

Provost's Comprehensive Program Review Report

Institution: Middle Georgia State University
Academic Program Name: Masters of Management
CIP Code: 520201
College or School: School of Business
Department: N/A

Date of Last Internal Review: 1st review, program started Fall 2017

Outcome of Previous Program Review (brief narrative statement): N/A

Current Date: 6/23/2021

Provost Response: Academic Affairs acknowledges the documented value of the Masters of Management. While the program's enrollment growth is positive, retention and graduation outcomes lag, suggesting the need for further in depth evaluation. For this reason, the program will be placed on monitoring and evaluated in 3 years.

Program Quality and Productivity Improvement Plan: Following a review of the Chairs Report, the IERB comments, and the Deans appraisal, the Office of the Provost concurs with the findings and supports the documented plan of action.

- Focus on AACSB accreditation.
- The School of Business shall re-convene the school's advisory board.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

Program MEETS Institution's Criteria

Program is critical to the institutional mission and will be retained.

Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in FY24.

Program DOES NOT MEET Institution's Criteria

Program will be placed on a monitoring status.

Program will undergo substantive curricular revisions.

Program will be deactivated.

Program will be voluntarily terminated.

Other (identify/add text):

Provost or VPAA Signature:



Date:

7/8/2021

Comprehensive Program Review Report

Academic Program Name: Masters of Management

College or School: School of Business

Department: (no departments in this program)

Date of Last Internal Review: NA (new program)

Outcome of Previous Program Review (brief narrative statement, if applicable):

Not applicable as this is a new program.

Current Date: 4-6-2021

Executive Summary:

The strong enrollment growth in the MSM program indicates its viability and productivity. This growth is especially evident in Year 3 after concentrations in accounting and program management were removed from the program and all courses began being offered online in an eight-week format. From Year 2 to Year 3 year enrollment tripled to 61 students and then jumped to 104 students in Year 4. Year 4's increase may partially reflect pandemic-related demand. This year two new concentrations were added and are expected to support continued growth.

The plan for action includes several initiatives to strengthen the program. A graduate advisory board will be convened to connect with employers and keep curriculum current. A new undergraduate concentration in supply chain management has been submitted for approval and is expected to eventually increase demand for the MSM supply chain management concentration. Lastly, faculty will be investigating the need for a new concentration in Health Services Administration.

The growth of the program demonstrates an effective pivot of the RAFB-oriented program to the MGA-direct delivery mode and format. The two new concentrations in sport management and aviation management should be tracked internally for adequate staffing matched with a program of study that a student in each track can finish in two years. The undergraduate supply chain idea is a positive move and should be discussed with the incoming Provost. The Management program relies on part-timers who should be evaluated each year, beginning AY21, and for whom part-time grad faculty orientation/mentoring should be documented. Kevin Cantwell, Associate Provost and Dean of Graduate Studies

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- Program will be placed on a monitoring status.
- Program will undergo substantive curricular revisions.
- Program will be deactivated.
- Program will be voluntarily terminated.
- Other (identify/add text):

Academic Dean Signature:



Carol Sargent, Interim Dean



Kevin Cantwell, Dean of Graduate Studies

Date:

5/7/21

IERB's Comprehensive Program Review Rubric and Evaluation

Program Reviewed: MS Management

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program

The MS in Management Master's degree was originally designed to accommodate students at Robins Air Force Base but has shown much flexibility by streamlining concentrations to meet market demands regionally and nationally. Concentrations in the program initially were accounting, program management, supply chain management, and general management. As student demands were recognized, the program updated courses to meet those needs. The MSM program now has four concentrations which include: supply chain management, aviation management, organizational management, and sports management. Enrollment 5 year growth rate is 69% for online courses with an overall growth rate of 105.41%. The 5 year number of graduates that matriculate through the program has remained stable with 7 graduates yearly. Graduation rates are 100%. Future plans to increase enrollment and meet regional and national need is underway with insightful changes being made to meet market demands.

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Evidence/Notes
Enrollment	<i>This program has significantly positive enrollment trends and robust credit hour production</i>	<i>This program has stable or moderately positive enrollment trends and healthy credit hour production</i>	<i>This program has negative enrollment trends and weak credit hour production</i>		Enrollment: 5 year growth for programs by locations is 69% for Online. The overall 5 year growth regardless of campus is 105.41%.
Graduation Trends USG benchmark: Bachelor's Degrees: 10 graduates/year Graduate, Associate's or Certificates: 5 graduates/year	<i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average does not meet USG minimum benchmark for degrees conferred; the program is "low performing" by USG definition</i>		FY 2019 and 2020 have seen a total of 7 graduates each year. Compared to FY 2018 to FY 2020 only, indicates 100% graduation of enrolled students.

IERB's Comprehensive Program Review Rubric and Evaluation

Programs falling under these benchmarks are designated as "low performing"					
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Program Strengths of Note:

Program has increased flexibility of course offerings to align with the needs of the market.

Has grown significantly in 5 years from focusing on the needs of Robins Air Force Base to increasing offerings that not only meet the needs of the base, but also for-profit and nonprofit organizations. Newer concentrations include: Aviation Management, Organizational Management, Sports Management. These course offerings along with Supply Chain Management, meet a wider range of regional and national students.

