Program Change Request

Date Submitted: 11/13/18 8:36 am

Viewing: **MSB 134BUS : Business: Supply Chain Management**

Last approved: 09/19/18 1:25 pm
Last edit: 11/30/18 1:20 pm

Changes proposed by: smkahn

Catalog Pages Using this Program

**Business: Supply Chain Management, M.S.**

Name of the school or college academic planner who you consulted with on this proposal.

Name

Sharon Kahn - BUS

Proposal Abstract/Summary:

Every physical product, non-physical product, and service that exists today has a supply chain. As such, supply chain management (SCM) is increasingly recognized as a key enabler of business success, which can be seen in the growing trend of Fortune 500 CEOs coming from supply chain backgrounds: Tim Cook (Apple, 2011), Mary Barra (General Motors, 2014), Beth Ford (Land O’Lakes, 2018).

The University of Wisconsin-Madison is well-positioned to respond to this market need, given the existence of its Grainger Center for Supply Chain Management, and proposes to resume conferring its Master of Science Degree in Supply Chain Management (MS-SCM). With the resumption of this program, the Wisconsin School of Business can boast three distinct populations of students studying supply chain management: undergraduate (BBA Certificate in Supply Chain Management), pre-career graduate (MS-SCM), and early/mid-career graduate (MBA).

Supply chain management is by nature interdisciplinary, and the MS-SCM program will provide educational perspectives from operations, marketing, and analytics/information management. The combination of these perspectives will provide students with a competitive advantage in the growing supply chain job market.

The program will be comprised of 30 credits, taken over the course of one academic year (September to May).

If approved, what term should the proposed change be effective?
Fall 2019 (1202)

Select yes if this proposal is only to add, remove, or rearrange curricular requirements, and will change less than 50% of the curriculum.

No

**Basic Information**

Program State: Active
Type of Program: Degree/Major
Who is the audience? Graduate or professional
Home Department: Operations & Information Mgmt (O I M)
School/College: School of Business

The program will be governed by the home department/academic unit as specified. Will an additional coordinating or oversight committee be established for the program?
No
Is this in the Graduate School? Yes
Award: Master of Science
SIS Code: MSB 134BUS
SIS Description: Bus: Supply Chain Mgmt MSB
Transcript Title: Business: Supply Chain Management
Named Options: Will this be offered as an additional major as well? No
Is this a non-admitting master’s degree? No

Roles by Responsibility: List one person for each role in the drop down list. Use the green + to create additional boxes.

<table>
<thead>
<tr>
<th>Role Type</th>
<th>Name (Last, First)</th>
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<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact</td>
<td>Dean, Jacob J</td>
<td><a href="mailto:jjdean2@wisc.edu">jjdean2@wisc.edu</a></td>
<td>608/262-6007</td>
</tr>
<tr>
<td>Department Chair</td>
<td>Morris, James G</td>
<td><a href="mailto:jgmorris@wisc.edu">jgmorris@wisc.edu</a></td>
<td>608/262-1284</td>
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<tr>
<td>Faculty Director</td>
<td>Decroix, Gregory A</td>
<td><a href="mailto:decroix@wisc.edu">decroix@wisc.edu</a></td>
<td>608/265-6083</td>
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<tr>
<td>Primary Dean’s Office Contact</td>
<td>Kahn, Sharon M</td>
<td><a href="mailto:smkahn@wisc.edu">smkahn@wisc.edu</a></td>
<td>608/265-3579</td>
</tr>
</tbody>
</table>

Are all program reviews in the home academic unit up to date? Yes
Are all assessment plans in the home academic unit up to date? Yes
Are all assessment reports in the home academic unit up to date? Yes
Mode of Delivery: Face-to-Face (majority face-to-face courses)
Will this program be part of a consortial or collaborative arrangement with another college or university? No
Will instruction take place at a location geographically separate from UW-Madison? No
Will this program have outside accreditation? Yes

Guide Accreditation tab

AACSB International—The Association to Advance Collegiate Schools of Business
Will graduates of this program seek licensure or certification after graduation? No
Year of three year check-in to GFEC (3 years after first student enrollment): 2022
Year of first program review (5 years after first student enrollment): 2024

If this proposal is approved, describe the implementation plan and timeline.

