

UNIVERSITY SYSTEM OF GEORGIA  
NEW GRADUATE PROGRAM PROPOSAL

**MASTER OF BUSINESS ADMINISTRATION/  
MASTER OF SCIENCE IN INFORMATION SYSTEMS  
DUAL DEGREE PROGRAM**

Kennesaw State University

September 15, 2009

Department of Computer Science and Information Systems

College of Science and Mathematics

In Collaboration with

Coles College of Business

Proposed Start Date: Spring 2010

**CIP CODE:**

MBA: 52:0201

MSIS: 52.1201

## **I. Program Description**

### **Unique Aspects of Program**

With this proposed program, KSU will offer qualified students the opportunity to apply for a MBA-MSIS dual degree program housed within the Coles College of Business Administration and the College of Science and Mathematics. The objective of this program is to allow students who are interested in information systems and business to concurrently register in both MBA and MSIS programs. The relationship between information technology and success in the business enterprise makes this program innovative and attractive to students wishing to become IT leaders. Specifically, documented expertise in these related areas provides graduates with opportunities for advancement and career mobility in areas such as project management, information technology, strategy, management, and information security.

### **Institutional Importance of the Program**

Kennesaw State University is recognized among the best universities in the nation, and is currently experiencing an extensive expansion in its programs to meet state and national needs. KSU provides excellent and accessible education, promotes research and scholarship, fosters community engagement, supports intellectual inquiry, and contributes to economic development of metropolitan Atlanta and the region. The MBA-MSIS dual degree program will help KSU to increase its productivity of professional leaders and technologically savvy citizens whose educational training will prepare them for leadership positions at local, state, national, and international levels.

### **KSU's Strategic Plan**

This proposal fits with Goal 1 of the KSU Strategic Plan: Add degree programs that are strategically important to the local community, to Georgia, and to the nation at both the undergraduate and graduate levels.

### **System and State of Georgia Goals**

The MBA-MSIS dual degree program contributes directly to the University System of Georgia Strategic Plan's Goal 3: "Increase the System's participation in research and economic development to the benefit of a global Georgia. Enhance and encourage the creation of new knowledge and basic research across all disciplines" (see <http://www.usg.edu/strategicplan>). One of the action steps of this goal is for the University System of Georgia to increase its "competiveness of graduate programs."

Within the State of Georgia, several institutions offer information systems as an elective or concentration area within a College of Business. Georgia Southern, for example, offers an MBA with an area concentration in information systems by taking three information systems electives along with the required MBA core courses. The University of Georgia offers several options for the MBA degree, with elective and required courses in information systems. They also offer a Master of Internet Technology (MIT) degree. Students completing the MIT work in e-business and Internet development as designers, software developers, and managers. Georgia Tech offers an evening MBA program with an information technology management concentration. In addition to the MBA requirements, students must take at least four courses in information technology management.

Additionally, Georgia State University offers an MSIS degree within the J. Mack Robinson College of Business. Students take required computer information systems courses and then select an area of concentration from information systems development and project management, health informatics, information systems management, the wireless organization, and other electives from within the computer information systems curriculum. Georgia State University does not offer an MBA-MSIS dual degree program.

At KSU, Information Systems is housed within the College of Science and Mathematics, making its MSIS program unique as compared to these other programs in the state. Because the MBA and MSIS programs are housed in separate colleges, this dual degree program creates opportunities for much deeper study of both areas. Instead of MBA students taking just a couple of courses in Information Systems, or MSIS students taking one or two business courses, participants in this program will benefit from taking the core courses in both areas. Graduates will receive a thorough introduction to graduate business studies paired with substantial information technology expertise, and will be better positioned to engage in discussions concerning information technology policy and strategy, legal and ethical issues in the organization, and project management.

### **Staffing, Facilities and Enrollment**

There are no additional staff or facilities requirements for this new program. The MBA-MSIS dual degree program will be integrated into existing program administration and course offerings in the Coles College of Business and the College of Science and Mathematics.

