


Board of Regents

University System of Ohio

John R. Kasich, Governor

John Carey, Chancellor

INITIAL INQUIRY FORM REQUEST TO OFFER A NEW PROGRAM

Date of submission: *Date submitted to OBR*

Name of institution: Kent State University

Primary institutional contact for this request:

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Name of new program: Human Resource Management major within the Bachelor of Business Administration degree (reactivation)

For institutions that are already approved/authorized by the chancellor

- New degree designation
- New program within an existing degree (e.g., major, minor, concentration)
- New technical certificate program
- New licensure/endorsement area (educator preparation)

Delivery options (check all that apply):

- Campus-based
- Online/hybrid delivery
- Flexible or accelerated delivery
- Offering the program at a new offsite location
- Offering the program at an existing offsite location
- Program contains off-campus experiences (e.g., internship, clinical, practicum, student teaching)

The institution will be seeking specialized accreditation for the program:

- No
- Yes

Provide a brief description of the request.

Kent State University's College of Business Administration proposes reactivating the human resource management major within the Bachelor of Business Administration degree. The study of human resource management has been a fixture at Kent State for more than 30 years. The undergraduate major was offered by Kent State from 1980 until 1995 when it was inactivated due to a decrease in full-time faculty dedicated to the major. At that time, the major had an average enrollment of 65 students and an average graduation of 40 students each year. Human resource management then continued as a concentration within the BBA degree Business Management, from 1996 to 2002. Since 2002, human resource management has been an undergraduate minor available to all degree-seeking students and has steadily increased in enrollment, with 62 students in spring 2015. In addition, Kent State offers a human resource management concentration in both the MBA and PhD degrees in Business Administration.

The proposed degree program will be administered by the college's Department of Management and Information Systems and will be offered at the Kent Campus.

Explain the academic unit's rationale for making the request.

The rationale for making this request is three-fold:

First, the standing of Kent State's College of Business Administration: The maintenance and improvement of the College of Business Administration's national ranking requires robust curricula with qualified and experienced faculty. The college has four full-time faculty members who have published widely in the human resource literature, including those with several years of practical experience. Furthermore, the college has experienced human resource practitioners, including managers and vice presidents of corporations as part of its adjunct faculty core to provide ancillary instruction and training to students through internships.

The college is accredited by the Association to Advance Collegiate Schools of Business (AACSB) International, and abides by the strict curricula standards of that body. At the time of the major's discontinuation in 1995, the program enjoyed robust growth. However, prospects for full employment for its graduates were less than optimal. Since that decision, and especially in the past several years, the employment outlook for baccalaureate graduates in human resource management has improved significantly (see data below).

The college's human resource management minor hosts a student chapter of the Society for Human Resource Management (SHRM). The minor has experienced steady enrollment growth since its introduction in 2002, and according to the U.S. Bureau of Labor Statistics data cited below, this growth is expected to continue through the year 2022. Based on feedback from the college's SHRM partners, it is expected that this growth will translate into interest in the major to immerse students deeper in the human resource curriculum.

Second, Ohio's employment projections for human resource managers: Employment of human resources managers is projected to grow 13 percent from 2012 to 2022,¹ employment of human resources specialists is expected to grow seven percent², and employment of training and development specialists is expected to grow 15 percent.³ Moreover, Ohio is fifth in the nation with the highest employment level in human resource manager jobs⁴ and seventh in the nation with the highest employment level in human resource specialist jobs.⁵ In Ohio, human resource managers and specialists are occupations with high employment prospects, with manager employment growing 10.3 percent and specialist employment growing 11.2 percent between 2010 and 2020.⁶

¹ U.S. Bureau of Labor Statistics (January 2014). *Occupational Outlook Handbook: Human Resource Managers*. Retrieved from www.bls.gov/ooh/management/human-resources-managers.htm.

² U.S. Bureau of Labor Statistics (January 2014). *Occupational Outlook Handbook: Human Resources Specialists and Labor Relations Specialists*. Retrieved from www.bls.gov/ooh/business-and-financial/human-resources-specialists-and-labor-relations-specialists.htm.

³ U.S. Bureau of Labor Statistics (January 2014). *Occupational Outlook Handbook: Training and Development Specialists*. Retrieved from www.bls.gov/ooh/business-and-financial/training-and-development-specialists.htm.

⁴ U.S. Bureau of Labor Statistics (May 2014). *Occupational Employment and Wages – Human Resources Managers*. Retrieved from www.bls.gov/OES/current/oes113121.htm.

⁵ U.S. Bureau of Labor Statistics (May 2014). *Occupational Employment and Wages – Human Resources Specialists*. Retrieved from www.bls.gov/oes/current/oes131071.htm.

⁶ Ohio Department of Job and Family Services (November 2013). *2020 Ohio Job Outlook: Employment Projections*. Retrieved from http://ohiolmi.com/proj/Projections/Ohio_Job_Outlook_2010-2020.pdf.

Third, need in Ohio for a SHRM-accredited human resource management baccalaureate with a strong international emphasis: Human resource management is a function that is found in organizations of all types and sizes (e.g., manufacturing, service, non-profits, governmental, multinationals) and is recognized as an important source of competitive advantage.

In addition, the globalization of organizations of all sizes creates challenges in coordinating human resource management issues across cultures, varying international employment laws, and successful expatriate management. The Society for Human Resource Management (SHRM) offers an accreditation process (similar to that of the AACSB) that establishes rigorous curriculum requirements with an international emphasis and an assurance of learning process that improves the value of a major in human resource management, helping to ensure student success before and after graduation.

With the proposed major, the College of Business Administration will develop an initial curriculum that includes SHRM requirements for education with a global. The college also plans to offer an optional international experience in human resource management. The inclusion of these elements (SHRM accreditation and a strong international component) will make the curriculum unique in the state, and students seeking a career in human resource management will be advantaged by completing Kent State's proposed program.

Indicate whether additional faculty and staff will be needed to support the proposed request.

For the first year of the major's offering, the two to three new courses required for the major will be taught by the college's existing AACSB-qualified faculty, while SHRM practitioners (qualified human resource professionals) will be used as adjuncts. However, as enrollment in the major grows, additional tenure-track or non-tenure-track faculty resources will be provided as necessary to support the program.

Indicate whether additional resources (e.g., facilities, technology) will be needed to support the proposed request.

No other additional resources will be required as the facilities and technology that have supported the human resource management minor offer sufficient support for the major.