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

**Reconfiguration of Existing Degree Program Proposal 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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| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Mary Elizabeth Spence | 11/4/2021 | | **Office of Assessment** |  | | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Melodie Philhours | 11/4/2021 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | Jim Washam | 11/5/2021 |   **College Dean** | |  |  | | --- | --- | | Alan Utter | 11/29/2021 |   **Vice Chancellor for Academic Affairs** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (if applicable)** |  |

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

Matt Hill, mdhill@astate.edu, 870-680-8064

1. **Title(s) of degree programs to be consolidated/reconfigured:**

Master of Business Administration

1. **Proposed title of consolidated/reconfigured program:**

Master of Science in Applied Digital Technology

1. **Proposed Effective Date:** Summer 2022
2. **Reason for proposed program consolidation/reconfiguration:**

*(Indicate student need/demand (projected enrollment) for the proposed program and document that the program meets employer needs using the ADFA Workforce Analysis Form)*

The annual projected enrollment is 30 students.  
  
The recent emergence of hybrid jobs has necessitated the need for workers to have a broad collection of skills encompassing business, data analytics, and familiarity with design/digital technologies. The number of hybrid jobs are expected to increase as businesses adapt to the changing environment accelerated by COVID. Such hybrid jobs are on averaging paying 20-40% higher salaries compared to their traditional counterparts who cannot work across diverse disciplines and domains.

Representative high-growth hybrid jobs include:

* Data Scientist - 46% Projected Occupation Growth next 10 years
* Product Manager - 26.6% Projected Occupation Growth next 10 years
* Marketing Manager - 24.4% Projected Occupation Growth next 10 years
* Business Intelligence Developer – 10% Projected Occupation Growth next 10 years

A mix of formal and informal discussions with employers and industry professionals located throughout the region suggest significant demand for in-depth knowledge of business analytics. Statistics cited by the Bureau of Labor Statistics confirm this as well. Specifically mentioned skills include understanding 1) how to work with large and unstructured data sets, 2) how to draw actionable business insights from data, and 3) describing and visualizing data. The proposed MS in Applied Digital Technology is designed to deliver on each of these aspects.

More detailed research and projections can be found in the accompanying document.

1. **Provide current and proposed curriculum outline by semester.**

*For undergraduate programs, please use Appendix A-8-semester plan form*

*Indicate total semester credit hours required for the proposed program. If new courses are needed for the reconfiguration, approval for the courses must be requested prior to approval for the new degree. Underline any new courses. Identify required general education core courses with an asterisk. If utilizing courses from other departments, please color-code them and provide a key.*

Proposed:

First 7-week term

MBA 5003, Graduate Business Fundamentals

MIS 6493, Seminar for Information Systems

Second 7-week term

MGMT 6463, Leadership Development

MIS 6543, Business Analytics

Third 7-week term

MIS 6413, Management Information Systems

Elective

Fourth 7-week term

MIS 6473, Data Mining

Elective

Fifth 7-week term

MIS 6573, Advanced Data Mining

Elective

Sixth 7-week Term

MIS 6523, Simulation for Predictive Decision-Making

Total Semester Hours for Program: 33

1. **Will the proposed degree be offered:**
   1. **Traditional/Face-to-face** Yes
   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%

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

Yes

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

Enter text...

1. **Provide documentation that proposed program has received full approval by licensure/certification entity, if required.**

*(A program offered for teacher/education administrator licensure must be reviewed/approved by the Arkansas Department of Education prior to consideration by the Coordinating Board; therefore, the Education Protocol Form also must be submitted to ADHE along with the Letter of Notification).*

Not applicable

1. **List institutions offering similar program and identify the institutions used as a model to develop the proposed program.**

* MS Integrated Design, Business and Technology, University of Southern California
* MS in Digital Technology (formerly MS in Digital Innovation), Boston University
* MS in Applied Information Technology, with concentrations in Cyber Security, Big Data Analytics, Knowledge Mining, Data Analytics in Social Media, and Cyber-Human Interaction, George Mason University
* MS in Information Technology, with concentrations in data analytics, software application development, and web design, Southern New Hampshire University.

1. **Provide scheduled program review or specialized accreditation initial review date (within 10 years of program implementation).**

A-State is accredited as an institution by the Association to Advance Collegiate Schools of Business; therefore, the program will be included in that existing accreditation.

1. **Is there differential tuition requested?** *If yes, please fill out the New Program/Tuition and Fees Change Form.*

No

1. **Graduate programs only: Will this program require a comprehensive exam?**

No

**Student Learning Outcomes**

Provide outcomes that students will accomplish during or at completion of this reconfigured degree. Fill out the following table to develop a continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

**University Outcomes**

Please indicate the university-level student learning outcomes for which this new program will contribute. Please complete the table by adding program level outcomes (PLO) to the first column, and indicating the alignment with the university learning outcomes (ULO). If you need more information about the ULOs, go to the [University Level Outcomes Website](http://www.astate.edu/a/assessment/student-learning-outcomes/files/ULOs%20for%20Website2.pdf).

