

MEMORANDUM

TO: Fort Wayne Senate

FROM: Shannon Johnson, Chair
Graduate Subcommittee

DATE: April 26, 2021

SUBJ: Concentration in Human Resource Management

The Graduate Subcommittee approved on April 22nd, 2021 the attached documents regarding the Concentration in Human Resource Management.

The committee finds that the proposed program requires no Senate review.

Shannon Johnson, MLS
Chair, Graduate Subcommittee
Walter E. Helmke Library

Approving:

Terri Swim
David Cochran
Kerrie Fineran
Hank Strevel
Shannon Johnson
Chao Chen
Tanya Soule

Not Approving:

Abstain:

Absent:

Rachel Gilreath

Degree/Certificate/Major/Minor/Concentration Cover Sheet

Date:

Institution: Purdue

Campus: Fort Wayne

School or College:

Department:

Location: 50% or more online: Yes No

County:

Type:

Program name:

Graduate/Undergraduate:

Degree Code:

Brief Description:

Rationale for new or terminated program:

CIP Code:

Name of Person who Submitted Proposal:

Contact Information (phone or email):

Proposed MBA with Human Resource Management Concentration

The MBA program proposes to introduce the new concentration Human Resource Management. The MBA program currently offers two concentrations, Business Analytics, 52 students (43% of all admitted students), and Finance, 21 students (18%). Currently, 30 students (25%) are pursuing the General Track option. Of the General Track students, 12-14 students are taking or will be taking the graduate-level electives courses offered by the Department of Organizational Leadership. These students, in fact, are already implicitly satisfying the new concentration's course requirement. Since the new proposed concentration isn't in the catalog, these students will receive the MBA degree without recognizing their additional educational achievements.

This new initiative will increase educational options offered by the MBA program. The MBA program will be able to market the new concentration for the potential students of Northeast Indiana. Increasing the number of concentrations can be viewed as an effective marketing practice leading to the increased enrollment and broadening educational options for prospective MBA students. The marginal cost associated with offering the new concentration is zero since the MBA program doesn't plan to develop and offer new courses. It doesn't require any hiring of new faculty. We anticipate an increase in the number of graduate students pursuing the new concentration to 15 students annually in the future.

The new concentration includes two electives in Human Resources and Organizational Leadership. The Department of Organizational Leadership already offers six courses that fit nicely in the concentration. Thus, no new courses need to be developed for this concentration. We also plan to include one course, BUS 58900 (Department of Economics and Finance) in the concentration.

The proposed date of initiation of this initiative is Fall of 2022. No new resources are needed to initiate this new concentration since the courses are already being offered to current students.

The learning outcomes of the new concentration along with the learning objectives set for the general track will include increasing students' knowledge of

1. The role of human resources in the business environment;
2. Compensation and benefits plans and their effectiveness in the business environment;
3. Effective human resource strategies on recruitment and selection;
4. Importance of diversity in the workplace;
5. Employee's rights and responsibilities;
6. Corporate social responsibility.

We enclose the Pre-MBA, MBA course, and the Human Resource Management electives course offerings and courses' potential sequencing.

Pre-MBA Classes (1cr. Each)

BUS 50100 – Essentials of Accounting (Meets 8/3, 8/5, and 8/7 5:30PM-9:30PM)

BUS 50200 – Basic Finance (Meets 8/10, 8/12, and 8/14 5:30PM-9:30PM)

BUS 50300 – Introduction to Economics (Online 8/24 – 9/25)

BUS 50400 – Ethics and Regulatory Environment (Meets 8/13 6PM-7:30PM and online 8/17-9/4)

Business Core (3cr. Each)

BUS 54202 – Leadership & Management of People (Hybrid) or

OLS 51000 Foundations of Behavior and Leadership in Organizations

Leadership involves relationships and social influence processes in an interactive, relational context.

In this survey course, the foundational concepts and theories of human behavior that enable effective leadership are examined. Organizational behavior at the levels of the individual, group, and organization are discussed, with the goal of predicting, shaping, and evaluating workplace behavior.

BUS 54001 – Data Analysis and Management Science (7-week Online/Hybrid)

BUS 52400 – Decision Making and Economic Environment in a Global Economy (Online/Hybrid)

BUS 54200 – Strategic Cost Management (Online/Hybrid)

BUS 55200 – Management of Information Technology (Online/ Hybrid)

BUS 54201 – Financial Analysis and Decision Making (Online)

BUS 56000 – Marketing and Customer Relationship Management (Online/Hybrid)

BUS 57000 – Operations and Supply Chain Management (7-week Online 10/19-12/6)

BUS 60001 – Experiential Learning (Independent-Study)

BUS 59000 – Strategic Management (Capstone) (Face-to-Face)

Human Resource Management Concentration Courses

OLS 51500 - Foundations of Human Resources

This course emphasizes the human resource architecture (and its development) in the context of the work organization. Its main focuses are the strategic approach to human resource management and human resource development, including the role HR professionals play and how they help organizations succeed. Topics addressed throughout the semester in: strategic human resource management, recruitment and selection, managing performance, organizational culture, training and development, relation of training to organizational strategies, training needs analysis, evaluation of training, and career development.

