

## ITEMS FOR DISCUSSION AND ACTION\ACADEMIC AND PERSONNEL

June 17, 2021

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**ACTION:** **Approve Addition of Undergraduate Concentrations in Digital Film Production Theory, Sports Media, and Supply Chain Management for Wayne State College**

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Per Board Policy 4200, which requires all new academic programs to be submitted to the Board for approval, Wayne State seeks approval to add the following undergraduate concentrations, beginning Fall 2021:

- Major in Mass Communication - Digital Film Production and Theory concentration
- Major in Mass Communication - Sports Media concentration
- Major in Business Administration - Supply Chain Management concentration

The System Office and Wayne State College recommend approval of the Addition of UG Concentrations Digital Film Prod Theory, Sports Media, Supply Chain Mgt Wayne State.

**ATTACHMENTS:**

- WSC Digital Film Production and Theory Concentration (PDF)
- WSC Sports Media Concentration (PDF)
- WSC Supply Chain Concentration (PDF)

**Wayne State College**  
**Proposal to Add a Concentration in Digital Film Production and Theory**  
**(Mass Communication Major)**

**1. Descriptive Information**

- A. Name of Institution:  
Wayne State College
- B. Name of Program:  
Mass Communication (Major), New Concentration: Digital Film Production and Theory
- C. Degrees/credentials to be awarded graduates of the program:  
Bachelor of Sciences or Bachelor of Arts in Mass Communications
- D. Other programs offered in this field by the institution:  
Mass Communication (Major), Concentrations in: Electronic Media; Agricultural Communication and Leadership; Journalism
- E. CIP code:  
09.0102
- F. Administrative units for the program:  
Department of Communication Arts; School of Arts & Humanities
- G. Proposed delivery site(s) and type(s) of delivery, if applicable:  
Wayne campus
- H. Proposed date (term/year) the program will be initiated:  
Fall 2021
- I. Description of Program:  
The Mass Communication program instills knowledge of professional standards and social responsibilities for careers in the areas of print, broadcast, and online communications. This new concentration in Digital Film Production and Theory specializes in film, preparing students for a career creating film, from ten-second commercial trailers to full-length feature films. With the dramatic growth in the film industry, the film concentration at WSC offers our students (and potential recruits) another relevant major for career and/or graduate school.

**Major in Mass Communication (BA or BS) 36 or 48 hours**

The Mass Communication program area currently has three concentrations: Agricultural Communication and Leadership, Electronic Media, and Journalism. All students in the Mass Communication program must complete the 15 hour core and a 21 hour concentration area. If the student selects the 48 hour major option for either concentration, the student with his/her advisor will choose twelve hours from the list of electives that does not duplicate courses in the concentration area.

## **Mass Communication with Digital Film Production and Theory Concentration Requirements:**

### ***Mass Communication Core Courses: 15 hours***

CNA 263	Introduction to Mass Communication (3)
CNA 280	News Writing (3)
CNA 372	Media Ethics (3)
CNA 400	Portfolio Seminar (0)
CNA 471	Mass Media and Society (3)
CNA 475	Communication Law (3)

### ***Digital Film Production and Theory Concentration: 21 hours***

CNA 223	Acting (3)
CNA 274	Video Production (3)
CNA 284	Film Criticism (3)
CNA 318	Directing (3)
CNA 378	Performance for the Screen (3)
CNA 472	Sound Design (3)
CNA 473	Video Production (3)

### **Course Descriptions for Concentration courses:**

CNA 223 Acting (3) Exploration of basic acting techniques and performance theory through object exercises, monologues, and scene work.

CNA 274 Video Production I (3) An introduction to studio and remote production including live broadcasts of news, sports, and special events. Students learn current concepts and theories of pre-production, production and post-production procedures and apply them utilizing video and audio equipment for digital storytelling.

CNA 284 Film Criticism (3) Exploration of diverse influences on cinematic and film production, including story and character development, visual elements of storytelling, artistic/esthetic qualities, business/marketplace influences, and cultural significance. Emphasis on the role of the critic in development of film professionals.

CNA 318 Directing (3) Study and practice of basic directing theory starting with screen-analysis and proceeding to director-actor-designer relationships in the production process.

CNA 378 Performance for the Screen (3) This course focusses on basic performance techniques that are used in work as a newscaster, an interviewer or a talk show host, and an actor in various types of film productions. Special emphasis will be placed on developing roles for dramatic or comedic scenes.

CNA 472 Sound Design (3) Study of advanced techniques in preparation, production, and presentation of audio materials in electronic media. Includes multi-track recording and editing, film sound track audio, radio and podcast production, and audio needs of developing media.

