



**Committee on Academic Programs (CAP)
February 17, 2015**

Present: Brennan Collins, Brian Kooy, Bruce Pilling, Chara Bohan, Gennady Cymbalyuk, John Medlock, Kathryn McClymond, Lisa Armistead, Lisa Casanova, Lynda Goodfellow, Maria Gindhart, Mary Beth Walker, Michelle Brattain, Sarah Cook, Shelby Frost, Timothy Renick
Guest: Colleen Joyce & Sanjay Srivastava, Robinson College of Business

Call to Order

Michelle Brattain called the meeting to order at 3:00 p.m. in Room 718 Langdale Hall

Approval of Minutes

The minutes of December 9, 2014 meeting were approved as distributed.

Motion from Graduate Council to approve a name change of the Human Resource concentration to Talent Management

Chara Bohan led the discussion and presented the motion to approve a name change of the Human Resource concentration to Talent Management. The proposed name change reflects contemporary thinking and nomenclature surrounding the attraction, retention and development of human resources in organizations. In particular, the term highlights the growing recognition that the retention and development of human resources are key activities that must permeate all areas of organizations and are no longer, or should no longer be, the responsibility of HR departments alone. Thus, the concentration focuses on developing these skills in students with interest in HR positions as well as those interested in management positions that will include the development of human resources in their own organizational units. The proposed change in name reflects this expanded focus.

The committee unanimously approved the motion.

Motion from Graduate Council to approve a name change of the Operations Management concentration to Supply Chain and Analytics Management

Chara Bohan led the discussion and presented the motion to approve a name change of the Operations Management concentration to Supply Chain Analytics Management. The proposed name change reflects contemporary thinking and nomenclature surrounding the operational processes associated with the development and delivery of products and services. Organizations are increasingly focused on managing the efficiency and effectiveness of the entire supply chain- from inputs through delivery- instead of focusing only on the processes associated with the manufacturing of products and/or design of services. The proposed change in name reflects this expanded view as well as changes in industry nomenclature surrounding these activities.

The committee unanimously approved the motion.

Motion from Graduate Council to approve deactivation of the Business Analysis concentration within the Master of Science in Managerial Sciences program

Chara Bohan led the discussion and presented the motion to approve deactivation of the Business Analysis concentration within the Master of Science in Managerial Sciences program. The MS program has been restructured into a 1-year format in order to bring the program in line with increasing demand for a one-year cohorted experience in MS programs in general and to provide clearer structure to the program in order to provide better educational value to students. The move to a one year format resulted in the restructuring of the program from four concentrations into two concentrations: Talent Management (formerly known as Human Resources Management) and Supply chain and Analytics Management (formerly known as Operations Management). RCB now offers an MS program in Analytics that was approved last year and admitted students for Fall2014. Those with an interest in an MS in Analytics can apply for admission to that program. Thus, we seek to deactivate the Concentration in Business Analysis.

The committee unanimously approved the motion.

Motion from Graduate Council to approve deactivation of the Organizational Change concentration within the Master of Science in Managerial Sciences program

Chara Bohan led the discussion and presented the motion to approve deactivation of the Organizational Change concentration within the Master of Science in Managerial Sciences program. The MS program has been restructured into a 1-year format in order to bring the program in line with increasing demand for a one-year cohorted experience in MS programs in general and to provide clearer structure to the program in order to provide better educational value to students. The move to a one year format resulted in the restructuring of the program from four concentrations into two concentrations: Talent Management (formerly known as Human Resources Management) and Supply chain and Analytics Management (formerly known as Operations Management). The Organizational Change concentration has experienced declining enrollment over the years and we stopped admitting students to that concentration in January 2014. Thus, we seek to deactivate the Concentration in Organizational Change.

The committee unanimously approved the motion.

Motion from Graduate Council to approve deactivation of the Biomechanics, Exercise Physiology, and Fitness and Health Promotion concentrations within the Master of Science in Exercise Science program

Chara Bohan led the discussion and presented the motion to approve deactivation of the Biomechanics, Exercise Physiology, and Fitness and Health Promotion concentrations within the Master of Science in Exercise Science program. The faculty would like to deactivate the concentrations in the M.S. Exercise Science program. In the current program, students choose one concentration from Biomechanics; Exercise Physiology; and Fitness and Health Promotion to complete. The deactivations of the concentrations will provide students in the program greater opportunities to create a program of study in an area more closely aligned with their career and academic interests and aspirations. The program still requires students to take fundamental courses in research and Exercise Science, but offers students more choices for electives and the culminating experience.

