



Office of the Vice Chancellor for Academic Affairs

MEMORANDUM

To: Ronald Elsenbaumer
Chancellor

Carl Drummond
Vice Chancellor for Academic Affairs and Enrollment Management

From: Terri Swim
Associate Vice Chancellor for Academic Programs

Date: May 6, 2021

RE: Human Resource Management Concentration for Masters of Business Administration

The concentration in Human Resource Management will address the increasing demand in Northeast Indiana for managers with an understanding of the effective practices in recruiting, hiring, and managing an organization's employees. Based on our survey of current students in Fall 2020, of 120 enrolled students, about 26% of students expressed full or some interest in the new concentration. About 6-7 students are already taking the graduate-level courses offered by the Department of Organizational Leadership. This new initiative will benefit students since the plans of study will specify the specific concentration - Human Resource Management. The MBA program offers two concentrations in Business Analytics and Finance; increasing the number of concentration is an effective marketing practice to lead to increased enrollment and broadening educational options for prospective MBA students.

The new concentration is in partnership with the Department of Organizational Leadership, who already offers the courses on a regular schedule.

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Chancellor Ron Elsenbaumer, Ph.D.

Date

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5/6/2021

Vice Chancellor of Academic Affairs & Enrollment Management,
Carl Drummond, Ph.D.

Date