



Date: February 21, 2020

To: John Stalvey, Interim Provost

From: Karen Markel, Dean, College of Business and Public Policy

Cc: Sandra Ehrlich, Associate Professor, Director of Graduate Business Programs
Dr. Helena Wisniewski, Professor, Chair of Management & Marketing Department
Darren Prokop, Professor of Logistics
Janet Burton, CBPP Graduate Studies Program Coordinator

Re: AY20 Expedited Program Review Findings

Program/s in this review:

Master of Global Supply Change Management (MS GSCM)

Specialized accrediting agency (if applicable):

AACSB

Campuses where the program is delivered:

UAA

Members of the program review committee:

- Dr. Sandra Ehrlich, Director Graduate Business Programs, CBPP, UAA
- Dr. Helena Wisniewski, Chair, Management & Marketing Department, CBPP, UAA
- Dr. Darren Prokop, Professor of Logistics, CBPP, UAA
- Janet Burton, CBPP Graduate Programs Coordinator, UAA

1. Centrality of Program Mission and Supporting Role

The MS in Global Supply Chain Management (MS GSCM) program is a fully online program that uniquely taps into the global market to apply business theory and practice, meeting the demand and needs of the region. The MS GSCM targets mid-level professionals with years of experience in the field. There is constant demand for qualified professionals. Many of MS GSCM courses are electives in the Master of Business Administration (MBA) General Management program. The energy, transportation, mining, and tourism sectors, critical for Alaska's economic development, all rely on various aspects of logistics and supply chain management. Managers in charge of purchasing, inventory control, production, transportation, and distribution all benefit from the targeted MS GSCM curriculum.

2. Program Demand (including service to other programs), Efficiency, and Productivity

The MS GSCM is a five-semester, online 20-month program designed for global working professionals. The efficiency of the program could be improved through the development of a sustainable schedule. The initial intent was for the MS GSCM program to be sequence; however, this does not meet the needs of the intended target audience (i.e., working professionals). Enrollment has increased since the launch of the online program, but the number of major still remains low based on projected enrollments. Because enrollment has been relatively small since the program's launch, the cohort and sequence model must be revisited to provide for more flexible enrollment opportunities.

3. Program Quality, Improvement and Student Success

The MS GSCM program has the potential to be a significant contributor locally, regionally, and globally. However, this program has suffered from a lack of promotion and marketing, partnering with undergraduate programs at UAA and minimal community engagement. With a renewed attention on these efforts, there is great potential for the program to become profitable and engagement through high impact practices. Currently, the University does not offer any support for graduate student recruitment or program promotion so the College will have to develop its own program to support these efforts.

4. Program Duplication / Distinctiveness

The MS GSCM is a distinct program. No program duplication exists in the University of Alaska statewide system. The MS GSCM program's online delivery provides an outlet to meet local, regional, and global demand.

5. Commendations and Recommendations

The MS GSCM program will complete its first cycle in the revised online delivery model in May 2020. Moving forward, with Anchorage being the main logistics hub for the state and gateway for U.S. and Asia trade this should be a program in high demand. However, this program has a small number of majors that may not warrant its continuation in the future. It is recommended that a 2-year schedule be developed and implemented to provide a more efficient pathway for student success. Additionally, a marketing and promotion plan should be developed and implemented to address enrollment and program sustainability. Faculty resources will also need to be considered moving forward in order to meet specialized business accreditation sufficiency requirements.

6. Decision

Continued Review: Program is required to address specific issues and to undergo another review within the next two academic years. Given that the program is not profitable and productivity could be increased, the program should be reviewed in two years to examine if continued college resource allocation is appropriate.