Flexibility in delivery for working students as the MSM program is a fully online program delivered through Brightspace/D2L. Classes are taught in eight week sessions fall and spring semesters and ten week sessions in the summer.

Areas of Serious Concern:

No areas of serious concern.

Other Comments:



Comprehensive Program Review

FY 2020 – 2021

Institution: Middle Georgia State University

Academic Program: MS Management

College or School: School of Business

Department: Management and Marketing

CIP Code: 520201

Date of Last Internal Review: 1st CPR review, program started Fall 2017

Faculty Completing Report: Liz Riley

Current Date:

5 Year Enrollment by Campus and Graduation Trends

Enrollment: 5 year growth for programs by locations is 69% for Online. The overall 5 year growth regardless of campus is 105.41%.

Campus	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	5 YR Growth
Macon	N/A	4	5	0	1	
Cochran						
Warner Robins	N/A	8	19	0	0	
Dublin						
Eastman						
Online	N/A	0	0	61	103	69%
Off Campus						
Total	N/A	12	24	61	104	767%

Graduates

- For data consistency, the fiscal year is in which the degree was awarded. For example, fiscal year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019.

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	5 YR Growth	FY18 compared to FY20 only
N/A	N/A	0	7	7	100%	100%

Program purpose and mission

The mission of the Master of Science in Management program is to provide individuals with knowledge to advance their careers as leaders in private sector businesses, positions in government, and administrators in non-profits. Towards that mission, the purpose of the program is to outfit students with a working knowledge of managerial accounting, leadership models, organizational behavior, management information systems, decision sciences, international business, marketing, and strategic management.

Alignment of program mission with department, school, and institutional mission

The Master of Science in Management's mission is aligned with the mission of both the School of Business as well as the mission of the university.

The Mission of the School of Business is as follows:

The Mission of the School of Business is to provide high quality undergraduate and graduate business programs targeted primarily to meet Central Georgia workforce needs. The School focuses on effective teaching and student learning for a diverse student population. Faculty engagement in scholarly activities, especially applied and pedagogical research, enhances classroom instruction. Faculty provide professional services to the community and their disciplines.

The mission of the university is as follows:

Middle Georgia State University educates and graduates inspired, lifelong learners whose scholarship and careers enhance the region through professional leadership, innovative partnerships, and community engagement.

The MSM program's mission targets private sector, government, and non-profit organizations thus aligning with the School of Business's mission to target the needs of Central Georgia and the university's mission to enhance the region. The program's mission also aligns with the university's mission to provide continued learning opportunities to support lifelong learning.

Program age, tracks, concentrations, etc.

The fifth year of the MSM program will begin in the fall of 2021. The program accepted the first 12 students in the fall of 2017. The original concentrations in the program were accounting, program management, supply chain management, and general management. As student demands changed, the program also has changed. The MSM program now has four concentrations; aviation management, organizational management, sport management, and supply chain management.

Accreditation information/status

The MSM program is SACS accredited. First steps towards AACSB accreditation are planned to begin this calendar year.

Method of delivery

The MSM program is a fully online program delivered through Brightspace/D2L. Classes are taught in eight week sessions fall and spring semesters and ten week sessions in the summer.

Changes since last review

This is the first time that this program has been reviewed; however, a number of changes have occurred since the program's inception.

The original program's core focused more on the needs of Robins Air Base and specifically supply chain management. In an effort to have a core that addressed individuals both working at Robins Air Base and at for-profit and nonprofit organizations, the supply chain management course was removed from the core and replaced with a marketing management course. The supply chain management concentration continues to support the primary needs of Robins Air Base.

The original program contained an accounting concentration and a program management concentration. These concentrations were removed in 2019 because of a lack of student interest. In 2020 two additional concentrations were added; aviation management and sports management. The demand for these concentrations is expected to be tied to the aviation and sport management undergraduate programs.

In 2019 the general management concentration was renamed to organizational management and also changed to a prescribed curriculum instead of free electives. These changes were partly in an effort to more effectively manage course offerings, but also to align this concentration with the needs of nonprofits organizations, human resources professionals, and more general areas in organizations.

The MSM program was originally offered in a face-to-face format. In 2019 the program moved to all online classes offered in an eight-week format, spring and fall semesters, and a ten-week format in the summer semester.

Lastly, in 2019 the School of Business set up a planned rotation of classes that allows students to complete the program in as little as one year.

Benchmarks of progress

The growth in the MSM program is the strongest benchmark of progress. Enrollment in 2017 was 12 students. In spring of 2021, the enrollment stood at 108 students. The biggest change in enrollment occurred in fall semester 2019 when the program went online. Enrollment from fall semester 2018 to fall semester 2019 increased by 154%.

A second benchmark of progress is AACSB accreditation. While AACSB accreditation has been discussed for several years, this spring definitive first steps are being taken towards that accreditation.

Plans for action

In spring of 2021 the eligibility application will be submitted to AACSB. This is the first step towards obtaining this accreditation.

The School of Business will re-convene the school's advisory board. This board's recommendations will address both the undergraduate and graduate program.

The School of Business has also been discussing an additional concentration in Health Services Administration.

Shifting trends and market forces that may impact program demand

In the fall of 2021, the School of Business plans to add an undergraduate concentration in supply chain management. This concentration has the potential to increase demand for the MSM supply chain management concentration.