

AY20 Expedited Program Review – Optional Program Response to the Dean’s Findings Form

Date: Feb. 27, 2020
To: John Stalvey, Interim Provost
From: Dr. Darren Prokop, Professor of Logistics, CBPP
Cc: Karen Markel, CBPP Dean
Re: AY20 Expedited Program Review: Optional Program Response to Dean’s Recommendation

Program in this review: BBA-Global Logistics and Supply Chain Management

Program response to dean’s findings:

We welcome the opportunity to be reviewed again in two academic years.

Growing our Number of Majors:

As noted in our submission, we are moving to 100% online and hybrid delivery for all courses in the major. This begins in fall 2020.

“To maintain credibility and a competitive advantage in online and hybrid versions of the BBA-GLSCM core courses, faculty use in-depth video interviews with key industry leaders. A library of these videos is in development (with five completed to date). Dr. Prokop believes that this project will make UAA very competitive in online education and help grow the student pool beyond Alaska in the coming years. Each video is Quality Matters (QM) compliant.” (BBA-GLSCM Expedited Review; page 3).

Dr. Prokop started this process in Fall 2018 and has been developing innovative videos and online mini-cases. The mini-cases are published on the FreightWaves website--- the largest publisher of freight, logistics, cargo, and transportation news and data in the world, providing near-time market analytics. There are 24 to date and each has been viewed by thousands in the industry since his series started in September 2019.

Basically, we are bringing the successes we developed in the MBA program into the BBA-GLSCM. Dr. Prokop’s hybrid format was well received in his graduate-level transportation economics class (ECON A640) in Spring 2019. Below are two representative student comments from the IDEA survey:

“This class was fascinating and easily the best class I’ve taken throughout my MBA experience. Dr. Prokop really figured out how to properly utilize the hybrid format and it worked seamlessly. The speakers brought in from the community introduced a depth of learning that I did not expect. I highly recommend this course to fellow students.”

“Dr. Prokop’s method for integrating hybridization into the course was extremely well done. The online work and in class work was well balanced and the expert interviews were educational, interesting, and entertaining. I really recommend this class and this professor.”

When something works well, copy it!

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Faculty Resources:

We received approval from UAA Administration to proceed with a new logistics faculty hire this semester to replace the retirement we had last December. The position is already posted. We expect the final candidate to bring cutting-edge skills in quantitative management areas to complement those of Dr. Prokop and the other instructors in the BBA-GLSCM. As with Dr. Prokop the candidate will also teach in the MS-GSCM degree.

Recent News:

Saltchuk (the largest family-owned company in Washington State) recently informed the CBPP Dean’s Office that they intend to grant BBA-GLSCM students a scholarship fund of \$15,000. Saltchuk’s corporate sponsorship extends back to the foundation of the BBA-GLSCM in 1999.

Their gift is in direct response to our connections with Saltchuk executives. They feature in our video series, they guest lecture in our courses, they take on our internees (in LOG A495), and they hire our BBA-GLSCM graduates.

Dr. Prokop’s next phase in his video series will feature the top executives in all of Saltchuk’s Alaska-facing businesses (e.g., TOTE Maritime, Northern Air Cargo, and Carlile Transportation).

This new student scholarship is a welcome addition to others in our discipline:

Arctic Chapter Of National Defense Transportation Scholarship

Ben R. Milam Honorary Supply Chain Education Endowment

Greg Wolf Global Logistics Scholarship

Institute for Supply Management Alaska (ISM-Alaska) Scholarship

Princess Cruises and Holland America Line Business/Logistic Scholarship

Summary:

We agree with the CBPP Dean’s finding in our expedited review: “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.”

We’ll be there in two years.