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|  | **ULO 1: Creative & Critical Thinking** | **ULO 2: Effective Communication** | **ULO 3: Civic & Social Responsibility** | **ULO 4: Globalization & Diversity** |
| **PLO 1 Demonstrate an ability to communicate effectively in written and oral formats** |  | **X** |  |  |
| **PLO 2 Demonstrate an ability to lead and productively participate in group situations** |  | **X** |  |  |
| **PLO 3 Understand the role of business ethics when solving problems and making decisions** | **X** |  |  |  |
| **PLO 4 Apply quantitative and qualitative knowledge to solve problems and make decisions** | **X** |  |  |  |

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

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| **Outcome 1** | **Demonstrate an ability to communicate effectively in written and oral formats** |
| Assessment Procedure Criterion | Direct assessment: Presentation and cases. Indirect assessment: Student exit surveys |
| Which courses are responsible for this outcome? | Seminar in MIS (MIS 6493) |
| Assessment  Timetable | Spring of even years |
| Who is responsible for assessing and reporting on the results? | Instructor and goal assessment team |

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| **Outcome 2** | **Demonstrate an ability to lead and productively participate in group situations** |
| Assessment Procedure Criterion | Direct assessment: Group projects and cases. Indirect assessment: Student exit surveys |
| Which courses are responsible for this outcome? | Leadership Development (MGMT 6463) |
| Assessment  Timetable | Fall of odd years |
| Who is responsible for assessing and reporting on the results? | Instructor and goal assessment team. |

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| **Outcome 3** | **Understand the role of business ethics when solving problems and making decisions** |
| Assessment Procedure Criterion | Direct assessment: Case. Indirect assessment: Student exit surveys |
| Which courses are responsible for this outcome? | Data Mining (MIS 6473) |
| Assessment  Timetable | Fall of even years |
| Who is responsible for assessing and reporting on the results? | Instructor and director of assessment. |

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| **Outcome 4** | **Apply quantitative and qualitative knowledge to solve problems and make decisions** |
| Assessment Procedure Criterion | Direct assessment: Cases, exams, and projects. Indirect assessment: Student exit surveys |
| Which courses are responsible for this outcome? | Business Analytics (MIS 6543) |
| Assessment  Timetable | Spring of odd years |
| Who is responsible for assessing and reporting on the results? | Instructor and goal assessment team. |

*Please repeat as necessary.*

**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.** |

To be inserted after page 79 of the 2021-2022 Graduate Bulletin (after the MBA with Concentration in Supply Chain Management and before the College’s Graduate Certificates)

**Program of Study for the Master of Science in Applied Digital Technology**

The Master of Science in Applied Digital Technology provides students with the knowledge and skills required to be successful in meeting the growing trend of hybrid jobs that require a command of business, data analytics, as well as design and digital technologies. Graduates of this program will be uniquely flexible and possess a broad spectrum of abilities increasingly sought by employers.

**Admission Requirements**

UNCONDITIONAL ADMISSION

An applicant for the M.S. in Applied Digital Technology degree program will receive unconditional admission by meeting the following criteria:

1. Submitted a completed application for admission and a nonrefundable application fee, at least 30 days in advance of registration.

2. Submitted official transcripts from each previously attended college or university. Official transcripts must be submitted directly from the registrar of other institutions.

3. Earned a baccalaureate degree from an accredited institution or its equivalent.

4. Earned a graduate or post-baccalaureate professional degree from a regionally-accredited (U.S.) institution; OR achieved a minimum cumulative undergraduate grade point average of 2.75 on a 4.00 scale; OR achieved a 3.00 GPA on the last 60 hours of coursework (undergraduate, graduate, or combination thereof).

CONDITIONAL ADMISSION

Applicants that meet the first three criteria above but not the fourth criterion may receive conditional admission. Consideration for conditional admission is given to applicants that:

1. Earned a minimum cumulative undergraduate grade point average of 2.50 on a 4.00 scale; OR a 2.75 GPA on the last 60 hours of coursework (undergraduate, graduate, or combination thereof); OR submitted a statement of purpose that will be evaluated by the director of graduate programs and the graduate programs admissions committee.

The following course restrictions will pertain to conditionally admitted applicants:

• Conditionally admitted students in the traditional face-to-face program can take no more than 6 graduate credit hours during a traditional length semester.

• Conditionally admitted students in the online program can take no more than 3 graduate credit hours during each seven-week term.

Conditionally admitted students will be moved to unconditional admission status upon completion of 6 hours with a grade of “B” or better in each course. While conditionally admitted, a grade of “C” or lower in any graduate-level course will result in suspension from the graduate program.

**Elective Courses**

Nine hours of graduate electives may be selected in statistics and business (approval granted by graduate program director).

**Applied Digital Technology**

**Master of Science**

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| **University Requirements:** | |
| See Graduate Degree Policies for additional information (p. 47) |  |
| **Program Requirements:** | Sem. Hrs. |
| MBA 5003, Graduate Business Fundamentals | 3 |
| MGMT 6463, Leadership Development | 3 |
| MIS 6413, Management Information Systems | 3 |
| MIS 6473, Data Mining | 3 |
| MIS 6493, Seminar for Information Systems | 3 |
| MIS 6523, Simulation for Predictive Decision-Making | 3 |
| MIS 6543, Business Analytics | 3 |
| MIS 6573, Advanced Data Mining | 3 |
| Approved electives in business and statistics | 9 |
| Sub-total | 33 |
| **Total Required Hours:** | 33 |