhance their ability to succeed in a career in an area of their interest through a deeper understanding of business. Undergraduate students who have studied a non-STEM discipline will be the primary target market for the proposed MSM program. The MSM will recruit and admit students from AACSB accredited undergraduate institutions both domestically and internationally. The MSM program is designed keeping in mind the needs of such undergraduates – particularly University of Illinois graduates - who desire to use management skills and knowledge to become leaders in business in general, or develop and create business plans and ventures in their non-STEM areas of expertise/background. Specifically, it will:

- train them to be broad based thinkers
- provide them a platform to create a lifelong business network
- open new doors and career avenues
- prepare them to realize their undergraduate skills in business environment

At present, students seeking a management oriented graduate degree from the University of Illinois at Urbana-Champaign in business must choose either a Master of Science in Technology Management (MSTM) or a Master of Business Administration (MBA) degree. The MSTM is a one-year program that focuses on the leveraging business and technology. This program is oriented towards students with a STEM background. The MBA degree is a two-year general management degree that customarily requires at least two years of **prior** full-time professional experience. Consequently, neither of these programs provides a good option for recently graduated non-STEM students to obtain a business degree in management (see table below). Other graduate programs in the College of Business - MS in Accountancy, MS in Finance, and MS in Financial Engineering - are specialized degrees and not a good fit for the target audience.

### Comparison of MSM with other masters-level management degree programs in the COB

	<b>MBA</b>	<b>MSTM</b>	<b>MSM</b>
<i>Program duration</i>	Two years	One year	One year
<i>Credits</i>	72	40	34
<i>Target</i>	Mix of STEM and non-STEM	High % STEM	High % non-STEM
<i>Experience</i>	4 years	Separate tracks for experienced and newly graduated students	Most straight after UG
<i>UG universities</i>	50% US: 50% international	Adv Track: High % international Grad Track: 30% US	High % from UIUC
<i>Curriculum focus</i>	Business of Technology	Technology management. Concentration options	General management

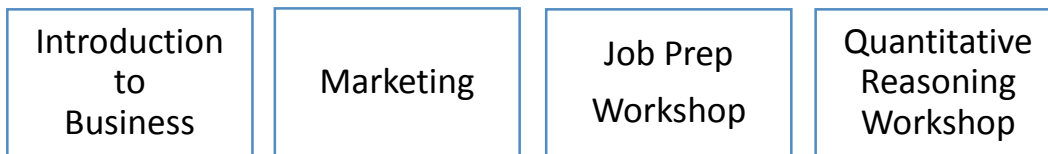
An in depth research study by Illinois Business Consulting (IBC) in Fall 2015 clearly indicated that there is a need and demand among students for a degree program such as the proposed MSM one. Interviews with deans, faculty advisors, and career counselors across non-STEM programs at UIUC and the graduate college consistently found that there is an urgent need for a program that is specifically designed to help non-STEM students develop knowledge, skills, and capabilities to prepare them for a career in business or enable them to succeed in their own line of expertise (see Appendix B for a list of people interviewed). Further, a survey of existing similar programs in the United States showed an 80% increase in application volume over the last year. Such demand seems to be driven by such programs' potential to create new career opportunities for non-STEM students. A survey and focus groups conducted with UIUC undergraduate students also supported the need for such a program. Notably, 61% of the surveyed students said that they would consider such a program and 38% said they would apply to this program if it was available at UIUC.

There is also strong evidence of high market demand for non-STEM undergraduates with an added masters degree in business such as the MSM. Interviews with business career services counselors, and recruiters from industry provided data in support for such potential demand. A survey conducted with 42 target companies indicated that 44% employers would "very likely" or "likely" hire a graduate of such a program. Further validation of a need for such a program is provided by recent development and offerings of similar programs at other business schools across the country. Examples of universities in the US where similar programs exist are Arizona State, Northwestern, Duke, Notre Dame, Michigan, Wake Forest, and George Mason. In Europe, such programs have been more prevalent for quite some time.

Finally, available post program salary data from similar programs at other business schools and the National Association of Colleges and Employers salary study provide support for benefits over cost and hence viability of this program. The employment rate from such programs across the nation was at 90% (3-months after graduation), with an average salary increase of about 50% (i.e., the salary difference between a non-STEM undergraduate and a non-STEM undergraduate with MSM degree).