CNA 473 Video Production II (3) Study of advanced video and film-making techniques for program and non-program content in standard, cable, and specialized video. Includes post-production, digital editing, color correction, and distribution.

## **2. Centrality to Role and Mission**

The Digital Film Production and Theory major concentration speaks directly all three of WSC's central tenets of learning excellence, student success, and regional service.

**Learning Excellence:** the new concentration provides WSC students with an unparalleled opportunity in this region. The program provides hands-on experience in film production that is unavailable at regional competitor programs. Further, it provides such opportunities at a public, open-enrollment institution, thereby making film production a financially and academically viable option for all students, particularly those of our rural northeast and central Nebraska service region.

**Student Success:** as noted above, graduates of the Mass Communication program, even before the Digital Film Production and Theory concentration was proposed, have been successful in competitive admissions to graduate film schools. In addition, the program has ties with industry liaisons which will provide students with internship and part-time employment opportunities before graduation, and career opportunities after graduation.

**Regional Service:** as noted below, demand for video production has grown nationwide, and is projected to continue to grow. This growth also translates into regional demand for video production, including need for advertising and promotional video for businesses on platforms like websites, YouTube, Vimeo, etc., in addition to the traditional broadcast and cable TV outlets. With this exponential growth in demand driven by the internet, the Video Production program has helped meet the need by providing video services both to units at WSC as well as external to WSC. Many graduates of the program will continue to live in the region, adding to the stock of available skilled labor.

## **3. Evidence of Need and Demand**

### **A. Need for the program:**

The Motion Picture Association of America released a new report showing the industry has surpassed \$101 billion in March of 2020. With the advent of streaming has come the greatest demand for screenwriters and production workers in history.

According to the Dept. of Labor's Bureau of Labor Statistics, Occupational Projections data for 2029 (<https://data.bls.gov/projections/occupationProj>) forecast strong demand for workers skilled in the production, editing, and operation of video and film: the need for Camera Operators are projected to increase by 14%; Film and Video Editors 21.6%; Producers and Directors 10%; Sound Engineers 6%. (In contrast, in the same field, projections are negative for film projector operators and photo processing workers—this reveals a shift to production over processing, and for digital over traditional physical film.)

For many years, the WSC program trained students to work primarily in local and regional television broadcasting. However, in recent years, Laurie Richards, the Nebraska state film commissioner, has relied on the Mass Communication program for students to address the growing need for positions in commercial and film production. In short, Nebraska needs a workforce to meet the demands of the expanding industry. The new major concentration will allow WSC to utilize its resources to create a Digital Film Production and Theory concentration to better address the economic and vocational needs.

B. Demand for the Program:

With the dramatic growth in the film industry, a film concentration at WSC will offer current and prospective students another relevant major for career and/or graduate school. The Electronic Media concentration has grown over the past 4 years, with 13 new freshman majors in Fall 2020, and 34 overall. Furthermore, interest is strong in the new Digital Film Production minor (now in its third academic year); it already has 14 students. Even without a major concentration, the program has also placed recent graduates at the esteemed MFA Film Program at Columbia College Chicago.

Students have been writing, producing, and directing award-winning films. In the past three years students' projects have been featured and winning accolades in the Prairie Lights, Oneota, Snake Alley, SCFF, Muscatine, Flatwater, Sandy Dennis, Iowa Motion Picture Association, and Bison Film Festivals. Through the unit's exit assessment survey, students are requesting a major in film. The skills needed, such as writing, producing, directing, cinematography, production design, editing, etc., are no longer limited to Electronic Media. Having this concentration allows students the increased opportunity for careers and post graduate study in film. Beyond production, this concentration allows students to pursue theoretical study of the aesthetic and structural approaches to film via criticism.

Student demand for the program is strong, with 14 students enrolled in the newly-available Digital Film Production minor. The Electronic Media major concentration—the closest major program currently available—is at 34 students, a number that has been sharply increasing due to interest in film production. As noted elsewhere, this major concentration is not only unique in the NSCS; it is unique in this region for its strength in hands-on production. While students will receive a theoretical background, this program's focus on experiential learning provides students with invaluable expertise and an edge in the marketplace. Finally, it behooves the NSCS to make such opportunities available to its students, whereas traditionally film schools are housed mostly at large research or private universities.

#### **4. Adequacy of Resources**

A. Faculty and Staff Resources:

No new faculty are needed to implement this concentration. All courses already exist in the catalog. Additionally, sufficient seats are available in these courses. They are on a regular rotation so students can complete the concentration in a timely fashion.

