PROPOSAL TO THE SENATE COMMITTEE ON EDUCATIONAL POLICY

A proposal to upgrade the Technology Management concentration under the Master of Science in Business Administration degree to a major and to eliminate the Technology Management Concentration within the Department of Business Administration.

Sponsor

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Description

The Department of Business Administration offers two programs leading to an MS degree, a) a general M.S. (major: Business Administration) and b) a specialized M.S. (major: Business Administration; concentration: Technology Management).

The general MS in Business Administration is mainly used by students pursuing the doctoral degree.

The second program, a concentration in Technology Management (MS-Tech program), is designed for professionals who have chosen a career in technology management. The Technology Management concentration allows the student to develop the business acumen to make decisions that require the interplay between business and technology.

This proposal is to upgrade the existing Technology Management concentration under the Business Administration degree to a major. The current structure of the major conflicts with the comprehensive curriculum of the Technology Management Program and does not properly portray the essence of this highly focused and unique program.

This proposal is also to eliminate the Technology Management Concentration within the Department of Business Administration, which was approved in 2005. This proposal does not change the curriculum or the structure of the program which has been in operation since August 2005.

Justification

This upgrade will help provide a more distinct identity for the program; develop coherence with the curriculum of the program; and enhance marketing efforts to potential students and employers.

The two M.S. degrees offered by the Department of Business Administration are vastly different, yet both currently identify Business Administration as the major. Table 1 below

identifies some of the differences. The general M.S. program is targeted at those who wish to pursue an advanced degree within the department. The purpose of the general M.S. degree is to serve as a building block towards a Ph.D., and its curriculum is reflective of a traditional research-based M.S. degree, drawing from multiple functional areas within the department to prepare the students for future studies.

The Technology Management Program is a professional master's degree program, targeted at those who wish to secure an advanced degree in a shortened time frame and return to their selected career. The program is designed for those who use, deploy, shape, or create technology. This can include those with engineering, science, or technical undergraduate degrees, and those without science or engineering degrees who have extensive experience in developing or managing technology.

Table 1: A Comparison of the MS Programs within the Department of Business Administration

Program	Master of Science in Technology Management	Master of Science in Business Administration
Degree	M.S. in Technology Management	M.S. in Business Administration
Purpose	Those who wish to continue careers in technology with focused management education	Preparation for advanced study in the doctoral program or for a research-oriented professional position
Audience	Engineers and Scientists, and those with direct experience in developing or managing technology	Those who want general business exposure or those with a strong technical expertise in one of the concentrations offered within the Ph.D. program
Experience	Min 2 yrs; limited recent grads	Not required
Length	12 months	1 – 2 years
Tuition	Self-supporting	Base
Sponsorship	Yes, but not required	No
Required hours	40	40-48
Core	General core with strong emphasis on Technology Management	General, with a major area selected in one of the seven research areas (e.g. marketing, organization behavior) supported by the department
Unique Elements	Focused; Tech Practicum; Frontiers Seminars; core includes new products, legal issues; more technical than general business courses.	Limited admission, often stage one of a Ph.D.

The program's purpose is to provide a curriculum that is unique, relevant, and timely for today's business environment, utilizing the strength of the faculty within the College of Business. The program's curriculum and schedule is structured to deliver a broader array of subjects by utilizing eight-week modules for the majority of the core courses, as opposed to the traditional sixteen week courses. This structure also helps keep the timeframe of the program to 12 months. Additional activities within the program, such as the Tech Practicum, Frontiers in Technology seminars and field trips, reinforce the core focus of the curriculum and further distinguish the program from the general M.S. in Business Administration program.

During the first two years of the program, it has become evident that technology management, as the primary theme throughout all core courses, would be more accurately identified as the major of the program rather than the concentration. Graduates of this program want to be identified as specialists in technology management and select the program because of the focused and relevant nature of the curriculum. However, the current graduates of both programs receive the same diploma, "Master of Science in Business Administration" [1]. Upgrading technology management to the major would help differentiate the two M.S. degrees offered by the department. A diploma that states "Master of Science in Technology Management" would add considerable value to the graduates by clearly describing their primary program of study.

Since its start in 2005, the MS-Tech program has been reasonably successful. From a marketing perspective; however, the current nomenclature diminishes the overall impact of the curriculum and creates confusion amongst potential students and employers of graduates of the program. M.S. programs with similar curricula in other institutions utilize "Technology Management" in various combinations to further establish the focus of the program (see Table 2 below). Promoting the program as MS in Technology Management will help verify the focused curriculum, distinguish the program from other M.S. programs within the department and college, and help the University remain competitive with other institutions also reaching out to this target audience.

Admission decisions are based on the candidate's composite file, including work experience, academic accomplishments, demonstrated potential for graduate and professional success, and academic/professional recommendations. An admissions committee reviews applications looking for: an undergraduate B average or better, a college level calculus or statistics course, work experience, and an acceptable TOEFL score (if necessary).