**Proposed MSM Curriculum:** The course requirements for the MSM program consist of 34 credit hours taken over three semesters (one calendar year) and drawn from a set of required and elective courses in Business Administration and the University of Illinois. The curriculum has the following elements:

- I. **Summer Quick-Start (6 credits).** The MSM is a three-semester program with the first semester being the summer. The summer semester serves as crucial preparation for job placement. This is because in a program like MSM, students will enter the (annual) job market cycle in September of the fall semester. Accordingly, the summer curriculum includes an introduction to business course that will familiarize non-STEM undergraduates with the fundamentals and language of business across different areas. The program's marketing course is also taught in the summer, due to its high impact and relevance for job placement. Workshops in quantitative reasoning and job-search preparation round out the summer curriculum.



2. **Business Foundation Courses (20 credits):** Students entering this program will have excellent comprehension and writing capabilities and broad understanding of society and people. Courses will build upon these skills to develop student’s knowledge of core functional areas of business. These courses are spread through the fall and spring semester. Sample business foundation courses include organizational studies, accounting, finance, process and supply chain management (marketing is a foundation course as well, though it is in the summer session). The fall and spring curriculum also includes several courses that develop core managerial skills and bring together functional areas. These include business strategy, business communications, project management, global management and information systems for business.

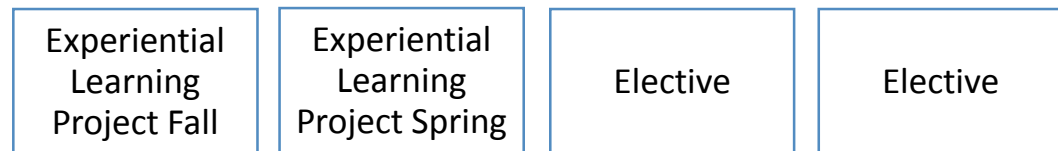


3. **Opportunities for Customization (Integrated Projects and Elective Courses – 8 credits).** The MSM program is expected to draw students with a variety of backgrounds and interests. Almost one-quarter of the credit requirements are accordingly designed so that students can customize their degree experience around their particular needs. The two key components herein are:

**A. Two Integrated Projects:** Students will develop their capabilities through two faculty-supervised, semester-long projects which provide a hands-on, practical, experiential learning experience (one in the fall and one in the spring). These projects will require application of knowledge and skills developed across the program curriculum. They are expected to be available across different areas to match with different student needs and preferences. Many projects will be conducted at area businesses and organizations of various types (e.g., for-profit, nonprofit, government), as well as in university settings or other approved areas. IBC is expected to be resource and partner in these projects. The project requirement may also include business

simulations or other formats as the MSM program develops.

**B. Two Elective Courses:** Students will be able to select a 400 or 500 level elective from among approved alternatives, at the College of Business as well as other Colleges at the University. Electives may include courses in design, entrepreneurship, sustainability, and nonprofit management. These courses will allow students substantial flexibility in tailoring their degree experience to their needs and preferences.



Initial program curriculum and course numbers (where available) are indicated in tabular form below:

BADM 520 - Marketing Management (2)	Summer
BADM 5xx – Introduction to Business OR Internship (4)	Summer
Quantitative Reasoning Module (0)	Summer
“Getting a Job” Module (0)	Summer
<b> </b>	
BADM 509 – Managing Organizations (2)	Fall
BADM 567 – Process Management (2)	Fall
ACCY 500 – Accounting, Reporting and Control (2)	Fall
FIN 500 – Intro to Finance (2)	Fall
BADM 5xx – Business Analytics (2)	Fall
BADM 5xx – Communication Strategy in Business (2)	Fall
BADM 5xx - Integrated Project (2)	Fall
<b> </b>	
BADM 589 - Project Management (2)	Spring
BADM 5xx - Global Business (2)	Spring
BADM 544 - Strategic Management ( 2)	Spring
BADM 5xx - Information Systems (2)	Spring
BADM 5xx - Integrated Project (2)	Spring
Approved Elective (4)	Spring

Credit Hours: Summer (6); Fall (14); Spring (14). Total Credit Hours for program: 34

**Exceptions:** Potential exceptions are indicated below:

**Course Waivers:** Students who have successfully completed the Business Minor at the University of Illinois (or approved equivalent) can apply to waive up to four (4) credit hours. Courses which are waived must be replaced with approved business graduate electives equivalent to the number of credit hours waived. This will not affect tuition for the program.