The courses and administrative infrastructure which already exist for current supply chain management programs delivered by the Grainger Center would be used for the MS-SCM program, so a very significant proportion of what would have to be implemented for a new...
Work has already begun on a draft marketing plan which would be executed immediately upon program approval to communicate the MS-SCM program’s existence to prospective students.

Admissions to this and other WSB MS programs will be managed centrally by the MBA Program Office (likely to be re-named). Plans are in place to have an online application and admissions process ready immediately upon program approval.

**Rationale and Justifications**

**What is the rationale for this change?**

The proposed MS-SCM program represents a reactivation and redesign of the MS in Supply Chain Management that was part of the original donor agreement that established the Grainger Center for Supply Chain Management in 1991. The program would complement existing active programs by offering the market a middle choice between undergraduates and more experienced MBAs, with anticipated starting salaries in the $50-75,000 range. This broader portfolio of programs is consistent with the original intentions of The Grainger Foundation in establishing the Grainger Center, and is more consistent with current offerings at other universities with top SCM programs such as Michigan State. By increasing the scope of the Grainger Center’s offerings, the proposed program will not only help the Center serve more students, it also should help enhance the Center’s visibility, reputation and attractiveness to hiring companies – which would in turn benefit the Center’s existing programs.

**What evidence do you have that these changes will have the desired impact?**

There is industry consensus of a talent shortage in supply chain management, as detailed in this article (https://deloitte.wsj.com/cio/2015/06/25/supply-chain-talent-crisis-looms/), and many others. Careers in SCM are as rewarding professionally as they are financially, as described in this article (https://www.wsj.com/articles/paying-more-to-save-more-companies-boosting-salaries-for-supply-chain-executives-1526667098). In consultation with the Grainger Center’s Executive Advisory Board and recruiting companies, it is believed that there is employer demand for graduates with a comprehensive SCM graduate-level education added to undergraduate coursework and internship experience that is tangentially relevant to a career in SCM.

**Faculty and Staff Resources**

Confirm that the program advisor(s) or coordinator(s) have been consulted and reviewed this proposal. Yes

Select the Graduate Research Scholars Community for this program. Business Graduate Research Scholars

**Resources, Budget, and Finance**

Is this a revenue program? No

What is the tuition structure for this program? Profession-specific tuition, Regent-approved

Given considerations associated with the proposed change, describe the academic unit’s fiscal capacity to support the instructional and curricular requirements, academic and career advising, stu services, technology needs, and relevant assessment of student learning and program review requirements. Is there sufficient capacity in the curricular and academic support services to meet the workload? For research graduate programs, include information on how the program will be administered and how student funding will be handled. For undergraduate programs, include informa academic advising, career advising, student support services.

**Given that the MS-SCM will leverage existing infrastructure (detailed below), at enrollments up to approximately 20-30, no startup costs beyond some marketing costs are expected:**

- All required courses are already being taught, and there is enrollment capacity in these courses.
- Staff, funding, APC, and community of the Grainger Center for Supply Chain Management already exist.
- Much of the effort required by staff is fixed in the sense that Applied Learning and other Grainger Center events planned for existing programs do not require significant incremental effort to support incremental enrollment (guest speakers, site visits, advisory board events, professional development events, and trips, for example, require a similar amount of planning effort for five students or 45 students). Incremental effort would be required for academic and career student advising as well as student support services. At moderate enrollment levels, this could be absorbed by current resources, with relative time spent on Full-time MBA vs. MS-SCM advising mirroring fluctuations over time in relative enrollments in the two programs.
- There are no new technology needs for this program.
- Program assessment will be conducted along with assessments of the existing BBA Certificate and MBA
Curriculum and Requirements

If you are proposing a change to the curriculum, what percentage of the curriculum is changing? 50% or more of the curriculum will change.

Provide an explanation of the reasons for such a substantial curricular change, the potential impact on students, availability of courses, and plan for transition.

Since this degree has not been conferred for many years, it currently does not have a required curriculum. As we begin to admit students to the MS-SCM program, we want a curriculum and target audience that aligns to market need as discussed in the Rationale section above.

There are no students currently enrolled in the MS-SCM program, therefore there is no impact.