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[1] Prior to Banner implementation, the Diploma would state "Master of Science" only. The Diploma now lists the words "Master of Science" and the major field of study which, at the graduate level is the Department name: "Business Administration."

Table 2. A Partial List of Programs Focusing on Technology Management

University/College	Program Name
Columbia University	Executive Master of Science in Technology Management
Obafemi Awolowo University	Executive Masters in Technology Management
University of Pennsylvania	Executive Masters in Technology Management
Carnegie Mellon	Master of Information Systems Management
Georgia Tech	Master of Science in Management of Technology
University of Texas San Antonio	Master of Science in Management of Technology
National University of Singapore	Master of Science in Management of Technology
University of St. Thomas	Master of Science in Technology Management
University of Maryland	Master of Science in Technology Management
University of Wisconsin- Stout	Master of Science in Technology Management
Marist College	Master of Science in Technology Management
George Mason University	Master of Science in Technology Management
South Dakota School of Mines and Technology	Master of Science in Technology Management
University of Virginia	Master of Science in the Management of Information Technology

Program Curriculum

The 40-hour curriculum covers core business topics tailored to address the issues and challenges inherent in technology-dependent companies, and electives allow the students to customize the program to their needs. A typical student in the program will take 30 hours of required courses, four hours of practicum, and six hours of electives.

The 30 hours of core courses cover a variety of business disciplines. In order to expand the breadth of topics, many courses are divided into two-hour modules. All courses are tailored to address the challenges of successfully leading and managing tomorrow's technology in a global economy. A sample of the curriculum is provided in Appendix A. A brief description of the core courses is found in Appendix B. Included in Appendix C is a list of selected Department of Business Administration faculty, with brief bios, who have the expertise in delivering the course work in the Technology Management Program.

In addition to in-depth classroom study, the Technology Management Program includes:

❑ Two-semester technology practicum, serving as a capstone, which allows the students to apply their classroom learning to a current challenge facing the business world today. This may involve solving a simulated, complex problem, or involvement in an actual consulting project.

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□ The Frontiers in Technology seminar that presents cutting-edge research and up-coming trends in engineering and the biological sciences.

□ An opportunity to customize the program by choosing a minimum of two electives from a suite of courses that span many departments on campus.

The program encourages cross-college electives; seminars by the engineering faculty ensure that experienced professionals are exposed to emerging technological developments. The program is designed to be completed in 12 months; however, those who wish to further specialize can take additional courses and extend the program for up to two years.

BUDGETARY AND STAFF IMPLICATIONS:

- This change does not require additional staff, computers, or library use. A new brochure will have to be printed and the web site will have to be edited to reflect the change.

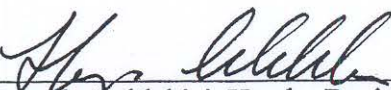Appendices are available for review in the Senate Office.

GUIDELINES FOR UNDERGRADUATE EDUCATION:

NA

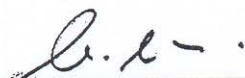**CLEARANCES:** *(Clearances should include signatures [sponsor, department head, dean] and dates of approval)*

_____   3/21/07
Dilip Chhajed, Sponsor   date

_____   3/21/07
Huseyin Leblebici, Head – Business Administration   date

_____   3/26/07
Michael G. Pratt, Chair, College Ed. Policy Committee   date

_____   3/26/07
Avijit Ghosh, Dean – College of Business   date

STATEMENT FOR PROGRAMS OF STUDY CATALOG:

Statement for Programs of Study Catalog

MASTER OF SCIENCE IN BUSINESS ADMINISTRATION
MASTER OF SCIENCE IN TECHNOLOGY MANAGEMENT

The Department of Business Administration offers two programs leading to Master of Science degree.

The first program, which is a major in Business Administration, is a forty- to forty-eight hour master's program best suited for those with strong technical expertise in one of the concentrations offered within the Ph.D. Program. The focus is on preparation for advanced study in the doctoral program or be a professional in one of the business administration areas. The coursework can usually be completed in four semesters. A specialization must be specified from one of seven areas offered within the Department of Business Administration: organizational behavior/theory, strategic management, marketing, international business, management sciences, information systems, and process management. This program leads to the degree MS in Business Administration.

The second program, which is a major in Technology Management, is for professionals with interest in technology. The M.S. in Technology Management is a master's degree program designed to meet the management development needs of professionals working in a technology-focused industry. This program is designed to be completed in 12 months. It is intended for experienced technology managers and administrators who want to earn an advance degree while gaining valuable experience in addressing the issues and challenges inherent in companies that depend on technology. Students typically are experienced managers who possess considerable potential for future achievement as leaders of technology-focused industries. This program leads to the degree MS in Technology Management.

EFFECTIVE DATE: