ACADEMIC AFFAIRS COMMITTEE

April 15, 2022

SUPPLY CHAIN MANAGEMENT GRADUATE CERTIFICATE

REQUEST: Approval of a Graduate Certificate in Supply Chain Management through the Gordon Ford College of Business.

FACTS: The Graduate Certificate in Supply Chain Management supports two of the major areas included in WKU's Climbing to New Heights Strategic Plan: Serving as a Regional Lighthouse and Providing Continuing Education. Our work in designing and delivering the Supply Chain graduate certificate allows us to play an important role in research, discovery, and serving as an information repository for the growth and development of this field in our region.

We have worked with stakeholders such as area industry leaders, former alumni, and quasi-government organizations to develop needed curriculum and credentials to the existing workforce. In this regard, we are contributing to the lifelong learning of members of the regional community.

It is expected that shifting demographics and new forms of industry disruption will create significant challenges for upskilling in this field. This certificate offers skills needed current job market opportunities and will assist our regional stakeholders in building a talent pipeline with utility well in the future.

Required Courses (12 hours)

BA 510   Advanced Organizational Behavior
BA 579   Supply Chain Management
BA 583   Procurement Management
BA 584   Supply Chain Analytics

In Fall 2020, the WKU MBA Program launched a new concentration in Supply Chain Management. In 2020-21, over 20 students selected and completed this credential. Forty-six (46) students are admitted into the MBA Supply Chain concentration for 2021-22. We anticipate this demand will continue as the job outlook for the Supply Chain field is high demand and high pay in our region and throughout the United States.

BUDGETARY IMPLICATIONS: Implementation date will be Fall 2022, with no additional resources required since these courses are already offered as part of the MBA program.

RECOMMENDATION & IMPLEMENTATION DATE: President Timothy C. Caboni recommends approval of a Graduate Certificate in Supply Chain Management to be implemented Fall 2022.

MOTION: Approval to establish a Graduate Certificate in Supply Chain Management with implementation Fall 2022.

999: SUPPLY CHAIN MANAGEMENT

In Workflow
1. 99BU Approval (christopher.shook@wku.edu; evelyn.thrasher@wku.edu)
2. BU Dean (christopher.shook@wku.edu; evelyn.thrasher@wku.edu)
3. BU Curriculum Committee (evelyn.thrasher@wku.edu)
4. Graduate Curriculum Committee (martha.day@wku.edu; scott.arnett@wku.edu)
5. Graduate Council (martha.day@wku.edu)
6. University Senate (julie.lee@wku.edu;janet.applin@wku.edu)
7. Provost (beth.laves@wku.edu)
8. Board of Regents (rheanna.plemons@wku.edu)
9. CPE (rheanna.plemons@wku.edu; beth.laves@wku.edu)
10. Program Inventory (jennifer.hammonds@wku.edu)

Approval Path
1. Thu, 14 Oct 2021 02:37:00 GMT
   Evelyn Thrasher (evelyn.thrasher): Approved for 99BU Approval
2. Thu, 14 Oct 2021 13:24:13 GMT
   Christopher Shook (christopher.shook): Approved for BU Dean
3. Tue, 19 Oct 2021 15:25:13 GMT
   Evelyn Thrasher (evelyn.thrasher): Approved for BU Curriculum Committee
4. Mon, 25 Oct 2021 12:39:38 GMT
   Scott Arnett (scott.arnett): Rollback to Initiator
5. Tue, 26 Oct 2021 17:47:08 GMT
   Evelyn Thrasher (evelyn.thrasher): Approved for 99BU Approval
6. Wed, 27 Oct 2021 13:51:26 GMT
   Christopher Shook (christopher.shook): Approved for BU Dean
7. Mon, 29 Nov 2021 19:03:50 GMT
   Evelyn Thrasher (evelyn.thrasher): Approved for BU Curriculum Committee
8. Thu, 03 Mar 2022 20:45:13 GMT
   Scott Arnett (scott.arnett): Approved for Graduate Curriculum Committee
9. Thu, 10 Mar 2022 22:06:00 GMT
   Martha Day (martha.day): Approved for Graduate Council
10. Thu, 24 Mar 2022 23:02:35 GMT
   Julie Lee (julie.lee): Approved for University Senate
11. Fri, 25 Mar 2022 17:43:46 GMT
   Robert Fischer (robert.fischer): Approved for Provost

New Program Proposal
Date Submitted: Tue, 26 Oct 2021 17:30:39 GMT

Viewing: 999 : Supply Chain Management
Last edit: Fri, 25 Mar 2022 14:06:19 GMT

Changes proposed by: dnm79223

Proposed Action

Active

Contact Person

Name	Email	Phone
Dana M. Cosby	dana.cosby@wku.edu	270-745-6581

Term of Implementation

2022-2023

Program Reference Number

999

Academic Level

Graduate

Program Type
Certificate - Graduate

Department
GFCB Interdisciplinary Programs

College
Business

Program Name (eg. Biology)
Supply Chain Management

CIP Code
52.0203 - Logistics, Materials, and Supply Chain Management.