Guide Admissions/How to Get In tab

The following will be required:

- This master's program is offered for admission work leading to the MS-SCM program. Ph.D.
- Undergraduate university degree, or expected completion of such a degree prior to starting the MS-SCM program
- Demonstrated knowledge of business fundamentals (or specific plan for acquiring prior to the start of the program); some possible ways of satisfying this include:
  - Undergraduate degree with business major or minor
  - Completion of Certificate in Business at UW-Madison
- Earning GPA >= 3.0 in intermediate college course work covering at least two core business disciplines (marketing, operations, finance, accounting, management); completion of GEN BUS 310 or satisfies this requirement, and can be taken online during the summer prior to the start of the program
- Undergraduate transcript, GPA >= 3.0
- One letter of recommendation, preferably addressing the applicant's professional skills
- Resume
- Response to essay question
- GMAT or GRE score
- An interview may be requested by the Program Office or Grainger Center staff.

Additional international student requirements:

- TOEFL score of at least 100
- The TOEFL will not be required for international applicants whose four-year undergraduate degree and/or master's degree (minimum of eight semesters total) instruction was in English or who such a degree prior to matriculation in the MS-SCM program.

Students may not apply directly for the master's, and should instead see the admissions information for the Ph.D.

Those who are not familiar with using the html editor fields may upload a document with information about the curriculum for use by those who will format and edit the content that will appear in the Guide.

Guide Requirements tab

Approved Shared Content from /shared/graduate-minimum-degree-requirements-and-satisfactory-progress/

Minimum Graduate School Requirements

Review the Graduate School minimum academic progress and degree requirements, in addition to the program requirements listed below.

Major Requirements

### MODE OF INSTRUCTION

<table>
<thead>
<tr>
<th>Mode of Instruciton</th>
<th>Face to Face</th>
<th>Evening/Weekend</th>
<th>Online</th>
<th>Hybrid</th>
<th>Accelerated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Mode of Instruction Definitions

- **Evening/Weekend**: These programs are offered in an evening and/or weekend format to accommodate working schedules. Enjoy the advantages of on-campus courses and personal connections, while working your day job. For more information about the meeting schedule of a specific program, contact the program.
- **Online**: These programs are offered primarily online. Many available online programs can be completed almost entirely online with all online programs offering at least 50 percent or more of the program online. Some online programs have an on-campus component that is typically designed to accommodate working schedules. Take advantage of the convenience of online learning while participating in an interactive learning environment. For more information about the online nature of a specific program, contact the program.
- **Hybrid**: These programs have innovative curricula that combine on-campus and online formats. Most hybrid programs are completed on-campus with a partial or completely online semester. For more information about specific programs, contact the program.

https://next-guide.wisc.edu/courseleaf/approve/?role=GRAD%20SCH%20Dept.%20Approver
CURRICULAR REQUIREMENTS

<table>
<thead>
<tr>
<th>Requirements</th>
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<tr>
<td>Minimum Credit Requirement</td>
<td>30 credits</td>
</tr>
<tr>
<td>Minimum Residence Credit Requirement</td>
<td>16 credits</td>
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<tr>
<td>Minimum Graduate Coursework Requirement</td>
<td>Half of degree coursework (15 credits out of 30 total credits) must be completed graduate-level coursework; courses with the Graduate Level Coursework identified and searchable in the university’s Course Guide (<a href="https://registrar.wisc.edu/course-guide/">https://registrar.wisc.edu/course-guide/</a>).</td>
</tr>
<tr>
<td>Overall Graduate GPA Requirement</td>
<td>3.00 GPA required.</td>
</tr>
<tr>
<td>Other Grade Requirements</td>
<td>The Graduate School requires an average grade of B or better in all coursework (300 or above, not including research credits) taken as a graduate student for probationary status require higher grades. Grades of Incomplete are considered to be unsatisfactory if they are not removed during the next enrolled s</td>
</tr>
<tr>
<td>Assessments and Examinations</td>
<td>Contact the program for information on required assessments and examinations.</td>
</tr>
<tr>
<td>Language Requirements</td>
<td>Contact the program for information on any language requirements.</td>
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Required COURSES

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<tr>
<td>MARKETNG/OTM 722</td>
<td>Logistics Management</td>
</tr>
<tr>
<td>MARKETNG 724</td>
<td>Strategic Global Sourcing</td>
</tr>
<tr>
<td>MARKETNG 725</td>
<td>Marketing Channels</td>
</tr>
<tr>
<td>MARKETNG 726</td>
<td>Seminar in Supply Chain Management</td>
</tr>
<tr>
<td>MARKETNG 727</td>
<td>Enterprise Systems and Supply Chain Management</td>
</tr>
<tr>
<td>OTM 714</td>
<td>Supply Chain Analytics</td>
</tr>
<tr>
<td>GEN BUS 704</td>
<td>Data to Decisions</td>
</tr>
</tbody>
</table>

Electives

Due to the interdisciplinary nature of supply chain management, any course with the graduate course attribute offered by the School of Business (including departments: ACCT I S, ACT SCI, FINA BU, INFO SYS, INTL BUS, M H R, MARKETNG, OTM, REAL EST, or R M I) can be used to complete the required elective credits. Courses outside of the School of Business will be considered on a case basis.