**Course Transfers:** Transfer of credit hours from other graduate or undergraduate work will not normally be permitted. In exceptional cases students may petition for approval to transfer a limited number of courses similar to those in the program. This will not affect tuition for the program.

### **Proposed Tuition, Fees and Estimated Expenses:**

The proposed tuition and fees for the students admitted to the program for enrollment beginning August 2017 is \$32,000 for three semesters and student program fee of \$2,500. These rates would be subject to approval by the Board of Trustees.

### **BUDGETARY AND STAFF IMPLICATIONS:**

a. The MSM program will replace a section of the current MSBA program. The staff that is currently managing the MSBA program will shift to managing the new program.

#### **Assistant Director (50% FTE)**

The assistant director will provide administrative support and manage the day-to-day functioning of the program. This includes marketing, admissions management, and student services.

#### **Support Staff (100% FTE)**

In addition to the Assistant Director, clerical support will be needed to help with processing applications, maintaining student records, and providing general administrative support to the program. Support Staff will be needed to assist in application processing and verification of application materials and official communication with applicants regarding their application status. Other areas of support would be in managing logistics for workshop sessions, facilitating corporate partner and prospective student visits, and assisting otherwise as needed.

b. Internal Reallocations

#### **Academic Director (Academic Director)**

Oversight of the proposed program's curriculum will be provided by an academic faculty director from the Department of Business Administration. This Academic Director will be a tenured faculty. The Academic Director along with the program Assistant Director will be responsible for oversight of the degree and its curriculum; as well as admissions strategy, criteria, and selection. The Academic Director will be selected by the department Head, and will serve a two-year appointment. The Academic Director will report to the Executive Director of Master's Programs.

## **Faculty**

Courses offered as part of the proposed program would be taught by the Department of Business Administration faculty and adjunct instructors. The courses taught in the MSM program may be part of a faculty member's assigned teaching load or taught off-load, as determined by the department head. The department may seek industry experts to serve as adjunct instructors as needed.

Many faculty members currently teaching in the MSBA program will shift to teaching the MSM courses. Some reallocation of courses may be necessary.

### c. Impact on course enrollment in other departments

The program requires courses that are currently offered by the Department of Accounting and Department of Finance in the College of Business. Both departments are aware of the proposal for the MSM degree program and have agreed to staff the courses required from their area.

### d. Impact on the University Library

The program does not require additional library materials such as books, periodicals, etc.; thus, there will be no impact on the University Library.

### e. Impact on computer use, laboratory use, equipment, etc.

The program will require students to have their own computers, but educational software and data sets required by the program will be funded through program fees. There will be no negative impact on existing facilities, computer usage, laboratory usage or equipment.

## **Statement for the 2017-2018 Programs of Study Catalog:**

### **Master of Science in Management**

Sponsoring Department:

#### **Department of Business Administration**

Head of Department: Aric Rindfleisch

350 Wohlers Hall  
1206 South Sixth Street  
Champaign, IL 61820  
(217) 333-4240

Major: Management

Degree Offered: Master of Science



## Graduate Degree Programs

The Master of Science in Management is a 34 graduate-hour master's program best suited for those with non-STEM background. Usually the program will take three semesters (one academic year plus the prior summer) to complete.

The Master of Science in Management (MSM) is for students who are interested in pursuing a graduate degree in Management as the means to enhance their undergraduate experience that is non-business related. The program is targeted towards students who have completed an undergraduate degree in a non-STEM major at University of Illinois and/or comparable undergraduate institutions both domestically and internationally.

The program is specifically designed as a graduate degree to help students develop the knowledge, skills, and capabilities to prepare students for a career in management. The educational objective of the program is to provide talented undergraduate students **without** prior training in business an opportunity to enhance their understanding of management principles.

Tuition and fee waiver is not available for the program.

### Required Hours

<b>Total Hours:</b>	34
<b>Minimum 500-level Hours required overall:</b>	30
<b>Other Requirements: *</b>	
<b>Minimum GPA:</b>	2.75

### Admission Requirements

All applicants are expected to have a minimum grade point average of at least 3.0 (A = 4.00) for the last two years of undergraduate study and a 3.0 for any previous graduate work completed. The applicant must have completed at least one college level quantitative methods class. All applicants whose native language is not English must submit a minimum Test of English as a Foreign Language (TOEFL) score of at least 102 (iBT), 253 (CBT), or 610 (PBT); or minimum International English Language Testing System (IELTS) academic exam scores of 6.5 overall and 6.0 in all subsections.