Will this program lead to teacher certification?
No

Does the proposed program contain 25% or more new content not previously taught in another course at WKU? If yes, contact the Office of the Provost for additional SACSCOC proposal requirements
No

Catalog Content

Program Overview (Catalog field: Overview tab)
This certificate is designed for professionals interested in advancing their career in Supply Chain Management. Learn how to achieve a competitive advantage for your organization through strategic sourcing, procurement best practices, and supply chain design and optimization.

Admission Requirements (Catalog field: Program Admission)

Program Admission
- Admission to WKU Graduate School
- At least three years full-time experience in a professional role strongly preferred
- Background knowledge of and exposure to word processing, spreadsheets and presentations

Curriculum Requirements (Catalog field: Program Requirements)
Program Requirements (12 hours)

Code	Title	Hours
Required Courses		
BA 510	Advanced Organizational Behavior	3
BA 579	Supply Chain Management	3
BA 583	Procurement Management	3
BA 584	Supply Chain Analytics	3
Total Hours		**12**

Will this program be managed or owned by more than one department?
No

Relation to Mission and Strategic Plan

Explain how the proposed program relates to the institutional mission and academic strategic plan.
The Graduate Certificate in Supply Chain Management supports two of the major areas included in WKU's Climbing to New Heights Strategic Plan: Serving as a Regional Lighthouse and Providing Continuing Education. Our work in designing and delivering the Supply Chain graduate certificate allows us to play an important role in research, discovery, and serving as an information repository for the growth and development of this field in our region.

We have worked with stakeholders such as area industry leaders, former alumni, and quasi-government organizations to develop needed curriculum and credentials to the existing workforce. In this regard, we are contributing to the lifelong learning of members of the regional community.

It is expected that shifting demographics and new forms of industry disruption will create significant challenges for upskilling in this field. This certificate offers skills needed current job market opportunities, and will assist our regional stakeholders in building a talent pipeline with utility well in the future.

Explain how the proposed program addresses the state's postsecondary education strategic agenda

The certificate supports the Kentucky CPE strategic agenda by providing advanced skills required for a career path in Supply Chain Management, a field identified as High Demand/High Pay in Goal 2030. We will assist in the growth of the talent pipeline for this employment sector for our region and state by reskilling and upskilling working adults.

Program Quality and Demand

Provide justification and evidence to support the need and demand for this proposed program. Include any data on student demand; career opportunities at the regional, state, and national level; and any changes or trends in the discipline that necessitate a new program.

Please insert one Learning Outcome per box. Click green plus sign for additional LO boxes

Learning Outcomes and Measurement Plan

	List all student learning outcomes of the program.	Measurement Plan
SLO 1	Identify the dynamics and impact of sourcing, procurement, and supplier development on the overall supply chain	Case study analysis
SLO 2	Align supply chain strategies with key organizational priorities for competitive advantage	Case study analysis; decision modeling activities and analysis
SLO 3	Foster organizational relationships throughout the supply chain for plan execution, efficiency, and effectiveness	Written and oral reports and assignments
SLO 4	Utilize best practice decision models for effective supply chain design for sustainable operations	Case study analysis; decision modeling activities and analysis
SLO 5	Design, develop, and executing performance metrics for monitoring supply chain activities	Hands-on application activities, written reports

Assessment Template: https://www.wku.edu/academicaffairs/ee/assurance_learning_resources.php

Upload Assessment Plan

Supply Chain Management Program Assessment Doc.docx

Does the proposed program differ from existing programs in terms of curriculum, focus, objectives, etc.?

Yes

Please explain

There are no existing graduate certificate programs in our university, region, or state focusing on supply chain management. Other universities offer Supply Chain concentrations as options within MBAs, but none have a credit-bearing certificate credential.

Does the proposed program serve a different student population (i.e., students in a different geographic area, non-traditional students) from existing programs?

Yes

Please explain

Our program specifically targets non-traditional, working professionals.

Is access to existing programs limited?

Yes

Please explain

There are currently no existing graduate certificate programs in the state with this focus.

Describe how the proposed program will articulate with related programs in the state. It should describe the extent to which students transfer has been explored and coordinated with other institutions.

