TO: Tih-Fen Ting  
Chair, Campus Senate

FROM: Cecilia Stiles Cornell  
on behalf of Graduate Council (Sharron LaFollette, chair)

DATE: November 18, 2010

RE: Proposal for a Graduate Certificate in Human Resource Management

The Management Department has requested to establish a 12-hour graduate certificate program in Human Resource Management that could potentially be delivered in a face-to-face, online, or blended format, though the current plan is to focus primarily upon delivering the certificate completely online.

The Graduate Council (GC) carefully reviewed this proposal and discussed it at its September 27, 2010, meeting. GC subsequently met with Management Department Chair Laurel Newman and Associate Dean, Dyanne J. Ferk on October 11 to discuss the proposal further. GC applauds the Management Department for submitting a well-written proposal that adheres carefully to certificate proposal guidelines. The certificate curriculum is well-defined, and the individual courses are well-integrated into that curriculum. Learning outcomes have been articulated for each course. GC believes the department has made the case that there is sufficient demand to support such a program.

The proposal follows guidelines established by the appropriate professional organization (Society for Human Resource Management) and accrediting body (Association to Advance Collegiate Schools of Business). The Management Department intends to seek professional review and certification of the certificate in the short-term, which should make the certificate even more attractive to potential students, and which will provide external assessment of the curriculum. GC believes that such professional endorsement of the certificate program will be very valuable, and encourages the department to carry through with that plan in a timely manner.

The potential student demand for the certificate seems sufficient to support the proposal. The certificate is designed to appeal to a number of constituencies, including Management and Liberal and Integrative Studies (LNT) students, and potentially students from other programs as well. The proposal carefully establishes the reasons why the Management Department believes there will be a demand for the certificate as a stand-alone piece or as part of a larger degree program.

The certificate curriculum requires only one pre-requisite (MGT 431), which the department already is offering. The department plans to offer MGT 431 every semester, including summer, so there will be a relative ease of entry into the certificate program. The department intends to offer all of the courses in the certificate within a one-year time frame, so students could complete requirements in a relatively short time, which is in
keeping with the purposes of certificate programs. MGT 531 will be offered in the fall, while MGT 532 and MGT 538 will be offered in the spring.

The Management Department appears to have given careful thought to the issue of the resources needed to support the certificate. The department believes it has sufficient capacity to meet any increased demand for MGT 431 that might result from the certificate. Ultimately, the department anticipates needing one new full-time faculty member to help deliver the remainder of the certificate courses. The department believes that with a cohort of 17 students, the certificate program will ultimately become self-supporting. The department anticipates that with a successful faculty search 2010-2011, it will have no trouble launching and delivering the certificate program without the addition of a new faculty member. GC concurs with this assessment.

The department will have a year to test the demand for the courses before it formally markets the certificate. The department plans to roll out the courses beginning in Fall 2012, and to establish an annual cycle for the certificate by 2013.