### Degree Requirements

\*For additional details and requirements refer to the program's Web site and the Graduate College Handbook.

### Master of Science

Required Courses:	Hours
Core Courses(from an approved list)	30

Project	4
Total Hours	34
Minimum 500-level Hours Required Overall:	30
Minimum GPA:	2.75

**CLEARANCES:** *(Clearances should include signatures and dates of approval. **These signatures must appear on a separate sheet.** If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)*

Signatures:

\_\_\_\_\_  
Unit Representative:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
College Representative:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Graduate College Representative:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Council on Teacher Education Representative:

\_\_\_\_\_  
Date:

**CLEARANCES:** (Clearances should include signatures and dates of approval. These signatures must appear on a separate sheet. If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)

Signatures:

                                D. Lynn Chynel                                  
Unit Representative:

                                4/7/2016                                  
Date:

                                Mark Reeder                                  
College Representative:

                                4-7-16                                  
Date:

                                [Signature]                                  
Graduate College Representative:

                                4-14-16                                  
Date:

                                Council on Teacher Education Representative:                                

                                Date:

## **Appendix A: Course Descriptions**

### **ACCY 500 Accounting Reporting and Control (2)**

Introduction to management accounting as part of the firm's information system, in terms of modern cost accounting and budgetary systems for planning and controlling business operations.

### **BADM 508 Leadership and Teams (2)**

Develops and integrates fundamental behavioral concepts and theory having administrative applications; initially focuses on the individual decision maker and ultimately includes interpersonal, organizational, and social structures and influences; and develops strategies and methods of research on behavioral applications in business.

### **BADM 509 Managing Organizations (2)**

Examines and analyzes the organization as a social system and the impact of its various components on work attitudes and behavior; topics include the development of organizational structures, organizational effectiveness, decision making and policy formulation, leadership, and change.

### **BADM 520 Marketing Management (2)**

Introduces concepts useful in understanding marketing systems and buyer behavior in addition to developing skills in making marketing decisions; the orientation is primarily managerial and uses examples from both business and non-business contexts.

### **BADM 544 Strategic Management (2)**

Policy construction and planning of policy implementation at the executive level; case studies of company-wide situations from the management point of view; and integration and application of material from previous courses.

### **BADM 567 Process Management (2)**

Introductory course in decision-making problems in production; includes the theoretical foundations for production management as well as the applications of decision-making techniques to production problems in the firm; and considers production processes, plant layout, maintenance, scheduling, quality control, and production control in particular.

### **BADM 589 Project Management (2)**

The objective of this course is to master the principles of efficient project planning and control - needs analysis, work breakdown, scheduling, resource allocation, risk management, and performance tracking and evaluation - within the timeframe and cost projections stated in the overview section. Concepts and techniques will be developed by navigating through a recent textbook in project management and through a popular project management software package. In addition, task teams of five members each will have the opportunity to hone skills through homework problem sets and a comprehensive project plan.

### **FIN 500 Introduction to Finance (2)**

Introduction to financial management and decision making. A customized course, designed to provide a survey of finance for graduate students who do not necessarily have previous training in the disciplines. Different sections of the course will cover different sets of topics.\

### **New courses / unidentified courses / existing 590 courses**

#### **BADM 5xx – Introduction to Business (4)**

Provides a broad-based introduction into the complex and fascinating world of management and serves as a useful gateway to the MSM curriculum. Topics include fundamentals of economics, money and banking, industry and competitive analysis, business-level and corporate-level decision making and so forth. You will have an opportunity to analyze existing companies, as well as to try your hand in creating a business plan in an industry of your choice.

Management of companies is not a world of certainty. Thus, within the classroom, reasonable people (with different experiences) will view alternative decisions differently and class discussion will be an integral component of the class. Creativity and team participation will also be highly valued as you discover the complexity and variety of data collection and analytical tasks that go into creating a viable and effective business plan.

#### **Module on “Getting a Job” (0)**

Zero-credit module designed to prepare students for business communication and the job search.

Covers resume preparation, mock interviews, and career strategy including issues related to content as well as style.