B. Physical Facilities:

No new facilities are needed. The fourth floor of the Humanities building is well-upgraded for the concentration addition.

C. Instructional Equipment and Informational Resources:

Current equipment provided for the Mass Communications major will also be used for the Digital Film Production and Theory concentration. In addition to existing funding, some courses have recently been approved to add a small course fee to purchase consumables used in the course.

D. Budget Projections for the first five years of program:

No negative budget impact is anticipated for this program, as faculty, resource, and equipment needs are anticipated to be in line with the larger Mass Communication unit's projected needs. Indeed, the opportunities this program provides, combined with WSC's affordable price-point, may attract net-new students to WSC.

## **5. Avoidance of Unnecessary Duplication**

In Iowa, Nebraska, and South Dakota, there are only two similar baccalaureate programs: the University of Nebraska and the University of Iowa. The University of Nebraska's program has an emphasis on New Media and Film Theory, leaving the need in the state for film production students with advanced training in not only basic film production, but Motion Graphics and Animation, Sound Engineering, and other advanced technical skills. The University of Iowa program is primarily theory-based. The WSC program will provide advanced study in all technical aspects from conception to distribution.

## **6. Consistency with the Comprehensive Statewide Plan for Postsecondary Education**

The NSCS prides itself on providing a quality education with solid skills in service of regional workforce needs. This major concentration fits squarely within the NSCS mission, providing students with both the theory and the hands-on experience in video production to serve the needs of the state and region. Because of the lower cost of tuition at WSC, interested film students lacking the financial resources to attend the more expensive flagship universities will be able to pursue their field of interest more affordably. Because of the smaller size and rural placement of WSC, students from smaller communities may find the program a more comfortable fit. The program will create a pool of students trained to work in high end production addressing the need for commercial production in the state. In turn, this will make film production more viable and attract projects otherwise lost to neighboring states.

This program is in accordance with the CCPE Plan's Shared Values and Beliefs of:

- "unique areas of excellence in which they can bring major benefits to the state and to students";
- "contributing to a competent and competitive workforce for our state";
- "promoting an innovative and entrepreneurial culture that rises to the challenge of globalization";
- "serving as a cultural hub, not only educating their students in the arts and humanities but sharing those learning opportunities with the public whenever possible"; and
- "apply information technology effectively to respond rapidly to changing student, employer, and state needs".

**Wayne State College**  
**Proposal to Add a Concentration in Sports Media**  
**(Mass Communication Major)**

**1. Descriptive Information**

- A. Name of Institution:  
Wayne State College
- B. Name of Program:  
Mass Communication (Major), New Concentration: Sports Media
- C. Degrees/credentials to be awarded graduates of the program:  
Bachelor of Sciences or Bachelor of Arts in Mass Communications
- D. Other programs offered in this field by the institution:  
Mass Communication (Major), Concentrations in: Electronic Media; Agricultural Communication and Leadership; Journalism
- E. CIP code:  
09.0102
- F. Administrative units for the program:  
Department of Communication Arts; School of Arts & Humanities
- G. Proposed delivery site(s) and type(s) of delivery, if applicable:  
Wayne campus
- H. Proposed date (term/year) the program will be initiated:  
Fall 2021
- I. Description of Program:  
The Mass Communication program instills knowledge of professional standards and social responsibilities for careers in the areas of print, broadcast, and online communications. The Sports Media concentration fully utilizes our new facilities, allows us to expand our sports broadcasting, and prepares students for careers in live sports broadcasting, production, public relations, sports reporting, sports brand management, and post graduate study. A Sports Media concentration meets regional workforce needs and consistent student demand. Sports Media is a large and established focus area within the field, and WSC is well-positioned to house a unique program with a strong foundation in theory and plentiful hands-on application.

**Major in Mass Communication (BA or BS) 36 or 48 hours**

The Mass Communication program area currently has three concentrations: Agricultural Communication and Leadership, Electronic Media, and Journalism. All students in the Mass Communication program must complete the 15 hour core and a 21 hour concentration area. If the student selects the 48 hour major option for either concentration, the student with his/her advisor will choose twelve hours from the list of electives that does not duplicate courses in the concentration area.