The committee unanimously approved the motion.

Motion from Graduate Council to approve a new concentration in the Master of Science in Information System (MSIS) degree program: Big Data Management and Analytics

Chara Bohan led the discussion and presented the motion to approve a new concentration in the Master of Science in Information System degree program: Big Data Management and Analytics. Bala Ramesh elaborated on the new concentration. **Evidence of the need for/and interest in this program, including projected enrollments:** A 2014 study by Gartner predicts that employment in the area of Big Data Management and Analytics would grow to 4.4 million by 2015. A McKinsey Global Institute report estimates that by 2018 the US will face a shortage of 140,000 to 180,000 people with skills in Big Data Analytics. The greater Atlanta region is developing to be a major hub for big data analytics due to the concentration of data-centric sectors such as finance, transportation, logistics, retail, and healthcare.

The MSIS program currently enrolls about 100 students and given the more than threefold increase in the number of qualified applicants, the program can significantly increase the quality of admitted students while maintaining its size. The MSIS program at GSU is the only program in Georgia that is ranked in the Top 10 in U.S. News & World Report rankings. We expect 25 students to enroll in this concentration.

The committee unanimously approved the motion.

Motion from Graduate Council to approve a new concentration in the Master of Science in Information System (MSIS) degree program: Enterprise Systems

Chara Bohan led the discussion and presented the motion to approve a new concentration in the Master of Science in Information System degree program: Enterprise Systems. Bala Ramesh elaborated on the new concentration. **Evidence of the need for/and interest in this program, including projected enrollments:** According to recent survey by CNN Money, IT positions in specializing in enterprise systems exceed 718,800 and are predicted to grow at 21.9 annually over the next ten years. The job market for specialists in enterprise systems is very robust in the Greater Atlanta region because of the widespread adoption of enterprise systems in most major corporations in the region. For example, LinkedIn lists nearly 250 unfilled ERP Analyst jobs in Atlanta.

The MSIS program currently enrolls about 100 students and given the more than threefold increase in the number of qualified applicants, the program can significantly increase the quality of admitted students while maintaining its size. The MSIS program at GSU is the only program in Georgia that is ranked in the Top 10 in U.S. News & World Report rankings. We expect 20 students to enroll in this concentration.

The committee unanimously approved the motion.

Motion from Graduate Council to approve a new concentration in the Master of Science in Information System (MSIS) degree program: Health Informatics

Chara Bohan led the discussion and presented the motion to approve a new concentration in the Master of Science in Information System degree program: Health Informatics. Bala Ramesh elaborated on the new concentration. **Evidence of the need for/and interest in this program, including projected enrollments:** According to US Bureau of Labor Statistics, the demand for IT professionals specializing in Health IT is expected to increase at 22% annually over the next ten years. The greater Atlanta region is often referred to as the Health IT capital of the US due to the concentration of over 280 Health IT firms in

the region. The Center for Health Information Technology that is part of the CIS department is engaged in several initiatives in collaboration with the Metro Atlanta Chamber of Commerce and Technology Association of Georgia that have established strong linkages within Health IT industry. These relationships provide outstanding opportunities for internships and permanent positions for students pursuing the HIT concentration. A report from the Metro Atlanta Chamber of Commerce states that Health IT jobs grew by 167% between 2010 and 2012.

The MSIS program currently enrolls about 100 students and given the more than threefold increase in the number of qualified applicants, the program can significantly increase the quality of admitted students while maintaining its size. The MSIS program at GSU is the only program in Georgia that is ranked in the Top 10 in U.S. News & World Report rankings. We expect 15 students to enroll in this concentration.

The committee unanimously approved the motion.

Motion from Graduate Council to approve a new concentration in the Master of Science in Information System (MSIS) degree program: Information Technology

Chara Bohan led the discussion and presented the motion to approve a new concentration in the Master of Science in Information System degree program: Information Technology. Bala Ramesh elaborated on the new concentration. **Evidence of the need for/and interest in this program, including projected enrollments:** According to US Bureau of Labor Statistics, employment in IT services has increased by 232,300 or 18% in the past 10 years and is expected to grow at a similar rate in the future. Specifically, the opportunities for Information Technology professionals in the Greater Atlanta region are very strong. Specifically, according to a recent report by the Bureau of Labor Statistics (dated January 8, 2015), 7,000 new jobs were created in the information technology sector.

