



ARIZONA STATE UNIVERSITY
PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE

DEGREE PROGRAM

College/School(s) offering this degree: W. P. Carey School of Business

Unit(s) within college/school responsible for program: W.P. Carey School of Business Dean's Office

If this is for an official joint degree program, list all units and colleges/schools that will be involved in offering the degree program and providing the necessary resources: NA

Proposed Degree Name: Master of Science in Commerce

Master's Degree Type: MS-Master of Science

Doctoral Degree Type: NA

If Degree Type is Other, provide proposed degree type: NA

and proposed abbreviation: NA

Proposed title of major: Commerce

Is a program fee required? Yes No

Requested effective term: Fall and year: 2010

(The first semester and year for which students may begin applying to the program.)

PROPOSAL CONTACT INFORMATION

(Person to contact regarding this proposal)

Name: Dr. Michael B. Ormiston

Title: Professor

Phone: 965-7350

email: michael.ormiston@asu.edu

DEAN APPROVAL

This proposal has been approved by all necessary unit and College/School levels of review, and the College/School(s) has the resources to offer this degree program. I recommend implementation of the proposed degree program. (Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.)

College Dean Name: Robert Mittelstaedt

College Dean Signature _____

Date: 10/8/09

College Dean name:
(If more than one college involved)

College Dean Signature _____ Date: _____

**ARIZONA STATE UNIVERSITY
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DEGREE PROGRAM INFORMATION

Master's: MS-Master of Science

Proposed title of major: Commerce

1. PURPOSE AND NATURE OF PROGRAM

A. Brief program description

Arizona State University's W. P. Carey School of Business Master of Science in Commerce (MSC) is an innovative business degree program providing new liberal arts, science, engineering, and other non-business graduates with the intellectual and professional skills needed to succeed in today's business environment. The M. S. in Commerce is a one-year, 36 credit-hour, program consisting of 18 credit-hours of business core courses designed to develop critical thinking skills as applied to fundamental business procedures and processes, 15 credit-hours of courses designed to develop leadership skills, and a 3 credit-hour capstone course designed to bridge the gap between academic preparation and real-world business applications. (MSC courses will be offered on a trimester basis with the students taking 4 courses, 12 credit-hours, per trimester.) Graduates of this program will have the capability and motivation to rapidly progress in any profession where business plays an important role. The MSC degree program differs substantially from a traditional MBA program in that no work experience is required for admission and the coursework is completed in one year giving a broad overview of the essentials of managerial decision making. Students pursuing an MBA degree enter the program with 3-5 years work experience and are generally looking to move directly into upper-management positions upon graduation. This being the case, the MBA curriculum is designed to provide not only a broad overview of the essentials of managerial decision making but also an in depth experience in particular "specializations" or "areas of emphasis." An important component of the MBA experience is also an internship that separates the first and second year. The MSC students will receive the same broad overview but will not have a specialization or area of emphasis in business. Their area of "specialization" is the area of study corresponding to their undergraduate degree. The MSC program will give graduates a competitive edge by providing them with core business and leadership skills. Upon completing the MSC program, students will most likely compete for entry level jobs in their undergraduate area of expertise or go on to Ph.D. programs, law school, medical school, or other graduate programs.

Key Program Elements

- A business core consisting of six first-year MBA core courses provides a fundamental view of business management.
- A rigorous cohort-based program allows students to develop a network of future business colleagues, learn from one another, and creates a supportive environment for learning.
- A sequence of courses enhances the student's leadership skills by helping them understand the importance of a strategic vision, instituting change, and the importance of sustainability.

- A commerce consulting project where students generate and evaluate alternative solutions to a real entrepreneurial business situation and provide a project report deliverable to the client business.

Business Core

ACC 502 - Financial Accounting
ECN 501 - Statistics for Managers
ECN 502 - Managerial Economics
FIN 502 - Managerial Finance
MGT 502 - Organization Theory and Behavior
MKT 502 - Marketing Management

B. Total credit hours required for the program: 36

C. Are any concentrations to be established under this degree program? Yes No

2. PROGRAM NEED.

The State of Arizona is underbuilt in its ability to offer quality business degrees. There is strong demand for business and this program will be an important avenue to increase business education opportunities for our best students.

The new Master of Science in Commerce supports the university mission of excellence and impact. With unmet needs for business education, the MSC is a high quality degree that will provide an opportunity to well educated students who can move directly into leadership roles.

In addition, the university encourages units to provide interdisciplinary programs for students. While the degree itself is not interdisciplinary, the fact that we only allow students with a non-business undergraduate degree to enroll brings to the program that same degree of diversity in perspectives and experiences.