## **Mass Communication with Sports Media Concentration Requirements:**

### ***Mass Communication Core Courses: 15 hours***

CNA 263	Introduction to Mass Communication (3)
CNA 280	News Writing (3)
CNA 372	Media Ethics (3)
CNA 400	Portfolio Seminar (0)
CNA 471	Mass Media and Society (3)
CNA 475	Communication Law (3)

### ***Sports Media Concentration: 21 hours***

CNA 162	Radio Production (3)
CNA J 220/320/420	Mass Communication Arts Workshop-Journalism (3)
CNA R 220/320/420	Mass Communication Arts Workshop-Radio (3)
or	
CNA V 220/320/420	Mass Communication Arts Workshop-Video (3)
CNA 297/397/497	Internship in Broadcasting (3)
CNA 334	Sports Media Theory (3)
CNA 390	Multiplatform Journalism (3)
CNA 392	Sports Writing (3)

## **Course Descriptions for Concentration courses:**

CNA 162 Radio Production (3) Students learn radio production techniques including digital recording, broadcast writing, announcing, remote recording, and digital editing software. This course will also introduce students to broadcast vocabulary and radio station management structures.

CNA J 220/320/420 Mass Communication Arts Workshop (3) Journalism workshop. Practical application of skills learned in other classes to direct, produce, and coordinate content development in electronic media and journalism.

CNA R 220/320/420 Mass Communication Arts Workshop (3) Radio workshop. Practical application of skills learned in other classes to direct, produce, and coordinate content development in electronic media and journalism.

CNA V 220/320/420 Mass Communication Arts Workshop (3) Video workshop. Practical application of skills learned in other classes to direct, produce, and coordinate content development in electronic media and journalism.

CNA 297/397/497 Internship in Broadcasting (3) Approval of academic advisor and department chair. The course provides opportunity to integrate career-related work experience with classroom learning.

CNA 334 Sports Media Theory (3) **New Course.** This course applies media theory (such as audience reception, critical cultural studies and fan participation) to issues pertaining to various sports media. Students explore topics ranging from the history of sports broadcasts to contemporary representations of race, gender, and identity in popular sports. Students can use these investigations to develop content for student media as well as academic inquiry.



CNA 390 Multiplatform Journalism (3) An overview of multiplatform journalism from brainstorming story ideas, to interviewing, writing for the web and broadcast, and multimedia journalism skills. Students learn how to organize electronic newscasts and create online news stories using current applications

CNA 392 Sports Writing (3) Introduction to theory and practice of sports writing in various media. Students will analyze exemplary literature in the field as well as write game reports for publication in the college newspaper. Useful for students interested in such areas as critical sports studies, sports management and journalism.

## **2. Centrality to Role and Mission**

The Sports Media major concentration speaks directly all three of WSC's central tenets of learning excellence, student success, and regional service.

Learning Excellence: the Sports Media concentration will allow WSC to remain competitive in the Mass Communication marketplace. Sports Media is an area in high demand among students, who are interested in covering sports in all media (print, digital, radio, video) and regions (local, regional national). Competitor institutions commonly offer this area of study, and it is essential for the NSCS to offer this concentration to remain competitive. WSC is the only member of the NSCS with the academic infrastructure, personnel, and facilities to support the Sports Media concentration.

Student Success: the Sports Media concentration prepares students for careers immediately after graduation in the field, with experiential learning throughout the curriculum, utilizing the new resources of the WSC Press Box and the many opportunities provided by an NCAA Division II Athletics Program. In addition, students will learn the communications theory underpinning such hands-on skills, thereby also preparing them for graduate study in Sports Media.

Regional Service: through the concentration's curriculum, which will include coverage of not only WSC athletics, but also local and regional sporting events, the program will provide valuable coverage of athletic events for the region. Further, it is expected that graduates of the program will proliferate among the region's media outlets, providing a supply of trained and experienced professionals for these newspapers, radio stations, TV stations, and websites.

## **3. Evidence of Need and Demand**

### **A. Need for the program:**

The Sports Media concentration at Wayne State College uses existing resources to diversify student media and formalize a growing interest among electronic media students to produce live sports broadcasts. Further, local media outlets including Flood Communications and the Midco Sports Network are interested in WSC graduates to cover local and regional sporting events.

According to the Dept. of Labor's Bureau of Labor Statistics, Occupational Projections data for 2029 (<https://data.bls.gov/projections/occupationProj>) forecast an increase in media and communication occupations in the Spectator Sports industry: the need for Media and Communication Workers (including broadcast announcers, public relations specialists, writers, and editors) are projected to increase by 10.7%; Media and Communication Equipment Workers (audio and video technicians, broadcast technicians, photographers, camera operators, video editors,

lighting technicians) are projected to increase by 14% as a whole, with individual occupations varying between 10.7% and 19.5% in increase.

