6-15-2018

Educational Policies Committee Program Proposal, Jon M. Huntsman School of Business, June 15, 2018 – Strategic Value Creation

Utah State University

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Recommended Citation
Utah System of Higher Education
Changes to Existing Academic Program Proposal
Cover/Signature Page - Abbreviated Template

Institution Submitting Request: Utah State University

Program Title: specialization entitled “value creation”

Sponsoring School, College, or Division: Huntsman School of Business

Sponsoring Academic Department(s) or Unit(s): Management Department, MBA program

Classification of Instruction Program Code1: 52.0201

Min/Max Credit Hours for Full Program Required: 12 / 12

Proposed Effective Term for Program Change2: Fall 2018

Institutional Board of Trustees’ Approval Date:

Award Type: Other Master Degree MBA

Program Change Type (check all that apply):

- ☑ Name Change of Existing Program
- ☐ Program Restructure with or without Consolidation
- ☐ Program Transfer to a new academic department or unit
- ☐ Program Suspension
- ☐ Program Discontinuation
- ☐ Reinstatement of Previously Suspended Program
- ☐ Out of Service Area Delivery Program

Chief Academic Officer (or Designee) Signature:
I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

James H Davis Date: February 27, 2018

☒ I understand that checking this box constitutes my legal signature.

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2 “Proposed Effective Term” refers to term when change to program is published. For Suspensions and Discontinuations, “effective term” refers to the term the program will suspend admissions.
Program Change Description - Abbreviated Template

Section I: The Request

Utah State University requests approval to change name from specialization entitled “value creation” to Strategic Value Creation effective Fall 2018. This action was approved by the institutional Board of Trustees on.

Section II: Program Proposal

Program Change Description/Rationale
Present a brief program change description. Describe the institutional procedures used to arrive at a decision for the change. Briefly indicate why such a change should be initiated. State how the institution and the USHE benefit by the change.

Value Creation has been the most popular specialization in the Master of Business Administration degree program. The market often misinterprets this title as a specialization in Entrepreneurship. This title often puts our students at a disadvantage in their job search because employers believe that they will leave their jobs to launch ventures. The new title “strategic value creation” better communicates the competencies and concepts that are in the specialization. The specialization focuses on creating and regenerating competitive advantage for existing organizations. Executives have said that the new title is better understood and preferred.

Consistency with Institutional Mission/Institutional Impact
Explain how the action is consistent with the institution's Regent-approved mission, roles, and goals. Institutional mission and roles may be found at higheredutah.org/policies/policyr312/. Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in higheredutah.org/policies/policyr315/. Will faculty or staff structures be impacted by the proposed change?

This is simply a title change to better represent the specialization and help the students with job search and placement.

Finances
What costs or savings are anticipated from this change? If new funds are required to implement the change, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.

No change. This is a title change.