The MSIS program currently enrolls about 100 students and given the more than three fold increase in the number of qualified applicants, the program can significantly increase the quality of admitted students while maintaining its size. The MSIS program at GSU is the only program in Georgia that is ranked in the Top 10 in U.S. News & World Report rankings. We expect 40 students to enroll in this concentration.

The committee unanimously approved the motion.

Motion from Graduate Council to approve the deactivation of all Majors in the MBA Program

Chara Bohan led the discussion and presented the motion to approve the deactivation of all Majors in the MBA Program. Michelle Brattain elaborated on the motion. The motion to deactivate all majors associated with the MBA degree while retaining concentrations within the MBA degree. The motion does not affect majors associated with any degree program other than the MBA.

Rationale for Change: Over the last two years RCB graduated over 700 MBAs. Of these, only 41 earned a major. Most of the majors were flagged last year as low-producing programs by the Board of Regents and by the University. Based on our assessment, students who wish to signal that they have gained expertise in a particular field do not make a distinction between earning a major or a concentration, and employers do not make a distinction between a major and a concentration when hiring MBAs. Students will still be able to obtain an MBA degree with a concentration. Thus, eliminating the option of a major,

while retaining the option for students to complete a concentration, will not impact the perceived attractiveness

of a RCB MBA degree. Majors require between 3-6 credit hours more than those who earn a concentration and those who graduate without earning a concentration. This means we are giving up, at most, 120 credit hours per FY by eliminating the majors. For comparison purposes, the college generates approximately 50,000 graduate credit hours per FY. For accreditation purposes, we need to assess majors in our MBA but not concentrations. The marginal cost of doing all the additional assessments is not trivial while the marginal benefit to the students and the marginal benefit of the additional credit hours is trivial.

Potential Impact on Students: Current students who are pursuing a major will have two years from the deactivation date to complete their majors, and we will continue to offer the necessary courses to accommodate these students. We will notify our academic advisors to advise students of the impending change and to reach out to all students who have declared a major to ensure that students proactively schedule the required courses. In the event that students do not complete the major within two years, we can request that the deactivation period be continued before discontinuing the major. The necessary courses will be offered since they are part of our regular elective offerings for concentrations and for dedicated MS degrees. Students may also choose to complete their MBA degree with a concentration in lieu of a major. Thus, we do not anticipate any negative impact on student welfare.

The committee unanimously approved the motion.

Motion from Undergraduate Council to approve a new BIS Major: Game Design and Development

Shelby Frost led the discussion and presented the motion to approve a new BIS major: Game Design and Development. Carol Winkler elaborated on the new major.

Program Description: The BIS Major in Game Design and Development explores the interactive entertainment landscape, along with other related areas of software development and interactive storytelling. The program has its technical roots in computer and information science, while simultaneously covering the breadth of courses in many academic disciplines, including writing, film, graphic design, music, and psychology. The major is for students who aspire to gain the background and technical skill necessary for a career in gaming or related areas in interactive media.

Program Objectives: Acquire the knowledge and skills necessary to design and create compelling interactive narratives and visual and aural game assets; acquire the knowledge and skills necessary to implement 2D or 3D games on mobile, console, desktop, or Web; and gain experience in interdisciplinary collaboration. Understand the connections among programming, art, music, design, storytelling, and interaction necessary to create games.

Programmatic Need/Projected Enrollments: Gaming is a booming industry worldwide due to its growth in the entertainment and educational sectors. *Business Insights* documented a 9% yearly growth rate, with the total economic impact now exceeding \$76 billion. In 2013, the Georgia Game Developers Association estimated that statewide economic impact for game development (now \$2 billion) could be increased in a transformative way, with employment growing from a current 2,000 jobs in Atlanta to more than 20,000 by 2017, multiplied by a factor of four with targeted investments. *Geek Wire/Moroto*

ranked Atlanta #1 in its top ten cities for gamers. With state tax breaks in place to attract new gaming companies, with Georgia ranking 5th in the nation for technology-based job growth, and with Atlanta the

4th largest city in the nation for high-tech establishments and the Southeast's largest technology city, a BIS major would help position GSU graduates for lucrative job opportunities. Projected enrollment for the program: 100 students.

The committee unanimously approved the motion.

Motion from Undergraduate Council to approve a new BIS Major: Media Entrepreneurship

Shelby Frost led the discussion and presented the motion to approve a new BIS major: Media Entrepreneurship. Carol Winkler elaborated on the new major.