Although sports media is often associated with jobs at *Sports Illustrated* or ESPN, students can develop their skills at WSC sporting events in an effort to find meaningful careers in their own communities. There is no dearth of opportunities to cover local, regional and high school sports for local cable companies, radio, and newspapers. Additionally, sports media presents an opportunity to diversify the WSC student body, making meaningful additions to campus life and community spirit while fortifying relationships with our local community through the coverage of high school sports.

B. Demand for the Program:

With the addition of WSC's \$3 million press box, a Sports Media Concentration will address the interest and excitement of roughly 25% of the current Mass Communication Majors. The Sports Media concentration will fully utilize these new facilities, allow WSC to expand its sports broadcasting, and prepare students for careers in live sports broadcasting, production, public relations, sports reporting, sports brand management, and post-graduate study. This concentration fills a gap in the Nebraska State College System and allows WSC to compete with the University of South Dakota. This concentration will have a profound recruiting impact, and stands to attract net new students to WSC who have not had heretofore had an opportunity to pursue Sports broadcasting, reporting, and marketing. This major compliments majors and minors in Sport Management, Promotion and Media, Coaching, and Journalism. It is also well-suited for students interested in broadcasting e-sports, a burgeoning emerging market in sports.

There is strong student interest in Sports Media has resulted in student initiative for covering athletics even in the absence of a Sports Media concentration. While COVID-19 brought an abrupt halt to collegiate sports in 2020, KWSC-FM and KWSC-TV broadcasted intrateam scrimmages by the Men's Football team and Women's Soccer team in the Fall of 2020. KWSC-FM covered the games of the Men's and Women's Basketball teams in the Winter of 2021. Students are organizing broadcasting teams to cover Men's Baseball and Women's Softball in the Spring of 2021. Further, simulcasts of the Women's Soccer team, Men's and Women's Track and Field, and Men's Football team are scheduled for coverage by KWSC-FM and KWSC-TV in Spring 2021.

Additionally, KWSC-FM hosts a weekly sports talk show (CatTalk) each Wednesday at Noon. Finally, students are also looking at the opportunities for covering WSC's new e-Sports team on campus. Students are interested in the careers available for commentators, broadcasters, and journalism in this new sporting environment. The opportunity to cover this new team also means students are on the ground floor of a new and lucrative popular pastime.

In the coming five years KWSC-FM and KWSC-TV plan to formalize student interest in sports broadcasting by developing a schedule and strategizing coverage of athletic events at WSC during Radio and Video Workshop courses. These courses are offered in the Spring and Fall of each academic year and run alongside Sports Writing (CNA 392) and the new Sports Media Theory course (CNA 334). Each of these courses allow students to create content for broadcast at KWSC-FM, KWSC-TV and publication in *The Wayne Stater*. Further, the Sports Media Theory course investigates cultural issues surrounding popular sports in an effort to help students create dynamic content that sets them apart from their peers.

Within the first five years the program expects twenty to twenty-five majors with an increase of five to ten students each year.

#### **4. Adequacy of Resources**

A. Faculty and Staff Resources:

No new faculty are needed to implement this concentration. All courses exist in the catalog except for one new course, "Sports Media Theory." This course has received approval, and current faculty will teach the course. Additionally, sufficient seats are available in these courses. They exist on a regular rotation so students can complete the concentration in a timely fashion.

B. Physical Facilities:

No new facilities are needed. The fourth floor of the Humanities Building is well-upgraded for the concentration. The new Stadium Press Box serves as an ideal learning lab for this program.

C. Instructional Equipment and Informational Resources:

Current equipment provided for the Mass Communication major will also be used for the Sports Media concentration. In addition to existing funding, some courses have recently been approved to add a small course fee to purchase consumables used in the course.

D. Budget Projections for the first five years of program:

No negative budget impact is anticipated for this program, as faculty, resource, and equipment needs are anticipated to be in line with the larger Mass Communication unit's projected needs. Indeed, the opportunities this program provides may attract net-new students to WSC.

#### **5. Avoidance of Unnecessary Duplication**

Regionally, similar programs are available at the University of Nebraska-Lincoln, University of Nebraska-Kearney, Simpson College, Iowa Western, Iowa State, Upper Iowa University, and the University of South Dakota. Although many of WSC's competitors offer similar academic programming, WSC, with its new facilities, NCAA Division II Athletics, and a strong partnership between athletics and academics, is positioned to develop innovative and dynamic content that addresses a regional need. It is essential for the NSCS to offer this concentration to remain competitive in the field of Mass Communication. WSC is the only member of the NSCS with the academic infrastructure, personnel, and facilities to support the Sports Media concentration.

