

**Provost's Comprehensive Program Review Report**

**Institution:** Middle Georgia State University

**Academic Program Name:** Masters of Management

**CIP Code:** 520201

**College or School:** School of Business

**Department:** N/A

**Date of Last Internal Review:** 1<sup>st</sup> review, program started Fall 2017

**Outcome of Previous Program Review (brief narrative statement):** N/A

**Current Date:** 6/23/2021

**Provost Response:** Academic Affairs acknowledges the documented value of the Masters of Management. While the program's enrollment growth is positive, retention and graduation

outcomes lag, suggesting the need for further in depth evaluation. For this reason, the program will be placed on monitoring and evaluated in 3 years.

**Program Quality and Productivity Improvement Plan:** Following a review of the Chairs Report, the JEBB comments, and the Deans appraisal, the Office of the Provost concurs with the

Categorical Summation

this program.

Program **MEETS** Institution's Criteria.

- Program is critical to the institutional mission and will be retained.
- Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Program **PARTIALLY MEETS** Institution's Criteria and will be re-evaluated in FY24.









## Comprehensive Program Review

FY 2020 -2021

Institution: Middle Georgia State University

Academic Program MS Management

College or School School of Business

Department: Management and Marketing

CIP Code: 520201

Date of Last Internal Review: 1<sup>st</sup>

## Graduates

For data consistency, the following table shows the number of graduates in each category for the years 2010 to 2016.



Program age, tracks, concentrations, etc.

The fifth year of the MSM program will begin in the fall of 2021. The program accepted the first 12 students in the fall of 2017. The original concentrations in the program were accounting, program management, supply chain management, and general management. As student demands changed, the program also has changed. The MSM program now has four concentrations; aviation management, organizational management, sport management, and supply chain management.

Accreditation information/status

The MSM program is SACS accredited. First steps towards AACSB accreditation are planned to begin this calendar year.

Method of delivery

The MSM program is a fully online program delivered through Brightspace/D2L. Classes are taught in eight week sessions fall and spring semesters and ten week sessions in the summer.

Changes since last review

This is the first time that this program has been reviewed; however, a number of changes have occurred since the program's inception.

The original program's core focused more on the needs of Robins Air Base and specifically supply chain management. In an effort to have a core that addressed individuals both working at Robins Air Base and at for-profit and nonprofit organizations, the supply chain management course was removed from the core and replaced with a marketing management course. The supply chain management concentration continues to support the primary needs of Robins Air Base.

The original program contained an accounting concentration and a program management concentration. These concentrations were removed in 2019 because of a lack of student interest. In 2020 two additional concentrations were added; aviation management and sports management. The demand for these concentrations is expected to be tied to the aviation and sport management undergraduate programs.

In 2019 the general management concentration was renamed to organizational management and also changed to a prescribed curriculum instead of free electives. These changes were partly in an effort to more effectively manage course offerings, but also to align this concentration with the needs of nonprofits organizations, human resources professionals, and more general areas in organizations.

The MSM program was originally offered in a face-to-face format. In 2019 the program moved to all online classes offered in an eight-week format, spring and fall semesters, and a one-week format in the summer semester.

Lastly, in 2019 the School of Business set up a planned rotation of classes that allows students to complete the program in as little as one year.

#### Benchmarks of progress

The growth in the MSM program is the strongest benchmark of progress. Enrollment in 2017 was 12 students. In spring of 2021, the enrollment stood at 108 students. The biggest change in enrollment occurred in fall semester 2019 when the program went online. Enrollment from fall semester 2018 to fall semester 2019 increased by 154%.

A second benchmark of progress is AACSB accreditation. While AACSB accreditation has been discussed for several years, this spring definitive first steps are being taken towards that accreditation.