



## NORTHEASTERN STATE UNIVERSITY

OFFICE *of the* PRESIDENT

DATE: 10.11.2024

TO: Educational Excellence Committee  
Regional University System of Oklahoma

FROM: Rodney Hanley, President

SUBJECT: Academic Affairs Agenda Items

NSU respectfully submits the following 5-year program reviews and curriculum proposals for a new certificate, program and minor modifications, and program suspensions for your review and consideration.

### **5-year Program Reviews:**

1. Bachelor of Arts in History (042) with Embedded Certificate in Public History (207).
2. Bachelor of Science in Criminal Justice (020), Master of Science in Criminal Justice (085) with embedded Certificates in Crime and Society (201), Criminal Justice Leadership and Administration (202), and Planning, Resilience, and Incident Management (211).
3. Master of Science in Leadership (052) with Embedded Certificates in American Indian Leadership (172), Diversity, Equity, and Inclusion in the Workplace (208), Higher Education Administration (119), Leadership (174), Training and Development (175).

### **Curriculum Proposals:**

These certificate creation and modification proposals are a result of changes to the host programs that have already been approved by RUSO.

**Mathematical Statistics (CIP: 270101)**, embedded in Mathematics, B.S. (057). Faculty recommend this certificate to offer undergraduate students a chance to earn a credential highly

valued by employers. Moreover, it would address the needs of local high schools that have contacted NSU to explore opportunities for concurrent students to obtain a certificate.

**Business Administration B.B.A. (012).** Faculty recommend transforming the Entrepreneurship major into an option under the Business Administration BBA, including the elimination of the 'Small Business/Digital' and 'Social Entrepreneurship' options. They are integrating these into the BADM framework and adding TECH electives to the BADM options. This change is intended to provide students with greater flexibility in choosing their electives, enhance the appeal of the revamped TECH program, and potentially increase enrollment.

**Health Organizations Administration B.B.A. (004).** Faculty recommend discontinuing the Health Organizations Administration-Health Informatics option due to its low enrollment, making it nonviable. With this option eliminated, the HOA program will consolidate into a single pathway.

**Information Systems B.B.A. (123).** Faculty recommend incorporating TECH electives into the Information Systems options to provide students with greater flexibility in selecting their electives. They believe this change will attract more students to the revamped TECH program and increase enrollment.

**Management B.B.A. (054).** Faculty recommend adding an Operations and Supply Chain Management option to the Management BBA, shifting from a standalone Supply Chain Management major due to its small enrollment primarily consisting of seniors. This move would utilize existing strengths in operations to prepare students for the high-demand field within the regional workforce. Integrating this into a larger major is expected to attract more students to specialize in this area. Additionally, TECH electives are being added to Management options to provide greater elective flexibility, which could also draw more students to the revamped TECH program and increase enrollment. Furthermore, faculty have voted to remove SCM 3733 from the General Management course selection, as this course will no longer be offered regularly.

**Marketing B.B.A. (055).** Faculty recommend adding a Hospitality and Tourism Management (HTM) option to the Marketing BBA. Currently, as a major, HTM has limited enrollment and is being put into abeyance. Since Marketing and HTM share many foundational elements, such as event planning and management, marketing for various events and activities, and market analysis, integrating HTM into the larger and more stable Marketing discipline is a natural fit. Additionally, TECH electives are being introduced to the Marketing options to provide greater flexibility for students in selecting their electives. This adjustment is expected to attract more students to the revamped TECH program and increase enrollment.

**Computer Science B.S. (100).** Faculty recommend making Machine Learning a permanent addition to the curriculum after its frequent offerings as a special topics course. They propose adding it to the 4000-level group B elective list, enhancing the options available for the computer science major or minor.

**Integrative Biology B.S. (115).** Faculty recommend adding GEOG 3813 Geographic Information Systems as an elective in the Organismic option, recognizing its growing importance for careers and advanced studies pursued by Organismic Biology graduates. Faculty recommend phasing out the program at the Broken Arrow campus due to declining enrollment, while continuing to offer it exclusively at the Tahlequah campus.

**Reading, M.ED. (075).** Faculty recommend using READ 5463: The Science of Reading: Foundations of Literacy (new name) as an enrichment course for the Master of Education in Reading program.

**Healthcare Administration Certificate (181),** embedded in the Health Organizations Administration, B.B.A. program. The course HCA 4323 Health Information Analytics is being removed as a requirement for this certificate and replaced with Business Analytics BADM 4203. Due to its consistently low enrollment over the past few years, HCA 4323 is being discontinued.

**Healthcare Information Analytics Certificate (182),** embedded in the Health Organizations Administration, B.B.A. program. The course HCA 4323 Health Information Analytics is being removed as a requirement for this certificate and replaced with Business Analytics BADM 4203. Due to its consistently low enrollment over the past few years, HCA 4323 is being discontinued.

**International Business Certificate (065),** embedded in the International Business Management, B.B.A. Faculty suggest the required course of IBUS 4333 be replaced with IBUS 4333 or BLAW 3003 (Business Law I). Including BLAW 3003 as an alternative will make the certificate more accessible to students and allow for more efficient scheduling of courses.

**Operations and Supply Chain Management Certificate (180),** embedded in the Supply Chain Management, B.B.A. program. The Supply Chain Management program is being suspended due to low enrollment and incorporated as an option within the Management BBA. The required courses for the certificate have been adjusted to include more MGMT courses rather than SCM courses to reflect this change.

**Quality Management Certificate (192),** embedded in the Management, B.B.A program. The Supply Chain Management program is being suspended due to low enrollment and incorporated as an option within the Management BBA. The required courses for the certificate have been adjusted to include more MGMT courses rather than SCM courses to reflect this change.

**Entrepreneurship Minor (1120).** The Entrepreneurship program, currently with limited enrollment, is being added as an option under the Marketing BBA program. Considering this, the minor course requirements are being modified to include 6 core courses.

**Hospitality and Tourism Management Minor (1950).** The Hospitality and Tourism Management program, currently with limited enrollment, is being added as an option under the Marketing BBA program. In response, faculty suggest modifying the minor course requirements to include 4 core courses and 6 elective courses.

**Entrepreneurship B.B.A. (136).** Faculty recommend suspending the Entrepreneurship BBA program due to a lack of course offerings in this area and propose making it an option under the Business Administration BBA. They recommend that both existing options of the program be suspended.

**Hospitality and Tourism Management B.B.A. (093).** Faculty recommend suspending the Hospitality and Tourism Management B.B.A. program due to its low enrollment, rendering it nonviable as a major. It is proposed to move this program to be offered as an option under the Marketing BBA.

**Supply Chain Management B.B.A. (145).** The Supply Chain Management BBA program currently has 28 students and is not viable as a major. It is being put under suspension and is being moved as an option under Management BBA.

Thank you for your consideration of these proposals.

If you have any questions, please contact me or Dr. Carla Swearingen.

Enclosures

cc: Dr. Carla Swearingen, Interim Provost and Vice President for Academic Affairs  
Dr. Cari Keller, Associate Vice President for Academic Affairs