The Master of Science in Commerce degree will enhance the job prospects for students with existing undergraduate degrees in liberal arts, science, engineering or any other non-business area, by providing additional, complementary, skills highly valued in today's marketplace. Employers regularly tell us that they like to hire smart students from a range of non-business backgrounds but must invest in teaching them relevant business skills. This program will provide graduates who are even more attractive to employers because of the combination of proven disciplines.

3. IMPACT ON OTHER PROGRAMS.

None. The closest program to this is the MBA but it requires several years work experience, so we expect this to have no effect on MBA enrollment.

4. PROJECTED ENROLLMENT

We anticipate enrolling 45 students into the program the first two years, reaching a full cohort of 50 by Year 3. We hope to reach two modest sized cohorts (45 each) by Year 5.

5-YEAR PROJECTED ANNUAL ENROLLMENT					
	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	45	45	50	50	90

5. STUDENT LEARNING OUTCOMES AND ASSESMENT

A. List the knowledge, competencies, and skills students should have when they graduate from the proposed degree program.

The Master of Science in Commerce is intended to prepare students for positions in a variety of professions where business plays an important role in ensuring success. The program will produce graduates with the capability and motivation for continued learning throughout their careers.

The curriculum is designed to provide: (i) General critical thinking skills helpful to all students regardless of their particular undergraduate background; (ii) A mastery of fundamental business tools and technologies with a clear understanding of business procedures and processes; (iii) Leadership skills essential for career advancement; and (iv) A capstone experience bridging the gap between academic preparation and real-world business applications.

B. Describe the plan and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes.

As shown in the table below, evaluation of the Master of Science in Commerce learning goals and objectives is a process that is ongoing throughout the curriculum. The process provides useful feedback to the business faculty and the MSC Program Director.

Educational Goals/Objectives	Outcome measure(s)	Assessment process	Frequency of assessment
Critical Thinking Skills	Student performance on exams, course projects, and presentations.	Grade review	Every course offering
Business Tools and Technologies	Student performance on exams, course projects, and presentations.	Grade review	Every course offering
Real-World Applications of Business Solutions	Student performance in the capstone course.	Grade review and instructor assessment	End of program

Critical Thinking Skills: Employers tell us they want to hire smart, highly motivated, people who can use their critically thinking skills to solve problems. The MSC curriculum is designed not only to teach basic business skills but also to demonstrate how these skills can be used to, formulate, analyze

and solve real problems. We attempt to do this through integrative cases, project-based learning, and team work.

Business Tools and Technologies: The curriculum develops an analytical portfolio of tools and technologies common to most business applications. Examples of business technologies include data management software such as Excel, Access, and SAP business software applications. Examples of business tools include, regression analysis, mathematical tools used in applications of decision theory, SWOT strategic planning analysis, life cycle analysis, triple bottom line performance measurement and critical analysis of sustainability efforts..

Real-World Applications of Business Solutions: The capstone course entails a consulting project where students generate and evaluate alternative solutions to a real entrepreneurial business situation and provide a project report deliverable to the client business.

In addition, we feel it is equally important to assess/evaluate the program itself. As shown in the table below, evaluation of the Master of Science in Commerce program is a process that begins at the end of the first course and continues after graduation. Overall, the process will function effectively and provides useful feedback to the business faculty, MSC Program Director, W.P. Carey Associate Dean for MBA Programs, and W.P. Carey Student Services Coordinator. A major strength of the process is that we will continue to obtain feedback from our alumni, via regular alumni surveys, long after graduation.

Program Level Educational Goals/Objectives	Outcome measure(s)	Assessment process	Frequency of assessment
Quality Curriculum	1. Student satisfaction with instruction 2. Student satisfaction with job placement 3. Consistency/uniformity across courses with respect to rigor and quality of course content	1. End of semester evaluations 2. Alumni survey 3. Curriculum review	1. Every course offering 2. Periodic 3. Periodic
Advising and Career Management	1. Student satisfaction with advising 2. Student satisfaction with job/graduate school placement 3. Customer satisfaction with graduates	1. Exit interview 2. Alumni survey 3. Recruiter survey	1. At graduation 2. Periodic 3. Periodic

6. ACCREDITATION OR LICENSING REQUIREMENTS (if applicable).

The W. P. Carey School programs are accredited by AACSB International - The Association to Advance Collegiate Schools of Business. As stated in the Accreditation Standards, “Any new business programs begun at the institution will have sufficient resources to satisfy accreditation standards and will result from strategic planning processes of the school and institution. AACSB should be informed whenever new business degree programs are begun. New business programs in the institution will be placed on the list of accredited programs of the institution until they have been reviewed.” Our next accreditation visit will occur in AY 2013-14 at which time the new MS program will be reviewed. At that time, the review team will evaluate the program to determine how the degree enhances our vision and mission of the W. P. Carey School of Business and Arizona State

University. We believe that the program is consistent with the mission and vision of the school, and foresee no negative outcomes to accreditation of such a program.