This master's degree is earned by students on the way to earning the Ph.D. in Business. Refer to the curricular requirements for specific tracks within the Business Ph.D. for required courses.

Total credits required: 30

Approved Shared Content from /shared/graduate-school-policies/

Graduate School Policies

The Graduate School’s Academic Policies and Procedures provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required school lies with the degree program faculty. Policies set by the academic degree program can be found below.

Major-Specific Policies

Graduate Program Handbook

A Graduate Program Handbook containing all of the program’s policies and requirements is forthcoming from the program.

Prior Coursework

Graduate Work from Other Institutions

With program approval, students are allowed to count no more than 9 credits of graduate coursework from other institutions. Coursework earned five or more years prior to admission degree is not allowed to satisfy requirements.

UW–Madison Undergraduate

No credits from a UW–Madison undergraduate degree are allowed to count toward the degree.

UW–Madison University Special

With program approval and payment of the difference in tuition (between special and graduate tuition), students are allowed to count no more than 9 credits of coursework numbered taken as a UW–Madison University Special student. Coursework earned five or more years prior to the master’s degree is not allowed to satisfy requirements.

Probation

The Graduate School regularly reviews the record of any student who earned grades of BC, C, D, F, or Incomplete in a graduate course (300 or above), or grade of U in research credits. This review in academic probation with a hold on future enrollment or in being suspended from the Graduate School.

ADVISOR / COMMITTEE

Every graduate student is required to have an advisor. To ensure that students are making satisfactory progress toward a degree, the Graduate School expects them to meet with their advisor basis.
An advisor generally serves as the thesis advisor. In many cases, an advisor is assigned to incoming students. Students can be suspended from the Graduate School if they do not have an advisor, a faculty member, or sometimes a committee, from the major department responsible for providing advice regarding graduate studies.

A committee often accomplishes advising for the students in the early stages of their studies.

**CREDITS PER TERM ALLOWED**

15 credits

**Time Constraints**

Master's degree students who have been absent for five or more consecutive years lose all credits that they have earned before their absence. Individual programs may count the coursework completed prior to their absence for meeting program requirements; that coursework may not count toward Graduate School credit requirements.

**Other**

Students must be enrolled full-time.

### Program Learning Outcomes and Assessment

List the program learning outcomes.

<table>
<thead>
<tr>
<th>Outcomes – enter one learning outcome per box. Use the green + to create additional boxes.</th>
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</thead>
<tbody>
<tr>
<td>1</td>
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<td>5</td>
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<tr>
<td>6</td>
</tr>
<tr>
<td>2</td>
</tr>
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</table>

Summarize the assessment plan.

Learning goals and their primary and secondary direct assessments are provided in the attached file. Assessment mechanisms will occur in both the Fall and Spring terms.

Indirect assessments will include the following:
- Course evaluations
- End-of-term student surveys regarding the program as a whole
- Job placement
- Starting salaries

Student learning assessments will be reviewed annually by the Grainger Center's Academic Planning Committee. Assessment measures that are not meeting their targets will be evaluated with the appropriate faculty member(s). Possible outcomes of the evaluation would be a modification of the course curriculum, or a change in the assessment mechanism. Given the breadth of direct and indirect assessment mechanisms considered, this review will also serve as an evaluation of the program's overall quality and success, providing an opportunity to adjust and improve the program to continue meeting student and market needs.

Approved Assessment Plan: [MSCM Learning Goals.xlsx](https://next-guide.wisc.edu/courseleaf/approve/?role=GRAD%20SCH%20Dept.%20Approver)
Commitments

Courses in the curriculum are numbered 300 or higher.

Yes

The program faculty/staff will ensure the program website, Advance Your Career materials if applicable, and other presentations are consistent with the Guide information for this program.