#### **6. Consistency with the Comprehensive Statewide Plan for Postsecondary Education**

The Sports Media major concentration provides the best of an NSCS education: a firm foundation in theory and writing in combination with extensive hands-on experience in in-demand high tech skills for career readiness at (or before) graduation.

As stated above, WSC is positioned to develop dynamic and creative content in the pursuit of covering popular sports in and around Wayne, Nebraska. First, as an NCAA Division II institution, the program will have access to student athletes in the classroom and the surrounding community. This gives students a great opportunity to develop a professional skill set while amplifying the stories of WSC athletes and their studies. Second, WSC's groundbreaking e-Sports Team provides the opportunity to be at the ground level for producing e-Sports broadcasting professionals as video game competitions continue to grow as a global phenomenon. Students in the Electronic Media major are actively seeking

opportunities to broadcast and commentate on e-sports to diversify their portfolios and apply to competitive internship opportunities with streaming companies and content creators. Finally, interest from local industry and regional sports teams means that WSC students are positioned for growth in the production of student-centric sports media that leads to a litany of lucrative job opportunities.

Additionally, this program is in accordance with the CCPE Plan's Shared Values and Beliefs of:

- "supporting the state's economic development goals by contributing to a competent and competitive workforce for our state";
- "promoting an innovative and entrepreneurial culture that rises to the challenge of globalization"; and
- "apply information technology effectively to respond rapidly to changing student, employer, and state needs".

## Wayne State College

### Proposal to Add a New Concentration to the Major in Business Administration Supply Chain Management

#### 1. Descriptive Information

A. Name of Institution:

Wayne State College

B. Name of program:

Business Administration—Supply Chain Management Concentration

C. Degrees/credentials to be awarded graduates of the program:

Bachelor of Science: Business Administration—Supply Chain Management

D. Other programs offered in this field by the institution:

Wayne State College offers a BS in Business Administration that includes a general degree option or the following concentrations

- Accounting
- Agri-business
- Economics
- Finance
- Human Resource Management
- International Business
- Management
- Marketing
- Office Administration
- Public Accounting
- Professional Studies

In addition, WSC offers an MBA program that includes a general degree or the option an approved Focus Area in Accounting.

E. CIP code:

52.0201

F. Administrative units for the program:

School of Business and Technology—Business and Economics Department

G. Proposed delivery site(s) and type(s) of delivery, if applicable:

Both Wayne campus face-to-face and online

H. Proposed date (term/year) the program will be initiated:

Fall 2021

I. Description of Program:

The Business Administration program is designed: (1) to develop/enhance a foundational knowledge of the common professional component; (2) to develop/enhance breadth and depth of knowledge beyond the common professional component in an area of specialization; (3) to develop a set of desirable cognitive learning skills; (4) to develop professional behavioral characteristics; (5) to develop professional attitudinal characteristics.

The new concentration in Supply Chain Management is designed to develop professionals who are involved in all business processes from raw materials to consumer purchase. The academic area involves getting the correct products to the correct consumers at the correct time. The program includes business analytics and problem solving skills providing improved decision-making for companies and organizations.

The content of the 48-hour Business Administration major consists of a core of ten courses, 27 hours (nine credit bearing courses; BUS 490 assessment seminar is a zero credit course), that all business administration majors must take. The Business Administration program has concentrations which have a minimum of 21 hours. The Business Administration Major with the requested Supply Chain Management concentration is as follows:

### **Major in Business Administration (BA or BS) – Supply Chain Management - 48 hours**

#### **Business Administration Core: 27 hours**

BUS	260 Management Theory and Practice .....	3
	262 International Business .....	3
	270 Principles of Marketing .....	3
	322 Managerial Finance .....	3
	352 Operations and Supply Chain Management .....	3
	408 Business Ethics .....	3
	418 Legal Environment of Business .....	3
	420 Strategic Management .....	3
	490 Assessment Seminar .....	0
CIS	430 Management Information Systems .....	3

#### **Supply Chain Management Concentration: 21 hours**

BUS	357 Negotiations .....	3
	366 Management Science .....	3
	383 Principles of Transportation .....	3
	384 Principles of Purchasing and Transportation .....	3
	485/585 Introduction to Predictive Analytics .....	3
	486/586 Seminar in Supply Chain Management .....	3
CIS	477/577 Project Management .....	3
<b>Total</b>	.....	<b>48</b>

#### **Course Descriptions:**

All courses are currently found in the WSC Catalog

#### **BUS 260 Management Theory and Practice**

Develops the management art and science of planning, organizing, actuating, and controlling through people to make ideas materialize within economic constraints of a business enterprise. Develops ability to construct policy, to make scientifically-sound decisions within that policy, and to establish ethical procedures to insure organized productive effort to intended objectives. Develops a management attitude, outlook, and ability.