7. FACULTY, STAFF AND RESOURCE REQUIREMENTS

A. Faculty

i. Current Faculty.

Business faculty currently teaching in the MBA program will naturally and seamlessly be involved in the MSC program. See Table of Current MBA Faculty below for the names, rank, and highest degree earned for faculty currently teaching in the MBA program. Program directed and free electives will be taught by some of these same faculty along with others. The latter vary over the year.

ii. New Faculty.

Current W.P. Carey School of Business faculty should be adequate for this new degree.

TABLE OF CURRENT MBA CORE FACULTY			
Course	First Name	Last Name	Highest Degree
ACC 502	Phil	Drake	PhD
	Steve	Golen	PhD
	Artur	Hugon	PhD
	James	Boatsman	PhD
ECN 501	Jose	Lobo	PhD
	Henry	Ander	PhD
	Timothy	James	PhD
	Jeffrey	Wilson	PhD
	Philip	Mizzi	PhD
ECN 502	Amanda	Friedenberg	PhD
	Hector	Chade	PhD
	Steve	Happel	PhD
	Alejandro	Manelli	PhD
FIN 502	George	Gallinger	PhD
	Mark	Simonson	PhD
	Thomas	Bates	PhD
MGT 502	Gregory	Moorhead	PhD
	Minu	Ipe	PhD
	Blake	Ashforth	PhD
MKT 502	Nancy	Stephens	PhD
	Steve	Nowlis	PhD
	Naomi	Mandel	PhD
	Andrea	Morales	PhD

iii. Administration of the program.

The Director of the M.S. in Commerce program will oversee its operation. Admissions will be handled by a committee of business faculty appointed by the Director. Course offerings and curriculum development and review will be handled by the Director and Associate Dean for the W. P. Carey MBA Program. Career advising will be managed by the W.P. Carey School of Business, Graduate Career Management Center (CMC) in collaboration with the Business Career Center. Student services (i.e., matriculation, course registration, graduation coordination, approval of plans of study) will be managed by the W. P. Carey MBA – Full-Time program student services team.

B . Resource requirements to launch and sustain the program.

Current W.P. Carey School of Business staff and ASU facilities and resources should be adequate for this new degree.

8. CURRICULAR STRUCTURE OF THE PROPOSED PROGRAM

A. Admission Requirements

i. Degree.

The W. P. Carey School of Business seeks exceptional individuals who have graduated or will be graduating within 12 months prior to enrolling in the M. S. in Commerce degree program with an undergraduate degree in liberal arts (including economics), science, engineering, etc. with the intention to add business knowledge and skills to the education of these students. It is specifically designed for those with a background in these fields but no background in business, leveraging a diversity of perspectives to creative problem-solving in relation to commerce. Applicants must be highly motivated and have strong intellectual capabilities. The admissions committee looks for outstanding academic credentials, character qualities such as maturity, integrity, and leadership, and diversity in perspectives and experiences.

Students must complete the online application form to apply to the Graduate College for admission to the program. They must also submit the following to the W.P. Carey School:

- Resume.
- Official transcripts of all coursework completed at institutions other than ASU.
- GMAT and/or GRE test scores.
- One letter of recommendation.

ii. GPA.

Minimum Qualifications*

An undergraduate cumulative GPA of 3.50 OR a Graduate Management Test (GMAT) test score of 690 OR a Graduate Record Examination score of 1400. (All applicants must submit either a GMAT or GRE test score. The GMAT is recommended.)

* Students with an undergraduate degree in business are not eligible to apply.

iii. English Proficiency Requirement for International Applicants.

Same as Graduate College requirements.

iv. Required Admission Examinations.

GRE OR GMAT Millers Analogies None Required

v. Application Review Terms. Indicate all terms for which applications for admissions are accepted and the corresponding application deadline dates, if any:

Fall Deadline (month/year): priority will be given to those who apply by March 15.

Spring Deadline (month/year):

Summer Deadline (month/year):

B. Degree Requirements.

i. **Total credit hours (cr hrs) required for the degree program: 36**

ii. **Required courses: 36 cr hrs***

Course prefix & number	Course title	Credit hours	New course?
ACC 502	Financial Accounting	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
ECN 501	Statistics for Managers	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
ECN 502	Managerial Economics	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
FIN 502	Managerial Finance	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
MGT 502	Organization Theory and Behavior	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
MGT 588	Strategic Leadership	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
MKT 502	Marketing Management	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
MGT 591	Topic: Negotiations	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
MGT 591	Topic: Leadership	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
CIS 502	Information Systems	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
SCM 591	Topic: Sustainability & Social Responsibility	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
MGT 587**	Topic: Entrepreneurial Consulting Projects	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>

(Please expand table as needed. Right click in white space of last cell. Select "Insert Rows Below")

*The omnibus courses listed in the table above are offered on a regular basis as part of the MBA curriculum. Each department has committed to offering at least one section of these courses for MSC students. Permanent numbers are in the process of being established.