Yes

Supporting Information

List name and department of those who are in support of this proposal.

If those supporting the proposal provided a letter or email of support upload here. A letter is NOT required. Upload any other explanatory information about support from other UW-Madison units.

Additional Information:

Approvals

Department Approval - This proposal has been approved by the faculty at the department/academic unit level. The program faculty confirm that the unit has the capacity and resources (financial, physical, instructional, and administrative) to meet the responsibilities associated with offering the program, including offering the necessary courses, advising students, maintaining accurate information about the program in the Guide and elsewhere, conducting student learning assessment and program review, and otherwise attend to all responsibilities related to offering this program.

Enter any notes about approval here: Approved OIM dept - 9/7/18

Entered by: Sharon M Kahn  Date entered: 11/13/18

School/College Approval - This proposal has been approved at the school/college level and it is submitted with the Dean's support. The Dean and program faculty confirm that the unit has the capacity and resources (financial, physical, instructional, and administrative) to meet the responsibilities associated with offering the program, including offering the necessary courses, advising students, maintaining accurate information about the program in the Guide and elsewhere, conducting student learning assessment and program review, and otherwise attend to all responsibilities related to offering this program.

Enter any notes about approval here: Approved - WSB Master’s Curriculum Committee - 9/17/18
Approved - WSB APC 9/27/18
Approved - WSB Faculty 10/19/2018

Entered by and date: Sharon M Kahn  Date entered: 11/13/18

GFEC Approval - This proposal has been approved by the Graduate Faculty Executive Committee and the Dean of the Graduate School.

Enter any notes about the approval here:

Entered by:  Date entered:

UAPC Approval - This proposal has been approved by the University Academic Planning Council and the Provost.

Enter any notes about approval here:

Entered by:  Date entered:

For Administrative Use

Admin Notes:

SIS effective date:

Career: Graduate

SIS Program Code: G134

SIS Short Description: SupplyChnM

Other plan codes associated with this program:

Diploma Text: Master of Science

Diploma Text 2: BUSINESS

Degree: 971

Courses in the curriculum are numbered 300 or higher.

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<td>National Student</td>
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<td>52.1301 - Management Science.</td>
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STEMOPT:  
UWSTEM:  
HEALTH:  
Educational Innovation Program:  
Distance Education Program:  
Non Traditional Program:  
Special Plan Type:  
Added to UW System Crosswalk: Yes

Reviewer Comments:  
Sharon M Kahn (smkahn) (11/13/18 10:03 am): Approved OIM dept - 9/7/18  
Sharon M Kahn (smkahn) (11/13/18 10:04 am): Approved - WSB Master's Curriculum Committee - 9/17/18  
Sharon M Kahn (smkahn) (11/13/18 10:04 am): Approved - WSB APC 9/17/18
### Learning Goal 1
Students will be able to apply knowledge in operations, finance, marketing and information systems to support decision making within and across the fundamental dimensions of supply chain management – planning, sourcing, making and delivering physical and non-physical products.

### Learning Goal 2
Students will develop the ability to make supply chain decisions in real-world settings through significant exposure to leading supply chain practitioners.

### Learning Goal 3
Students will be able to identify relevant sources of data, know how to access that data, and will be able to analyze it to support supply chain decision making.

### Learning Goal 4
Students will be able to identify and assess the opportunities and risks associated with global sources of supply and global markets for goods.

### Learning Goal 5
Students will be able to communicate their ideas and recommendations to individuals in all functional areas within an organization.

<table>
<thead>
<tr>
<th>Learning Opportunity</th>
<th>Assessment Method Term</th>
<th>Assessment Method Term</th>
<th>Assessment Method Term</th>
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<td>Cases Fall</td>
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<td>Research paper/project Spring</td>
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<td>Simulation Spring</td>
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<tr>
<td>MKTG 724 - Sourcing</td>
<td>Simulation Fall</td>
<td>Research paper/project Spring</td>
<td>Simulation Spring</td>
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<td>MKTG 727 - ERP</td>
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<td>Exam Fall</td>
<td>Reflection paper Spring</td>
<td>Simulation/Case presentations Fall</td>
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<td>MKTG 720 - Seminar</td>
<td>Reflection paper Spring</td>
<td>Exam Fall</td>
<td>Reflection paper Spring</td>
<td>Simulation/Case presentations Fall</td>
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