#### **BADM 5xx – Communication Strategy in Business (2)**

Offers an introduction to communication, business presentation, and essential interpersonal skills, including message clarity, attentive listening, and constructive feedback for more effective cooperation, conflict management, teamwork, and productivity. Covers communication concepts and skills that help heighten emotional intelligence and offer strategies for communicating effectively across cultural, generational, and gender lines.

#### **BADM 5xx - Integrated Project (2 credit fall & 2 credit spring)**

Hands-on team project solving multifunctional business problems at actual area businesses. The fall course focus on applying basic concepts and techniques for identifying business problems, formulating questions, collecting the required information, analyzing the data, and deriving solutions for an enterprise. The spring course extends the analysis to include new dimensions along lines such as activity type, firm size, and degree of interaction with global markets. Faculty supervised.

#### **BADM 5xx - Global Business (2)**

Examines the economic, political, and legal environments of international business. Analyzes differences in financial management, marketing, and management practices for firms doing business across countries.

#### **BADM 5xx - Information System (2)**

Examines the design and management of enterprise-wide data base systems. Topics include: (1) information modeling and presentation; (2) computerized methods for organizing information; (3)

object-oriented information representation; (4) web-based enterprise information systems; (5) business application and management of enterprise database systems; (6) methods of cyber security for data protection and secure online communication and transaction.

### **BADM 5xx – Business Analytics (2)**

Provides an introduction to various quantitative tools and techniques that enhance decision-making in business and management. Topics include data visualization, break-even analysis, introduction to probability and statistical methods, and application of those concepts to business decision-making. Students learn to formulate the right questions, to collect relevant data, to select appropriate quantitative techniques, and to analyze and interpret the results methodically.

**Approved Elective (4 credits total). Electives may include courses from other colleges (e.g. LAS, FAA). Courses will include design, entrepreneurship, and non-profits. New courses may be developed by other colleges to meet the need of MS students and their own students.**

**Most courses in the proposal are 2 hours; the four hours for electives may represent a 4 hour course or two 2-hour courses. Note that 2 hour courses are generally taught in a half semester/eight week format.**

**Some example courses:**

#### **BADM 566 Supply Chain Management (2)**

Focuses on how to manage flows of products and services from raw material sources to final customers and associate flows of information. Helps students to develop a system view of measuring channel performance, integrating cross-functional activities, and coordinating processes across organizations.

#### **BADM 551 Managing Intellectual Property (2)**

Knowledge assets - technologies, knowhow, creative works, reputations, talent, and customer relationships - are critical drivers of business today. Intellectual property (IP) of various types (patents, copyrights, trade secrets, trademarks, etc.) can confer valuable rights over these knowledge assets, which makes intellectual property strategy a vital skill in the modern manager's professional toolkit. This course provides an introduction to different IP types and an in-depth exploration of the strategic issues entailed in using (obtained, licensing and enforcing) IP rights in business. It examines how IP strategies can be used to support the company's overall strategy, and how the two can be better aligned. The end goal is to develop the business manager's vocabulary, understanding, and strategic thinking in dealing with intellectual property as tools for competitive business success.

**BADM 584 Global Marketing (4)**

Analyzes marketing strategy across national boundaries, the problems of marketing within foreign countries, and the coordination of global marketing programs. Includes problems faced by the exporter, licensor, joint venture, and multinational firm. The full range of market activities are discussed from a global perspective.

**BADM 446 Entrepreneurship (4)**

Studies entrepreneurship for those with a serious interest in owning their own business within five years of graduation; students prepare a comprehensive business plan for starting or acquiring such a business; also studies the problems of an existing small business.

**Possible Courses from Other Colleges****HIST 5xx (2 credits) Global Capitalism in History**

Explores the historical relations between multinational corporations and host countries focusing on political and economic issues.

**ARTD 426 Product Innovation**

Presents an overview of the product development process from concept generation to design for manufacturing and project management. Emphasis on product definition, innovation, the early phases of development and the role of designer in new product development.

**ARCH 475 Arch Design and Development**

Schematic design and development of a small-scale public building emphasizing the integration of the basic elements of building; materials, details, structure, technology, program, life safety, and universal design.

