

ATTACHMENT A: SUPPLEMENTAL INFORMATION ON UCB'S PROPOSED MASTER OF SCIENCE IN SUPPLY CHAIN MANAGEMENT

This supplemental information is unrelated to the proposed degree's fit with the institution's statutory role and mission. The following is summarized from UCB's proposal:

EVIDENCE OF NEED

Workforce Demand: Supply chain management is an area with clear market demand for experts who can manage the flow of goods and services from raw material sources, through manufacturing and value creation, to end customers and consumers. Recent articles in *BusinessWeek* and the *Wall Street Journal* have discussed how supply chain management has become one of the hottest areas to study. Colorado is an important hub for supply chains operations in North America, with its convergence of highways, railroads, a prominent air cargo hub, and regional and national distribution centers. As well, many supply chain management consulting and software firms are located in the state. Positive job growth is expected for companies hiring graduates with a master's degree in supply chain management. As the world economy continues to grow, demand for these skills is unlikely to decline. The following table summarizes statistics from the Bureau of Labor Statistics, demonstrating this trend.

Student Demand: Business schools have traditionally focused their master's level training on the master of business administration (MBA) degree, a generalist degree intended to provide general management training and fundamentals in the functional areas of accounting, finance, marketing, operations research, and strategy. Nationally, enrollments in generalist MBA programs are declining and enrollments in specialized master's programs are growing in response to employer demands. Over the past few years, traditional MBA programs have not fared well in the United States, although specialized master's programs have experienced strong growth, with about three-quarters of management, accounting, and marketing and communications degree programs reporting application increases in 2012. These programs, which generally cater to students straight out of college, have gained in popularity as undergraduates clamor to bolster their credentials before entering the professional job market. This is a full-time cohort program and does not intend to serve the working professional.

DUPLICATION

Duplication in the region of a similar graduate program is not a concern as students seeking to build expertise for a career in supply chain management will find no other similar program in the state. Several business programs offer a course or two in supply chain management, but no master's in supply chain management is offered at a public institution of higher education in Colorado.