

CALIFORNIA STATE UNIVERSITY, EAST BAY

Designation Code: **2010-11 CAPR 9**

Date Submitted: February 4, 2011

TO: The Academic Senate

FROM: Committee on Academic Planning & Review (CAPR)

SUBJECT: Temporary Suspension of the Master of Science in Business
Administration option in Information Technology Management (MSBA
ITM)

PURPOSE: For Action by the Academic Senate

ACTION

REQUESTED: That the Academic Senate approve the request of the College of Business and Economics to temporarily suspend its Master of Science in Business Administration option in Information Technology Management (MSBA ITM), effective _____.

BACKGROUND

INFORMATION: At its meeting on February 3, 2011, CAPR discussed and approved the request for temporary suspension of the MSBA ITM option in the Department of Management presented to it by the Dean's office (Jagdish Agrawal, Associate Dean /Professor of Marketing). According to supporting documentation, this action is supported by all four members of the ITM group in the Management department who voted unanimously for suspending the MSBA-ITM program, instead of discontinuing it, at a meeting with the department chair on January 6, 2010. The primary reason for this temporary suspension is the lack of demand for this program: the number of students enrolled in any given quarter has not exceeded 5 except for Fall 2009 when 7 students were enrolled. In the absence of demand for this specialized option, resource limitations do not permit the Department to continue this program in its current form. The purpose of the temporary suspension is to provide time to revise and study the demand for the revised option. The ITM faculty teaching in the program will be charged with reviewing CBE's current program, competitors' programs, and market needs. Based on their reviews and assessment, a recommendation regarding the MSBA ITM option will be submitted to the Dean by the end of Spring Quarter 2012 and hence to CAPR. No students, faculty or staff will be adversely affected by this program according to information submitted to CAPR at its February 3, 2011 meeting.

Proposal for temporary suspension of MSBA ITM option

1. A full explanation of why the temporary program suspension is being proposed.

The following reasons have led us to request for temporary suspension of this program:

Lack of demand for this program: Table 1 presents the information regarding the demand for this program since its introduction in Fall 2008. As the Table clearly shows, the number of students enrolled in any given quarter has not exceeded 5 except for Fall 2009 when 7 students were enrolled. In the absence of demand for this specialized option, resource limitation does not permit us to continue this program in its current form.

2. Reasons why faculty or the college is proposing temporary suspension instead of discontinuance.

The College needs some time to revise the MSBA ITM option and study the demand for a revised MSBA ITM option.

3. Quarter and date when the proposed suspension will take place.

Immediately

4. A complete list of courses that will not be taught if the program is suspended

Except for the 1-unit project course (ITM6899), no course will be affected due to suspension given that College will continue to offer ITM courses as a part of MBA ITM option. That is to say, ITM 6899 will not be taught.

5. Student enrollment and application patterns for the program during the previous 5 years.

Please see Table 1

Table 1: Demand for MSBA (ITM option) Starting from Its Inception in Fall 2008

	Applied	Admitted	Enrolled	Denied	Graduated	Note
Fall 2008	6	6	5	0	1	
Winter 2009	3	3	3	0	1	
Spring 2009	2	1	2	1	2	
Summer 2009	0	0	0	0	1	
Fall 2009	12	4	7	8	2	#(1)
Winter 2010	2	1	0	1	1	#(2)
Spring 2010	0	0	0	0	4	#(2)
Fall 2010	3	0	0	3	2	
Winter 2011	0	0	0	0	0	

Source: Office of Graduate Programs, CBE

Foot Note to Table 2:

- (1) Reason for sudden increase in enrollment: MS Accounting was presented on line as a new program. it is waiting for approval. As per Graduate program office of CBE, some students used MS BA ITM option in CSU Mentor to register in MS Accounting by mistake.
- (2) One student was enrolled before the University decided not to enroll any student in the graduate programs in Winter 2010.
- (3) There was no admission in the graduate programs in Spring 2010.

6. Likely effects of the temporary suspension on students currently enrolled in the program and a list of courses that would need to be taught during the suspension period or other mechanism such as substitutions and independent studies that would allow those students to graduate in a timely manner.

Currently, there are 2 students registered in this program. One student is registered in dual Master degrees (MSBA and MBA). It is not certain whether or not she will continue to pursue MSBA. Another student has already finished ITM6173, ITM6271 and ITM6130. In any event, except for ITM6899 (1-unit course), all the other classes are offered as part of MBA program and MBA ITM option. We can make arrangement for students to complete 1 unit course as well.

7. The number and type (tenured, tenure-track, and lecturer) of faculty currently teaching in the program and the way(s) in which the temporary suspension will affect them.

The faculty who teach graduate level ITM courses are:

Hongwei Du (Tenured)

Jiming. Wu (Tenure- track)

They will continue to teach graduate ITM courses for the MBA program, as well as undergraduate courses in our BSBA program.

8. The number and type of university staff employed in the program and the way(s) in which the temporary suspension will affect them.

No university staff is employed exclusively for this program. The program is housed in the Department of Management and there will be no real affect.

9. The means by which affected faculty, students, and staff were informed of the proposed temporary suspension and a summary of the feedback received on the proposed temporary suspension from the affected faculty, students, and staff, including copies of all written responses. Where the proposal has been developed by the college dean, the faculty and program Chair or Director must be consulted and their views on the proposed suspension recorded in the proposal in the form of a formal vote of support or rebuttal.

At a meeting with the department chair on January 6, 2010, all four members of the ITM group in the Management department voted unanimously for suspending the MSBA-ITM program, instead of discontinuing it.

10. A summary of what the most recent CSUEB Academic Program Review, CSUEB Memorandum of Understanding, and any accreditation review say about the program, including any parts of these reviews that have relevance to the proposed suspension.

The most recent AACSB maintenance of accreditation review did not have any specific comments regarding this program.

CAPR had no specific comments regarding this program to CBE's report in 2009/2010.

11. Resource implications:

As the information provided in sections above indicate, the suspension of this program allows the college more flexibility in its allocation of resources, but does not eliminate any faculty or staff position.

12. The changes that would be necessary in order to resume offering the program and how those changes will be accomplished in the proposed period of suspension (a list of activities, personnel responsible, budgetary implications, and completion dates/timetable for implementation.

The ITM faculty teaching in the program will be charged with reviewing CBE's current program, competitors' programs, as well as market needs. Based on their reviews and assessment, a recommendation regarding the MSBA with ITM option should be submitted to the Dean by the end of Spring Quarter 2012.

January 20, 2011

Provided by the Dean's Office