#### **BUS 262 International Business**

Survey of the problems and opportunities involved in conducting business operations across national boundaries. Analysis of the concepts, tools, institutions, and environmental factors controlling international flows of money, personnel, information, goods and services.

#### **BUS 270 Principles of Marketing**

This course facilitates students in conquering the essential concepts of product, price, promotion, distribution, segmentation, ethics, and social responsibility, while addressing the evolving digital and social media influences. The fundamentals will be stressed allowing for useful decision processes by managers while encouraging the development of the marketing specialist as one of the key decision makers in a firm. Marketing is critical to implementing strategy, gaining competitive advantages, and ensuring positive organizational results.

#### **BUS 322 Managerial Finance**

A study of the financial function within a business enterprise. Areas addressed include financial analysis, working capital management, capital budgeting, sources and forms of long-term financing, financial structure, and cost of capital.

#### **BUS 352 Operations and Supply Chain Management**

Successfully managing operations is vital to the long-term viability of every type of organization. This course provides a broad overview of issues in operations and supply chain management emphasizing a strategic orientation toward design and improvement issues. Specific topics include competitiveness; operations strategy; quality management; statistical process control; design of products, services, processes, and facilities; forecasting; supply chain management; logistics; project management; inventory management; lean production; and scheduling.

#### **BUS 408 Business Ethics**

This course will examine theoretical structures that shape or influence Western thought and review specific professional codes of ethics relevant to business majors. Students will learn a decision-making framework for examining and articulating well-reasoned positions on ethical issues in business.

#### **BUS 418 Legal Environment of Business**

This course focuses on public, administrative, and regulatory law, and the relationship of business to the legal structure. Topics include employee and consumer protection, environmental regulation, labor law, monopolies, price-fixing, and the regulation of domestic and international trade.

#### **BUS 420 Strategic Management**

Involves analysis of cases in which knowledge from basic courses in marketing, accounting, finance, management, and economics is integrated and applied. Demonstrated interrelationship between the functions of business, complexities of business problems, and strategic management models are addressed.

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Involves analysis of cases in which knowledge from basic courses in marketing, accounting, finance, management, and economics is integrated and applied. Demonstrated interrelationship

between the functions of business, complexities of business problems, and strategic management models are addressed.

#### BUS 357 Negotiations

Students in this course will learn about conflict, conflict resolution and negotiations. Students will learn and exercise tactics to become better negotiators. During the course students will study the concepts, engage in exercises and participate in simulated negotiations.

#### BUS 366 Management Science

Application of quantitative and analytical approaches to management problems within a theoretical framework and behavioral background developed.

#### BUS 383 Principles of Transportation

Economic, operating, and service characteristics of the various modes of transportation, with emphasis on factors that influence transportation demand, costs, market structures, carrier pricing, and carrier operating and service characteristics and their influence on other supply chain cost and supply chain performance.

#### BUS 384 Principles of Purchasing and Supply Management

Sourcing strategies, concepts, tools and dynamics in the context of the integrated supply chain. Topics include: make or buy decisions, supplier evaluation and selection, global sourcing, the total cost of ownership, contracts, and legal terms, negotiations, purchasing ethics, and information systems.

#### BUS 485/585 Introduction to Predictive Analytics

This course introduces an analytical toolset to address modern, data-intensive business problems. The course provides an overview of the key concepts, applications, processes, and techniques relevant to business analytics. The course is intended to provide tools for business applications working with data, databases, and reports from analytic models. It covers the basic fundamentals of data analysis and inferential statistics as well as predictive modeling techniques; including linear regression, logistic regression, and decision trees.

#### BUS 486/586 Seminar in Supply Chain Management

The focus of this course is on bringing together the concepts and theories of Supply Chain Management through the application in real world settings. Students will emulate decision making through simulated applications and will work with local/regional organizations to make improvements or explore opportunities enhancing supply chain applications.

#### CIS 477/577 Project Management

This course provides an introduction to the management of projects. Emphasis is placed on both the technical aspects of the project management process and the management of the human behavioral/situational aspects of projects. The nature of projects is explored. The techniques and tools of project management are introduced. Operational, tactical, and strategic implications of project management approaches are considered. The use of current project management software is incorporated. Students are also provided with an understanding of the many environmental and behavioral issues surrounding project management, and approaches to dealing with these issues. Graduate students in these courses have additional requirements beyond those for the undergraduate students.



