

## 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
12. 10/25/19 4:58 pm  
Alice Griffin  
(agriffin): Approved  
for University  
Course and Program  
Committee
13. 11/21/19 3:46 pm  
Pat Koski (pkoski):  
Approved for  
Graduate  
Committee

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 30  
hours needed to  
complete the  
program?

## **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

<b>Method(s)</b>
Online

Class interaction  
mode

<b>Method(s):</b>
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 Program over the First 3 Years

N/A

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:	
<a href="#">MKTG 5223</a>	Marketing
<a href="#">MKTG 5433</a>	Consumer and Market Research
<a href="#">MKTG 5523</a>	Marketing Analytics
<a href="#">MKTG 5553</a>	New Product Development and Strategy
<a href="#">MKTG 5563</a>	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 Demand for Program      15

Scheduled Program Review Date      NA

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

Description of request	Justification for request
<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