Program Description: The program will prepare students for entry into a changing media environment with an understanding of current business dynamics and opportunities. Students will gain grounding in the skills they would need to start their own businesses and to bring innovative and entrepreneurial thinking to traditional media organizations. Throughout the program, students will examine organizational culture, emerging and traditional business models, opportunities and challenges presented by the startup climate, and will discuss how to leverage digital media tools in an entrepreneurial context.

Program Objectives: To understand shifts in the traditional media landscape and examine the role of innovation, new production strategies, new investment and business models driving growth in digital, mobile and other new distribution channels; To analyze the editorial mission and business framework of media startups to align business opportunities and ethical concerns; To read, understand and create business hypotheses and business plans using market research, customer discovery, audience analysis, marketing, promotion, and competitive analysis; To understand the financial, legal and business framework of startups, freelancing, and self-employment; To develop analytical skills needed to manage interdisciplinary startup teams, media management, leadership, and project management; and to become familiar with media production in order to better interact with hands-on production workers/artists.

The committee unanimously approved the motion.

Motion from Undergraduate Council to approve a new Minor: Entrepreneurship

Shelby Frost led the discussion and presented the motion to approve a new Minor: Entrepreneurship. Richard Welke elaborated on the new Minor.

Program Description:

The Minor in Entrepreneurship, open to all Georgia State undergraduates, is designed to impart the enthusiasm, skills, knowledge, passion and commitment necessary to develop entrepreneurs among the diverse Georgia State University undergraduate student population. It will provide the basic skills necessary for students to turn creative ideas into business ventures. Students completing this minor will

have a clear understanding of entrepreneurial thinking, recognition of entrepreneurial opportunities, and the core business skills needed to launch new ventures.

Program Objectives: The point of differentiation for this minor, relative to those of other RCB minors (and majors), is that students entering this course pattern have, as their goal, to start and successfully operate their own business, or bring entrepreneurial skills to an existing business. Providing this opportunity to Georgia State students is of critical importance. First, the minor provides current students' the ability to convert ideas that serve businesses and society into viable businesses plans and offerings. Additionally, companies seek entrepreneurial employees capable of not only understanding ever-shifting customer needs but defining and "selling" acceptable business plans for new ventures within their organization(s). The Minor in Entrepreneurship prepares graduating students to define and defend new services and products that might meet these needs. And even if students have no entrepreneurial ambitions of their own, they will be prepared to work with those who do and have the ability to assess the viability of proposals for companies or private investment purposes.

Programmatic Need/Projected Enrollments: Entrepreneurial activity is a major source of economic growth and job creation. For example, a study by the Kauffman Foundation¹ shows that "without startups, there would be no net job growth in the U.S. economy. This fact is true on average, but also is true for all but seven years for which the United States has data, going back to 1977." In the past five years, Atlanta has seen a large increase in entrepreneurial activity, with increases in venture capital available to new companies as well as an increase in the number of startup incubators in the city. Besides the Atlanta Technology Development Center (ATDC) at Georgia Tech, such efforts include Switchyards, a new downtown incubator designed to "harness the intellect and talent of Georgia State..."

The proposed Minor in Entrepreneurship will let undergraduates from across the university acquire the fundamental skills that help them create and lead new companies and to fully participate in the most dynamic sector of the local, national, and global economy. This minor will also provide needed structure to a number of co-curricular experiences that develop, foster, and cultivate the culture of innovation and entrepreneurship at the university.

The strategic plan of the University System of Georgia states²: "*The University System of Georgia will create a more educated Georgia that is prepared for the global, knowledge economy by increasing degree completion, ensuring academic excellence, spurring research and creativity, driving business creation, and making effective and efficient use of resources.*" The proposed Minor in Entrepreneurship can help Georgia State University make progress in fulfilling this priority.

The proposed Minor in Entrepreneurship can provide the foundation for a range of BIS degrees in entrepreneurship across the university. For example, combining the courses in the minor with courses in social entrepreneurship in the Andrew Young School of Policy Studies would create a BIS in Social Entrepreneurship. Similar majors could be developed with other colleges. In this way, the proposed minor also helps fulfill the Robinson College of Business' goal of developing "*networked graduate and undergraduate curricula*" that span disciplinary boundaries. Projected enrollment for the first year of the program: 35+ students, plus those enrolled in the various BIS entrepreneurial programs being launched.

The committee unanimously approved the motion.

The meeting was adjourned at 4:00 p.m.