N/A

Describe student demand data for this program.

In Fall 2020, the WKU MBA Program launched a new concentration in Supply Chain Management. In 2020-21, over 20 students selected and completed this credential. Forty-six (46) students are admitted into the MBA Supply Chain concentration for 2021-22. We anticipate this demand will continue as the job outlook for the Supply Chain field is high demand and high pay in our region and throughout the United States.

South Central Kentucky is located within a day's drive of 60% of businesses and individual consumers in the United States. As a result, our region has a well-established manufacturing base, represented by several industry types including aluminum, automotive, food production, metals, and other consumer goods. Manufacturing anchors our regional economy, with 17% of our jobs (three times the national average) in this employment sector.

Supply chain management has emerged as a key driver of value creation in such organizations and there is demonstrated open job and projected demand for roles such as Supply Chain Analysts, Logistics Analysts, Production Control Analysts, Supply Chain Managers, Logistics Managers, Procurement Analysts, Logisticians, Procurement Managers, and Purchasing Managers.

A quick search for "Supply Chain Management" open positions on Indeed.com indicated 366 mid-level and 74 senior-level positions within 100 miles of Bowling Green. Mid-level positions pay a range of 60-90k, while senior roles earn 90k+. Demand projections indicate .7% growth for the next ten years in roles common in the field in the WKU Service region (Jobs EQ, September 2021).

Competencies needed and developed through the certificate include both hard and soft skills identified by professional supply chain organizations (APICS). Hard skills include technical competencies such as supply chain synchronization, international regulation, strategic sourcing and supplier relationships, and executing, planning, scheduling, and control. Soft skills include problem-solving, decision-making, navigating complex relationships, critical thinking, decision making, and customer focus.

Will this program replace or enhance any existing program(s) or concentration(s) within an existing program?
No

Program Demand Data and Support Documents
WKU Service Occupation Snapshot with Demand for Selected Supply Chain Jobs.xlsx

Delivery Mode

Is 25% or more of this program offered at a location other than main campus?
No

Is 50% or more of this program offered by distance education (online asynchronous, online synchronous, connected classrooms, etc.)?
Yes

Do you plan to offer 100% of this program online?
Yes

Do you plan to offer 100% of this program face-to-face?
No

If no, enter the percentage of the program that is taught face-to-face
0

Do you plan to offer at least 25% of this program as a direct assessment competency-based educational program?
No

See the SACSCOC Policy on Direct Assessment Competency-based Educational Programs.
https://www.sacscoc.org/pdf/081705/DirectAssessmentCompetencyBased.pdf

Rationale for the program proposal?
There is unmet need in our service region for reskilling and upskilling the workforce in Supply Chain Management competencies. Our proposed graduate certificate program offers a purposefully designed curriculum with that need as the driver. The field is in high demand and offers competitive compensation for mid-level and executive roles. Our certificate can serve the non-traditional working adult with the means to acquire necessary skills and the necessary credential for career growth and development.

Budgetary Implications

What are the potential budget implications for this proposal (including faculty, resources, equipment, space, etc.)?
There are no budget implications for this proposed certificate since these courses are also taught as part of the Master of Business Administration and have capacity to include certificate students.

Will any additional staffing be required?
No

Budget Template:
https://www.wku.edu/academicaffairs/pd/process_overview.php

Budget Spreadsheet
Supply Chain Certificate rev-certificate-budget-spreadsheet-9-27-21.xlsx

Additional Attachments
ESME Supply Chain Report.pdf

Reviewer Comments
Scott Arnett (scott.arnett) (Mon, 25 Oct 2021 12:39:38 GMT): Rollback: Certificates require 12 hours and this certificate only has 9 required hours.

Key: 354

EMERITUS
APPOINTMENTS

REQUEST: Approval of faculty emeritus status for Dr. James Gary and staff emeritus status for Dr. Ladonna Hunton.

FACTS: Listed below is a faculty and staff member who have been recommended by tenured faculty, their department chair, and their college dean to be awarded emeritus status. The individuals have served the university for at least ten years and have a distinguished record of achievement and service.

Ogden College of Science and Engineering

Dr. James Gary, Associate Professor of Engineering & Applied Sciences, Emeritus

Provost and Vice President for Academic Affairs

Dr. Ladonna Hunton, Associate Vice President

BUDGETARY IMPLICATIONS: No funds requested.

RECOMMENDATION: President Timothy C. Caboni recommends awarding Dr. James Gary faculty emeritus status and Dr. Ladonna Hunton staff emeritus status.

MOTION: **Approval of emeritus status awarded for Dr. James Gary and Dr. Ladonna Hunton.**