OLS 54500 - Compensation and Benefits

This course is a study and practice of ongoing and emerging issues in the field of Compensation and Benefit strategies. The course will blend academic principles of managing Compensation and Benefits and how to put them into action with practical applications.

OLS 55500 - Workforce Planning and Employment

A key component of human resources is staffing, it affords the essential human capital that sustains enterprise operations and success. Topics in this course include job planning, recruitment, assessment, selection, decision making, and retention. Learning will be put into practice through online discussion and case study exercises. Research and practices regarding staffing will be covered. Taken together, this course will show how strategic staffing leads to organizational success through honing competencies in staffing practice.

OLS 56500 - Employee Relations

This course explores determinants of employee attitudes and job satisfaction as well as modification of attitudes and morale. Ways to reduce barriers between management and employees are investigated, as are organizational communication issues, diversity issues, procedures to resolve disputes, employee involvement strategies, and working effectively with workers in union and non-union settings.

BUS 58900 - Business Law or OLS 57500 - Employment Law

OLS 57500 is a survey and analysis of the law governing human resources. Students will strengthen their understanding of the legal framework in which human resource administration takes place by studying employment discrimination, compensation laws and regulations, employee selection guidelines, and other topics.

OLS 57000-01 - Leadership Across Cultural Boundaries

This course will enhance the student's ability to harness the talents of diverse members in organizations, and take full advantage of cultural similarities and differences. Various activities will link theory and experience, and help students understand the worldly context of organizations.

Total Program 36-40 credits

FALL 1-year	SPRING 1-year	SUMMER 1-year
Pre-MBA BUS 54001 BUS 54202	BUS 56000 BUS 54201	BUS 52400
FALL 2-year	SPRING 2-year	SUMMER 2-year
BUS 54200 BUS 55200	Concentration #1 BUS 60001	BUS 57000
FALL 3-year		
Concentration #2 BUS 59000		

- Request for New Concentration
- Request for Revision of Existing Concentration
- Request for Deletion of Existing Concentration

PURDUE UNIVERSITY
GRADUATE SCHOOL

Request for a Concentration

Heads of graduate programs may request that one or more concentration(s) be established within their majors, to allow a specialized area of graduate study to be reflected on a student's final transcript.

Graduate Program (Major) MBH Program Major Code 520101

Title of Concentration Human Resource Management

Effective Session: Fall Spring Summer Academic year: 2021 - 2022

Degrees to which this concentration applies:

- Master of Science
- Master of Arts
- Doctor of Philosophy
- Other MBH

Mode of Delivery (i.e.: Campus Based/ Distance-Online):

a hybrid mode: campus based and distance-online

Campus(s) at which this concentration applies:

- Calumet
- Fort Wayne
- Indianapolis
- North Central
- West Lafayette

Justification: Please address the following topics (in order) when requesting a concentration: (Attach additional sheets as necessary.)

- Statement of the mission of the proposed concentration including, but not limited to, the need for the concentration, the target audience, the relationship to the major under which the concentration will be listed, and the relationship to other concentrations in the degree program.
- Focus of the research or professional program
- Participating faculty, including name, academic rank, and departmental affiliation.
- Currently enrolled or expected number of students
- Core courses and a description of how they fit into and support the degree program. List only the courses required for this concentration.
- Learning outcomes (e.g., unique knowledge or abilities, capacity to identify and conduct original research, ability to communicate to peer audiences, critical thinking and problem-solving skills, etc.).

Recommended by: [Signature] 3/23/2021
Head of the Graduate Program Date

Melissa L Bruns 03/23/2021
Academic Dean Date

Approved by: _____ Date
Graduate School Dean (West Lafayette)

Concentration Code: _____
(To be assigned by the Office of the Registrar if this request is for a new concentration)

[Signature] 3-18-2021
Additional Authorizing Signature (if applicable) Date

nqz@purdue.edu
Contact person (& e-mail address) for questions regarding form

Please submit this form to the Graduate School, PWL. An approved copy will be returned to the department and academic college/school at the campus recommending the request.



Graduate Academic Program Memo

Date:

From:

To:

Re:

Brief description of the program:

Brief rationale for program request:

CIP Code:

For completion by Office of Academic Affairs

Chad M. S. 3/23/2021

Department Chair Signature *Date*

Melissa L. Gruys 03/23/2021

School Dean Signature *Date*

Director of Graduate Studies *Date*

Vice Chancellor for Academic Affairs Signature *Date*

PLEASE NOTE: The Office of Academic Affairs will collect electronic signatures from the Chair, Dean, and Vice Chancellor for Academic Affairs after the form has been filled out and submitted to the Associate Vice Chancellor for Academic Programs with the rest of the program proposal.

Library Resource Questionnaire
March 24, 2021
Jade Kastel, Business Librarian
New MBA Concentration: Human Resource Management

When developing a new degree program, major, certificate, minor, concentration, track, or specialization please review the questions below when developing your response to the library or additional resources sections. Please consult your liaison librarian for assistance.

Library Resources

Address the following issues regarding the impact of the new program on the library's budget and personnel. Please respond to each item below indicating the library sources and services required to support the proposed program.

Which databases/indexing sources will be used by the courses in this program?

Business: Business Source Complete, Mintel, Mergent (with Dun & Bradstreet), MarketLine, Morningstar, ValueLine, S&P NetAdvantage, IBISWorld, Nexus Uni, National Newspapers Core (Wall Street Journal), Business E-books Online, Business Book Summaries, Emerald, Human Resource Management Online, OCED iLibrary, International Business Online, Regional Business News

Department Organizational Leadership: PsychINFO, Social Science Database (ProQuest), Academic Search Complete

What are the journals that will be used by students completing library research in this program? Please list three to five titles. Is there an expectation that access to new journals will need to be purchased for students in this program?

Business:

Academy of Management Journal
Academy of Management Review
Administrative Science Quarterly
Journal of Business & Technical Communication
Journal of Business Communication

Department Organizational Leadership:

Academy of Management Annals
Personnel Psychology
Annual Review of Organizational Psychology and Organizational Behavior
Organization Science
International Organization
Journal of Human Resources

Are there any specific reference sources (e.g. encyclopedias, handbooks, standards, etc.) required to support the new program?

At this time, what the library currently offers is sufficient in reference sources.

Is there an expectation for additional books to be purchased? What about DVD or audio/visual materials? What is the estimated dollar amount needed yearly to support this program with new books and media materials?

Because this new concentration is offered through existing courses, it's anticipated that this concentration's needs are being met. However, it is essential to maintain the resources and databases currently in use. Recent budget cuts have made it necessary for the library to restructure funding for databases resulting in cuts to some databases, including ABI/Inform, which was a database used by MBA students.

Will the new program use the Library's Document Delivery Services? Costs for this service come out of the Library's budget. What types of materials would the program be requesting through DDS?

Yes, this new concentration will use the DDS services. Business librarian will monitor DDS usage and make journal or database recommendations based on a cost analysis of DDS frequency vs. database subscriptions.

Who is the liaison librarian for this program?

Jade Kastel
(260) 481-6500
jmkastel@pfw.edu

The liaison librarian provides support through involvement in BrightSpace courses, one-on-one research consultations, in-class instructional sessions, and tailored course guides for research assignments. Which of these librarian services do you anticipate will be utilized in the new program?

This new concentration will utilize all of these resources and the liaison librarian will provide 1:1 research consultation, in-class instruction session, and tailored LibGuides for this concentration.

Memo from Liaison Librarian regarding resources.

[please see accompanying Librarian Memo: March 24, 2021]

Is there an accrediting body that will be overseeing this program? What are the statements of the accrediting body related to the library, e.g. holdings, personnel, services?

This new concentration falls with library's current support and services of the MBA courses and the library ensures the level of support this accreditation requires for the new Human Resource Management concentration. [See AACSB accreditation standard 3.3 below]

Per AACSB's Accreditation requirements "2020 Guiding Principles and Standards for Business Accreditation (p. 33):

3.3 Professional Staff Sufficiency

- Describe the professional staff structure with respect to advising, career placement, IT support, faculty instructional support, library support, and faculty research support. Identify which resources are centralized and supported at the university level and which are maintained and supported within the school.
- Describe how the professional staff structure supports high-quality outcomes

Liaison Librarian Memo

Date:

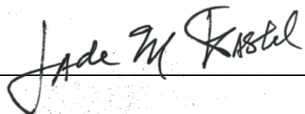
From:

To:

Re:

Describe availability of library resources to support proposed new program:

Comments:



Liaison Librarian Signature

03/24/2021

Date