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Utah State University, "Educational Policies Committee Program Proposal, Jon M. Huntsman School of Business, September 18, 2015" (2015). *Educational Policies Committee*. Paper 776.
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Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum

Institution Submitting Request: Utah State University, Jon M Huntsman School of Business, MBA program

Proposed Title: Shingo Operational Excellence

Currently Approved Title: Manufacturing Management

School or Division or Location: Jon M Huntsman School of Business

Department(s) or Area(s) Location: MBA Program, Management Department

Recommended Classification of Instructional Programs (CIP) Code¹ (for new programs): 52.0203

Current Classification of Instructional Programs (CIP) Code (for existing programs): 52.0203

Proposed Beginning Date (for new programs): upon approval

Institutional Board of Trustees' Approval Date: 07/17/2015

Proposal Type (check all that apply):

Regents' General Consent Calendar Items		
R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar		
SECTION NO.		ITEM
5.1.1	<input type="checkbox"/>	Minor*
5.1.2	<input type="checkbox"/>	Emphasis*
5.2.1	<input type="checkbox"/>	(CER P) Certificate of Proficiency*
5.2.3	<input type="checkbox"/>	(GCR) Graduate Certificate*
5.4.1	<input type="checkbox"/>	New Administrative Unit
	<input type="checkbox"/>	Administrative Unit Transfer
	<input type="checkbox"/>	Administrative Unit Restructure
	<input type="checkbox"/>	Administrative Unit Consolidation
5.4.2	<input type="checkbox"/>	Conditional Three-Year Approval for New Centers, Institutes, or Bureaus
5.4.3	<input type="checkbox"/>	New Center
	<input type="checkbox"/>	New Institute
	<input type="checkbox"/>	New Bureau
5.5.1	<input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2	<input type="checkbox"/>	Program Transfer
	<input type="checkbox"/>	Program Restructure
	<input type="checkbox"/>	Program Consolidation
5.5.3	XXX	Name Change of Existing Programs
5.5.4	<input type="checkbox"/>	Program Discontinuation
	<input type="checkbox"/>	Program Suspension
5.5.5	<input type="checkbox"/>	Reinstatement of Previously Suspended Program
	<input type="checkbox"/>	Reinstatement of Previously Suspended Administrative Unit

*Requires "Section V: Program Curriculum" of Abbreviated Template

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Signature

Date: 08/20/2015

Printed Name: Laurens H. Smith, Jr.
Executive Senior Vice Provost

¹ CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

Program Request - Abbreviated Template
Utah State University
Jon M Huntsman School of Business
Master of Business Administration
02/09/2015

Section I: Request

Utah State University's Jon M Huntsman School of Business has had a Master of Business Administration (MBA) degree for many years. As part of that degree, students specialize in specific areas to increase their skill set in those areas and make them more attractive on the job market. The specializations for the MBA were created several years ago and are in need of rebranding to reflect current market realities. One of those specializations was titled "Manufacturing Management" when it was created. Since that time, the Huntsman School's Shingo Institute's executive training in operations and operational excellence has grown to international prominence. Both executives who have received Shingo Certification and Utah industries have asked for an MBA focusing on operational excellence for some time. After a thorough market analysis, it was determined that a rename and retool of the "Manufacturing Management" specialization to "Shingo Operational Excellence" is necessary. The competencies learned in the redesigned "Shingo" specialization focus upon leadership, reporting systems, supply chain, quality, lean systems, managing change, and operational excellence in general. They add significantly to the MBA degree and are highly desired by hiring organizations. Being able to demonstrate these skills positions USU MBA students much more strongly for the market. Therefore, the department requests that the name of the "Manufacturing Management" specialization be changed to "Shingo Operational Excellence."

Section II: Need

The job market for MBA graduates who have demonstrated competency in Operations Excellence is strong. The new "Shingo Operational Excellence" specialization represents a highly desired set of skills. Business school graduates who have the competency to execute Shingo operations principles will be highly recruited and advance quickly in their careers. Students earning an MBA degree with the specialization in conjunction with either a Huntsman School graduate degree in information systems or human resource management, or an undergraduate degree in engineering, will have additional skills that will make them attractive for placement in many organizations.

Specialization has become the norm for MBA students nationally. The core curriculum of MBA programs is designed to give students grounding in business fundamentals. Specialization gives students additional, focused training in a specific area of business and improves student employability and success in that area upon graduation. Within the state of Utah, the University of Utah has MBA concentrations in Entrepreneurship, Marketing, Operations/Supply Chain, Leadership, and Finance. Weber State offers Graduate Certificates in Aerospace Management, Contract Management, Environmental Sustainability, and Information Systems and Technologies.

Section III: Institutional Impact

The proposed name change will not adversely affect the enrollment in other programs within the Huntsman School of Business. Over the past two years, there has been a trend towards 'dual' master's degree enrollment that has substantially improved student job placement and increased entry-level salaries. The analysis suggests the possibility of increasing the number of MBA degree graduates as a result of the suggested specialization name change.

The new specialization name change will not require additional staffing, courses, or facilities. To successfully implement this specialization, existing faculty will be used to teach the MBA core courses on an overload basis. The Shingo Institute is in the process of hiring a new academic director who will teach specialization courses as a part of his/her regular duties. Finally, qualified Shingo certified professionals will teach in the specialization.

Section IV: Finances

Overload instructional costs will be covered by the tuition paid by students in the program. The price point for this executive, professional program will be higher than other Huntsman graduate courses to cover the additional credit hours and overload costs of the program. No additional resources beyond those generated by the new specialization are required for the program of study and name change requested.

Section V: Program Curriculum

Course Prefix and Number	Title	Credit Hours	Semester
Required Courses			
MGT 6735	Continuous Improvement in a Lean Environment	2	Spring, Summer, Fall
MGT 6750	Leadership and Human Capital Management in a Lean Environment	2	Spring, Summer, Fall
MGT 6755	Managing in a Lean Environment	2	Spring, Summer, Fall
MGT 6756	Managing the Supply Chain in a Lean Environment	2	Spring, Summer, Fall
MGT 6757	Measurement and Reporting in a Lean Environment	2	Spring, Summer, Fall
MGT 6758	Quality Systems in a Lean Environment	2	Spring, Summer, Fall
MGT 6759	Work Systems in a Lean Environment	2	Spring, Summer, Fall
MGT 6800	Shingo Model Practicum	3	Spring, Summer, Fall
Total Number of Specialization Credits		17	