## **Appendix B: Schedule of interviews**

1) 1st October 2015, Career Center

Jennifer Neef, Associate Director

2) 8<sup>th</sup> October, Graduate College

Wojtek J. Chodzko-Zajko, Dean of the Graduate College

3) 15<sup>th</sup> October, COB

Ron Watkins, Assistant Dean, Business Career Service

Paul Magelli, Senior Director, Academy for Entrepreneurial Leadership

4) 22<sup>nd</sup> October, Fine+Applied Arts

Kathleen Harleman, Acting Dean, College of Fine + Applied Arts

Kevin Hamilton, Senior Associate Dean, College of FAA

Alan Mette, Director, School of Art + Design

Linda Robbennolt, Interim Associate Dean for Academic Affairs, College of FAA

Michele Plante, Coordinator of Career Services, College of FAA

Susan Frankenberg, Professor, Anthropology (oversee the undergraduate and graduate program in Museum Studies)

Rebecca McBride, Senior Associate Director, Krannert Center for the Performing Arts

5) 29<sup>th</sup> October, LAS

Karen Carney, Associate Dean for Courses & Curricula

Barbara Hancin-Bhatt, Associate Dean for Student Academic Affairs



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**Senate Educational Policy Committee**  
**Proposal Check Sheet**

**PROPOSAL TITLE** (Same as on proposal): A proposal to establish a **Master of Science in Management** degree in the Department of Business Administration in the College of Business

**PROPOSAL TYPE** (Please select all that apply below):

A.  **Program and degree proposals**

1. This proposal is for a graduate program or degree

Yes    No

2. **Degree** proposal (e.g. B.S., M.A. or Ph.D.)

New degree — please name the new degree:

Revision of an existing degree — please name the existing degree to be revised: \_\_\_\_\_

3. **Major** proposal (disciplinary focus, e.g., Mathematics)

New major — please name the new major: Management

Revision of an existing major — please name the existing major to be revised: \_\_\_\_\_

4. **Concentration** proposal (e.g. Financial Planning)

New concentration — please name the new concentration: \_\_\_\_\_

Revision of an existing concentration — please name the existing concentration to be revised: \_\_\_\_\_

5. **Minor** proposal (e.g. Cinema Studies)

New minor — please name the new minor: \_\_\_\_\_

Revision of an existing minor — please name the existing minor to be revised: \_\_\_\_\_

Proposal for renaming an existing degree, major, concentration, or minor

degree       major       concentration       minor

Please provide the current name: \_\_\_\_\_

Please provide the proposed new name: \_\_\_\_\_

6.  Proposal for terminating an existing degree, major, concentration, or minor

Please name the existing degree, major, concentration, or minor: \_\_\_\_\_

7.  Proposal for a multi-institutional degree between Illinois (UIUC) and a foreign institution

Please name the existing Illinois degree or program: \_\_\_\_\_

Please name the partnering institution: \_\_\_\_\_

B.  **Proposal for renaming existing academic units** (college, school, department, or program)

Please provide the unit's current name: \_\_\_\_\_

Please provide the unit's proposed new name: \_\_\_\_\_

C.  **Proposal for reorganizing existing units** (colleges, schools, departments, or programs)

Change in status of an existing and approved unit (e.g. change from a program to department) — please indicate current unit name including status: \_\_\_\_\_

Transfer an existing unit

Please provide the current unit's name and home: \_\_\_\_\_

Please provide the new home for the unit: \_\_\_\_\_

Merge two or more existing units (e.g., merge department A with department B)

Please provide the name and college of unit one to be merged: \_\_\_\_\_

Please provide the name and college of unit two to be merged: \_\_\_\_\_

Terminate an existing unit — please provide the current unit's name and status: \_\_\_\_\_

D.  **Other educational policy proposals** (e.g., academic calendar, grading policies, etc.)

Please indicate the nature of the proposal: \_\_\_\_\_



**REQUEST & JUSTIFICATION FORM FOR PROGRAM CLASSIFICATION  
TRADITIONAL, SELF-SUPPORTING or REIMBURSABLE**

**CURRENT PROGRAMS:**

Current graduate programs can request a change in classification to Traditional or Reimbursable, but not to Self-supporting.

**NEW PROGRAMS:**

New programs seeking Traditional classification do not need to complete this form.

New programs seeking Self-supporting classification should be aware of the following:

- a) Students enrolled in Self-supporting programs are ineligible to hold waiver-generating appointments. NOTE: There is no mechanism within the Human Resources Front End system that restricts the appointment of a Self-supporting program student to an assistantship. Therefore, if a unit (faculty or staff) appoints a student, in error, significant problems result for everyone involved.
- b) Self-supporting status results in reduced flexibility for the program. Even if a student in the program is most qualified for a particular assistantship appointment and financing is available through the program, the program status makes the student ineligible.
- c) Because Traditional, Reimbursable and Self-supporting programs each yield 90% of net tuition, and the Reimbursable classification avoids the limitations above, a program might find the Reimbursable classification more advantageous than Self-supporting.