**Currently being offered as MGT 591.

iii. **Elective Courses:** none

iv. **400-Level Courses.**

1. Are 400-level ASU courses allowed on student program of study for this degree? Yes No

2. If yes, how many credit hours? 6

v. **Additional Requirements (if applicable).** Provide a brief description of any additional requirements (e.g. internships, clinicals, field study, etc.) NONE.

vi.

Total cr hrs required for research and/or other elective courses per student's research area (if applicable): NA

vii. **Culminating experience**

	Required?	Brief description of the applied project or the capstone course, as applicable.	Course prefix and number	Credit hours
Thesis (master's only)	<input type="checkbox"/>			
Applied Project (master's only)	<input type="checkbox"/>			
Capstone course (master's only)	<input checked="" type="checkbox"/>	Commerce consulting project where students generate and evaluate alternative solutions to a real entrepreneurial business situation and provide a project report deliverable to the client business.	MGT 587 (Currently being offered as MGT 591).	3
Dissertation (doctoral only)	<input type="checkbox"/>			

(Please expand table as needed. Right click in white space of last cell. Select "Insert Rows Below")

viii. **If applicable, provide the following information about any concentration(s) associated with this degree program.** Please attach a sample program of study with timeline for each concentration listed below.

Not applicable.

ix. **Master's program comprehensive exams, please check all that apply** (Please note: for doctoral programs, a written and an oral comprehensive exam are required.)

Written comprehensive exam required

Oral comprehensive exam required

No comprehensive exam required

x. **Committee:** Required Number of Thesis or Dissertation Committee Members (must be at least 3 including chair or co-chairs): NA

xi. **Foreign Language Exam.**

Foreign Language Examination(s) required? Yes No

If yes, list all foreign languages required:

- xii. Course Prefix(es)** Provide the following information for the proposed graduate program.
- a. Will a new course prefix(es) be required for this degree program?
Yes No
 - b. If yes:
 - Complete the New Prefix Request Form for each new prefix. This form can be located on the Office of the Executive Vice President and Provost of the University Curriculum Development website at <http://provost.asu.edu/curriculum>.
 - Submit the completed form to Nancy Kiernan at nkiernan@asu.edu in the Office of the Executive Vice President and Provost of the University.

- xiii. New Courses Required for Proposed Degree Program.** Provide course prefix, number, title, and credit hours and description for any new courses required for this degree program.

NONE

W.P. Carey School of Business Executive Dean/Curriculum Committee Approvals

From: Amy Hillman [mailto:AMY.HILLMAN@asu.edu]
Sent: Monday, October 12, 2009 1:24 PM
To: curriculumplanning@asu.edu
Cc: Michael Ormiston; Dorothy Galvez
Subject: FW: MS in commerce - Curriculum Planning and University Graduate Council Processes

Hello Denise,

Please find attached our degree program proposal for the MS in Commerce.

Thank you,
Amy Hillman
Executive Dean
W. P. Carey School of Business

From: Michael Ormiston
Sent: Thursday, October 08, 2009 12:13 PM
To: Filiz Ozel
Cc: Denise Campbell; Amanda Morales-Calderon; Michael Dickson
Subject: RE: MS in commerce

Filiz,

Attached is the MS in Commerce proposal which has now been approved by all faculty committees and the Dean.

Mike

Dr. Michael B. Ormiston
Associate Chair Department of Economics
Professor of Economics
W. P. Carey School of Business
Arizona State University
Tempe, Arizona 85287-3806
Phone: 480-965-7350
FAX: 480-965-0748

October 8, 2009

To Whom It May Concern:

RE: Proposed Master of Science in Commerce

The proposed Master of Science in Commerce has been reviewed by the Masters Programs Committee in the W. P. Carey School of Business and has received a recommendation of approval. The Masters Programs Committee reviews all proposals for new graduate degree programs in the W. P. Carey School of Business. Consistent with the proposal, the W. P. Carey MBA program will allow students enrolled in the Master of Science in Commerce degree to take MBA core and elective courses. We are in the process of updating the enrollment requirements for MBA core courses to reflect this fact.



Beth Walker
Associate Dean
W. P. Carey MBA
State Farm Professor of Marketing
W. P. Carey School of Business
Arizona State University