## **2. Centrality to Role and Mission:**

Wayne State College's Mission Statement reads, "Dedicated to freedom of inquiry, excellence in teaching and learning and regional service and development." As part of this mission, the vision is to improve educational opportunities for all students and provide service to individuals, schools, and communities. In our interactions with supply chain professionals, we have gained an understanding of their needs and we are hoping our students can develop the necessary skill sets and apply their knowledge to help the supply chain management sector of Nebraska thrive.

The Supply Chain Management Concentration has been developed with the awareness and assistance of the faculty and staff in the Business and Economics Department. The program was benchmarked against regional programs such as University of Nebraska-Lincoln, University of Nebraska-Kearney, and the University of South Dakota. The program was vetted and approved by the Wayne State College Academic Policies Committee.

Finally, the Supply Chain Management Concentration aligns with the Comprehensive Statewide Plan for Postsecondary Education. We are responding to changing workforce and community needs. Anecdotally, we have requests from local and regional businesses that are seeking students with competencies in SCM. Statistically, the demand of the SCM Concentration is evident based on #3 Evidence of Need and Demand.

## **3. Evidence of Need and Demand:**

### **A. Need for the program:**

Nebraska has a strong presence in the transportation and supply chain management arena. The 2019 Bureau of Labor Statistics data shows that transportation and material moving is the third largest occupation in Nebraska. Interviews with area employers during Forward Nebraska meetings noted demand for supply chain professionals. Dialogue with employers at the Wayne State College career fair have also showed a strong desire for increased development of supply chain talent for our state. An industry publication (RSI logistics, link below) notes the annual growth in supply chain jobs requiring degrees is nearly 30%. A University of Nebraska report (October 3, 2018) notes that supply chain management offers some of the highest placement rates and starting salaries of all business careers. The Bureau of Labor Statistics notes that the 2019 median pay is \$74,750 per year. U.S. News has the field ranked #17 in best business jobs.

### **B. Demand for the program:**

The department anticipates high demand for the Supply Chain Management concentration within our Business Administration degree. According to a GlobalNewswire 2020-2025 Industry Outlook, the Global Supply Chain Analytics market is projected to increase 5.3 billion dollars. This market will be fueled by demand in consulting and professional services, as well as software, robotics, automation, and AI.

## **4. Adequacy of Resources:**

### **A. Faculty and Staff Resources:**

The Business and Economics department currently has twelve faculty teaching the Business Administration program. The core of the Business Administration program is the same across concentrations and will not require any new sections to meet the needs of the program. The

new concentration in Supply Chain Management includes seven courses. Three of the listed concentration courses are already being taught and should not require new sections of courses (BUS 357, BUS 366 and CIS 477), unless demand is very strong. BUS 485 is scheduled to be taught in the Fall 2021. Two of the courses have not been taught recently (BUS 383 and BUS 384) and one course has never been taught (BUS 486). We anticipate the need for additional adjunct faculty to staff the courses which are not currently offered.

B. Physical Facilities:

Gardner Hall is an up-to-date building with appropriate technology in the classrooms. The current facilities are sufficient for the new program.

C. Instructional Equipment and Informational Resources:

The current instructional equipment and resources are sufficient for the new program.

D. Budget Projections for the first five years of program:

We anticipate the program will draw new students to Wayne State College. The additional cost of adjunct faculty should easily be offset by the increased tuition paid by the students.

5. **Avoidance of Unnecessary Duplication:**

The program is offered, as either a major or concentration, at the University of South Dakota and the University of Nebraska (Omaha, Lincoln, and Kearney). It is not currently offered at any of the Nebraska State Colleges. A review of private institutions in Nebraska shows Bellevue with some similar programs (project management and business analytics). Creighton University offers a business analytics and intelligence concentration.

6. **Consistency with the *Comprehensive Statewide Plan for Postsecondary Education*:**

The program would be offered both face-to-face and online. This program meets the goal to "USE OF INSTRUCTIONAL TECHNOLOGY TO BROADEN ACCESS." The program will provide students with skills that are needed for Nebraska's workforce development. This meets the major statewide goal of "SKILLED GRADUATES and WORKFORCE DEVELOPMENT."

References:

"Global Supply Chain Analytics Industry Outlook 2020-2025 with Profiles of 28 Players Including IBM, Oracle, SAP and SAS Institute." GlobeNewswire 14 Aug. 2020: NA. Business Insights: Essentials. Web. 15 Mar. 2021.

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