Please contact the Fellowship Office at the Graduate College if you have questions or seek clarifications, (217) 333-0036 or gradfellowships@illinois.edu.

**COLLEGE OR SCHOOL:** Department of Business Adm., College of Business

**IS THIS A NEW OR EXISTING PROGRAM:**

New Program

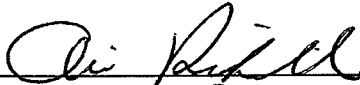
Existing Program

Program Code: \_\_\_\_\_ Current Classification: \_\_\_\_\_

**REQUESTED CLASSIFICATION:**  TRADITIONAL  REIMBURSABLE  SELF-SUPPORTING

**JUSTIFICATION: On a separate sheet, please address the following.**

1. Describe the reasons for this request and explain: (a) the pros and cons of the classification requested, and (b) how the requested classification will benefit and not adversely affect the academic quality of the program.
2. Describe the expected impact of the requested classification to new students. How will these measures affect the affordability of the program? What type of financial aid, if any, will be offered? Note: Continuing students will not be affected as they are subject to the rules in effect at the time of their admission.
3. What provisions will be made to communicate the implications of the classification to prospective and newly admitted students?
4. Name the college and program contact persons in charge of implementing and communicating the classification and its consequences to students.

Unit Head Signature and Date  3/30/16

College Dean Signature and Date  3/30/16

 4/12/16

Master of Science in Management  
Department of Business Administration

**1. Describe the reasons for this request and explain: (a) the pros and cons of the classification requested, and (b) how the requested classification will benefit and not adversely affect the academic quality of the program.**

The self-supporting classification will help in providing a high quality program through greater control over quality of the instructors hired and assigned to teach in the program. Having funds to hire staff dedicated to the program will help in providing superior student services.

**2. Describe the expected impact of the requested classification to new students. How will these measures affect the affordability of the program? What type of financial aid, if any, will be offered? Note: Continuing students will not be affected as they are subject to the rules in effect at the time of their admission.**

The program will help students acquire business skills and be more competitive in the job market. Thus this program will provide non-STEM and non-business students a good return on investment and an opportunity for a successful career in the business world.

**3. What provisions will be made to communicate the implications of the classification to prospective and newly admitted students?**

The marketing material, including the website, will make it clear that tuition and fee waiver is not available for the program.

**4. Name the college and program contact persons in charge of implementing and communicating the classification and its consequences to students.**

The director of the program will be responsible for implementing and communicating the classification and its consequences to students.

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

College of Fine and Applied Arts

Office of the Dean  
100 Architecture Building  
608 East Lorado Taft Drive  
Champaign, Illinois 61820



21 April 2016

Jeffrey R. Brown, Dean  
College of Business  
260 Wohlers Hall  
MC-706

Dear Dean Brown,

The College of Fine and Applied Arts enthusiastically support the proposed Master of Science in Management program to be offered by the College of Business. We see it as an excellent option for FAA graduates who have non-STEM training across the areas of environmental arts, design, performing arts, and visual arts. The many possibilities for creating new career paths are very exciting. This program would be a powerful collaborative opportunity for our two colleges to develop high demand, innovative courses for target audiences.

We look forward to working with you and your colleagues and promoting the program to our students and faculty.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kathleen Harleman'.

Kathleen Harleman  
Acting Dean

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

Office of the Dean

College of Liberal Arts and Sciences  
2090 Lincoln Hall  
702 South Wright Street  
Urbana, IL 61801-3631



April 25, 2016

Jeffrey R. Brown, Dean  
College of Business  
260 Wohlers Hall

Dear Dean Brown,

I am writing this letter in support of the proposed Master of Science in Management program to be offered by the College of Business. We appreciate the opportunity to review this program, as it is likely to be an attractive master's-degree for students graduating from our college.

In addition to benefiting students, the proposed program also opens the possibility of collaboration between our two colleges in developing courses that would interest the target audience of this program.

We look forward to bringing the program to the attention of our students, once it is launched.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian R. Ross'.

