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: kboston
User ID: kboston
Phone: 5-4622

Program Status: Active
Academic Level: Graduate
Type of proposal: Major/Field of Study
Select a reason for this new program: Adding New Concentration
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):

https://nextcatalog.uark.edu/programadmin/
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
<table>
<thead>
<tr>
<th>Action</th>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add new</td>
<td>SCMTMS-RETL</td>
<td>Retail</td>
</tr>
</tbody>
</table>

| Are you adding or modifying a track? | No          |
| Are you adding or modifying a focused study? | No          |

<table>
<thead>
<tr>
<th>Effective Catalog Year</th>
<th>Fall 2020</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>College/School Code</th>
<th>Walton College of Business (WCOB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Code</td>
<td>Department of Supply Chain Management (SCMT)</td>
</tr>
<tr>
<td>Program Code</td>
<td>SCMTMS-RETL</td>
</tr>
<tr>
<td>Degree</td>
<td>Master of Science</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CIP Code</th>
<th>52.1301 - Management Science.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Program Title</th>
<th>Supply Chain Management: Retail Concentration</th>
</tr>
</thead>
</table>

| Program Delivery Method |                                  |

https://nextcatalog.uark.edu/programadmin/
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 for Web-based Courses
25

Course delivery mode
<table>
<thead>
<tr>
<th>Method(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
</tr>
</tbody>
</table>

Class interaction mode
<table>
<thead>
<tr>
<th>Method(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic Bulletin Boards</td>
</tr>
<tr>
<td>E-mail</td>
</tr>
<tr>
<td>Chat</td>
</tr>
</tbody>
</table>

Percent Online
100% with No Required Campus Component

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

https://nextcatalog.uark.edu/programadmin/
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

<table>
<thead>
<tr>
<th>Program(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADMMB - Business Administration, Master of Business Administration</td>
</tr>
</tbody>
</table>

Are Similar Programs available in the area?
No

<table>
<thead>
<tr>
<th>Estimated Student Demand for Program</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scheduled Program Review Date</td>
<td>NA</td>
</tr>
</tbody>
</table>

Program Goals and Objectives
See SCMTMS.

Learning Outcomes
See SCMTMS.

Description and Justification for this request

<table>
<thead>
<tr>
<th>Description of request</th>
<th>Justification for request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of request</td>
<td>Justification for request</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>

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.