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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**NEW CERTIFICATE PROGRAM FORM**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Xiankui Hu | 2/9/2021 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Patricia Quinn Robertson Johnston | 2/9/2021 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | John Mello | 2/9/2021 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Melody Lo | 2/9/2021 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** | |  |  | | --- | --- | | Alan Utter | 2/26/2021 |   **Vice Chancellor for Academic Affairs** |

1. **Contact Person** (Name, Email Address, Phone Number)

Dr. Matthew Hill  
[mdhill@astate.edu](mailto:mdhill@astate.edu)  
662.801.4082

1. **Name of proposed Certificate Program (Program must consist of 6-21 semester credit hours):**

Graduate Certificate in Financial Management

1. **Proposed effective date:**

Fall 2021

1. **Reason for proposed program implementation:**

The purpose of this program is to offer an opportunity for individuals to increase their knowledge and skills in financial management. Furthermore, this program offers access to graduate business study for those hesitant to commit to the MBA program.   
  
According to the Bureau of Labor Statistics **(**https://www.bls.gov/ooh/management/financial-managers.htm):

* Demand for financial managers is expected to increase by 15% through 2029
* Median annual pay for financial managers is $129,890 nationally and $109,274 in Arkansas

Graduates of this program will be well-positioned to enter a growing field and earn a relatively high salary.

1. **Provide the following:**
   * 1. Curriculum outline - List of courses in new program – Underline required courses

FIN 6723 Corporate Financial Management

FIN 6743 Seminar in Finance

FIN 6053 Financial Statement Analysis

FIN 6733 International Financial Markets

ECON 6313 Managerial Economics

* + 1. Total semester credit hours required for proposed program

12

* + 1. New courses and new course descriptions

No new courses needed.

* + 1. Program goals and objectives

This certificate will be considered a sub-segment of the MBA program. The MBA program has a fully developed assessment plan to include the following student learning outcomes.   
Students will

* demonstrate an ability to communicate effectively in writing
* demonstrate an ability to use oral communication effectively
* demonstrate an ability to lead and productively participate in group situations
* understand the role of business ethics when solving problems and making decisions
* apply quantitative and qualitative knowledge to solve problems and make decisions

The Graduate Certificate in Financial Management will contribute to all of these outcomes and will specifically develop students’ knowledge application/problem solving skills, writing and oral presentation skills, and leadership/group participation skills.

* + 1. Expected student learning outcomes

The Graduate Certificate in Financial Management will specifically develop students’ knowledge application/problem solving skills, critical thinking, written communication skills, and leadership/group participation skills.

* + 1. Documentation that program meets employer needs

A mix of formal and informal discussions with employers and industry professionals located throughout the region (e.g., FedEx, Hytrol, and S&H) suggest significant demand for in-depth knowledge of financial management. Statistics cited by the Bureau of Labor Statistics confirm this as well. Skills specifically mentioned include understanding 1) the importance of liquidity management, 2) how to manage long-term financing, 3) how data analytics can improve financial performance and lower the cost of capital, and 4) communicating financial information to stakeholders that do not have backgrounds in finance. The proposed Graduate Certificate in Financial Management is designed to deliver on each of these aspects.

* + 1. Student demand (projected enrollment) for proposed program

Uncertain as there may be substantial overlap with the existing MBA Concentration in Finance.

* + 1. Program approval letter from licensure/certification entity, if required (attach)
    2. Name of institutions offering similar programs and the institution(s) used as model to develop proposed program

Indiana University, Penn State University, and Saint Louis University.

* + 1. Proposed program review date (within 10 years of program implementation)

2026

1. **Will this program be offered:**
   1. **Traditional/Face-to-face** No
   2. **Distance/Online** Yes
      1. **If yes, indicate mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

100% online

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

No

1. **Will this program be offered off-campus?** No
   1. **If yes, identify the off-campus location**

Enter text...

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

***Graduate Certificate in Financial Management***

The Graduate Certificate in Financial Management is designed for individuals desiring to develop the skills needed to work in financial management in today’s complex corporate environment. The program provides students with in-depth coverage of applied financial theory in a dynamic corporate setting. Students in the program acquire the knowledge and tools necessary to maximize shareholder value through the management of capital budgeting, capital structure, payout policy, firm liquidity, and mergers and acquisition activity. Throughout each course, an emphasis is placed on incorporating uncertainty and risk into decision analysis using software and tools used in the finance industry.

**Financial Management**

**Graduate Certificate**

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| --- | --- |
| **University Requirements:** |  |
| See Graduate School Degree Policies for additional information (p.p. 22-23) |  |
| **Core Requirements:** | Sem. Hrs. |
| FIN 6723 Corporate Financial Management | 3 |
| **Select three from the following:** |  |
| FIN 6743 Seminar in Finance | 3 |
| FIN 6053 Financial Statement Analysis | 3 |
| FIN 6733 International Financial Markets | 3 |
| ECON 6313 Managerial Economics | 3 |
| **Total Required Hours:** | 12 |

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