Brian R. Ross  
Executive Associate Dean

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

University Library  
Office of Dean of Libraries  
and University Librarian  
230 Main Library, MC-522  
1408 West Gregory Drive  
Urbana, IL 61801



March 24, 2015

Mark Peecher  
Associate Dean, College of Business  
361 Wohlers Hall  
M/C 706

Dear Dr. Peecher:

Thank you for giving the University Library the opportunity to review the Department of Business Administration's proposal to create a new Master of Science in Management Degree (MSM). Based upon the proposal that we received from Professor Chhajed, we do not anticipate undue challenges in addressing the impact of this program.

We appreciate our being provided with the proposal as such contact does help ensure that our services are in line with the programs that you are offering. If significant unforeseen services or materials are required as the program develops, we will be happy to discuss those needs as they emerge.

Sincerely,

A handwritten signature in black ink, appearing to read 'John P. Wilkin', written over a horizontal line.

John P. Wilkin  
Juanita J. and Robert E. Simpson  
Dean of Libraries and University Librarian

e-c: Dilip Chhajed  
Aric Rindfleisch  
Rebecca Smith  
Thomas Teper

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

EP.16.86

Office of the Provost and Vice Chancellor  
for Academic Affairs

Swanlund Administration Building  
601 East John Street  
Champaign, IL 61820



April 14, 2016

Bettina Francis, Chair  
Senate Committee on Educational Policy  
Office of the Senate  
228 English Building, MC-461

Dear Professor Francis:

Enclosed is a copy of a proposal from the College of Business to establish a Master of Science in Management.

Sincerely,

A handwritten signature in cursive script that reads 'Kathryn A. Martensen'.

Kathryn A. Martensen  
Assistant Provost

Enclosures

c: J. Hart  
A. McKinney  
A Rindfleisch  
D. Chhajed  
M. Peecher



UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN



**Graduate College**

204 Coble Hall  
801 South Wright Street  
Champaign, IL 61820-6210

**Executive Committee**

**2015-2016 Members**

Wojtek Chodzko-Zajko  
Dean & Chair  
Graduate College

*Members*

Abbas Aminmansour  
Architecture

John D'Angelo  
Mathematics

Nicki Engeseth  
Food Science & Human  
Nutrition

Susan Fowler  
Special Education

Rutilio Fratti  
Biochemistry

Paul Hergenrother  
Chemistry

Kevin Jackson  
Accountancy

Samantha Knoll  
Mechanical Science &  
Engineering

John Lambros  
Aerospace Engineering

Isabel Molina  
Media and Cinema Studies &  
Latina/Latino Studies

Kirsten Phelps  
Library and Information  
Science

Sandra Rodriguez-Zas  
Animal Sciences

Mark Rood  
Civil & Environmental  
Engineering

Lisa Rosenthal  
Art & Design

Angeliki Tzanetou  
Classics

Michelle Wang  
Statistics/Psychology/  
Bioengineering

April 13, 2016

Kathy Martensen  
Office of the Provost  
207 Swanlund MC-304

Dear Kathy,

Enclosed please find the proposal titled "Establish a Masters of Science in Management degree in the Department of Business Administration in the College of Business".

The proposal was received by the Graduate College on February 1, 2016. The proposal was reviewed by the Graduate College Executive Committee and the proposed program has been found to meet campus requirements and guidelines for graduate education.

I send the proposal to you now for further review.

Sincerely,

A handwritten signature in black ink, appearing to read 'John C. Hart', written over a horizontal line.

John C. Hart  
Executive Associate Dean  
Graduate College


c: A. Rindfleisch  
D. Chhajed  
M. Peecher  
A. McKinney

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

College of Business  
Office of the Dean  
260 Wohlers Hall  
1206 South Sixth Street  
Champaign, IL 61820-6980



To: Allison McKinney  
Director, Academic Programs  
Graduate College  
204 Coble Hall  
801 S. Wright, MC-322

From: Jeffrey Brown  
Joseph and Margot Lakonishok Endowed Dean 

Date: March 17, 2016

Re: Approval of Department of Business Administration Proposal

The College of Business requests approval of the following from the Department of Business Administration:

New Program            Masters of Science in Management

The proposal has been reviewed by the appropriate committees at the department and college levels and approval has been recommended. I also recommend approval.

If you have questions, please call 333-2747.

/vgf  
Enclosures

Cc: Jennie France, Chair, College of Business, Educational Policy Committee  
Aric Rindfleisch, Department Head, Business Administration