## **II. Objectives of the Program**

The primary objective of this program is to prepare students for competitive leadership and managerial positions in careers requiring extensive understanding and interaction with information technology. The students' desire for this program comes from the extensive interaction between the two sectors in areas such as global project management, IT strategy and policy, IT procurement, and contracting and IT issues, and opportunities for career mobility and advancement. Specific program outcomes include producing students who are expected to be able to:

- Utilize theories, research and leadership skills to examine a wide variety of organizational problems;
- Identify and analyze the impact of complex social, economic, and political forces on IT in the global organization;
- Evaluate ethical dilemmas related to IT and organizational issues in the global marketplace and appreciate the importance of ethics and diversity;
- Construct project management strategies to solve data and service delivery problems, particularly as it relates to information technology.
- Utilize the knowledge of financial, legal, marketing, and human resource issues relevant to working in a variety of organizations that are integrated using information technology.
- Use information technology to improve organizational management and administration
- Communicate clearly, grammatically and cogently both in writing and orally;
- Evaluate organizational and IT policies and programs and write reports; and
- Develop problem solving and critical thinking skills.

### **III. Justification and Need for the Program**

Kennesaw State University's vision is to be among the best learning-centered comprehensive universities in the country and expand its programs to meet state, national, and global needs. To accomplish this vision, KSU's first strategic goal is to enhance and expand its academic programs and delivery. In compliance with the University vision, both the Coles College of Business and the College of Science and Mathematics deem it necessary to collaborate to offer an innovative, unique MBA-MSIS dual degree program to prepare students to take IT leadership positions in a variety of settings where the knowledge of information systems and business are very important.

As earlier indicated, the students' desire for a MBA-MSIS dual degree program comes from the extensive interaction between the two sectors in areas such as global project management, information technology procurement and contracting, and opportunities for career mobility and advancement. The increasing interdependence of information technology and business knowledge makes this program innovative, unique, and attractive to students wishing to pursue careers in positions responsible for working with their counterparts in global organizations that utilize information technology as a strategic resource.

Currently, there is no university in the State of Georgia that offers a MBA-MSIS dual degree program. Due to the organization of KSU, this concentration is not currently an option for KSU students, and the proposed MBA-MSIS dual degree program should be an attractive opportunity for graduate students.

### **IV. Procedures Used to Develop the Program**

The program development was led by Dr. Amy Woszczyński, Director of the Master of Science in Information Systems, and Dr. Don Amoroso, Chair of the Computer Science and Information Systems Department. Dr. Amoroso approached Dr. Tim Blumentritt, Director of the Master of Business Administration Program about his ideas. The Deans of both the College of Science and Mathematics and the Coles College of Business support this initiative.

Drs. Woszczyński and Amoroso, along with Dr. Blumentritt, then thoroughly considered the curricula and accreditation requirements of both programs. Dr. Teresa Joyce, Dean of the College of Graduate Studies, also enthusiastically supports the proposal development.

Subsequently, Dr. Woszczyński and Dr. Blumentritt created this proposal. Once it was created, it was sent to the collaborating colleges for approval before being transmitted to the Graduate Policy and Curriculum Committee.

### **V. Curriculum: Degree Program Requirements**

The program consists of a minimum of 51 hours of graduate study of which 27 hours are in areas of Business Administration and 24 hours are in Information Systems. Additional credit hours may be taken depending on each student's academic background. It generally takes approximately three years to earn both degrees for a full-time student.

Students will be required to take the core courses from both MBA and MSIS programs as well as two electives in the Coles College of Business:

**MBA**

ACCT 8000 Accounting Insights for Managers  
ECON 8010 Resource Allocation and Decision Analysis  
FIN 8020 Business Finance  
MKTG 8030 Strategic Marketing  
MGT 8040 Managing the Value Chain  
MGT 8050 Managing and Leading Work Behavior  
MGT 8999 Strategic Management: An Integrative, Capstone Experience  
PLUS  
Two Electives from the Coles College of Business

**MSIS**

IS 8005 Informatics  
IS 8100 Advanced IT Project Management  
IS 8200 Legal & Ethical Issues in IS  
IS 8300 Disaster Recovery/Business Continuity Planning  
IS 8400 Enterprise Process Models  
IS 8500 Emerging Technologies  
IS 8600 Global IS Management  
IS 8700 IS Strategy *OR* IS 8800 IT Leadership

Students may also be required to take foundational courses in business or information systems as specified by the respective program directors.

**Program Admission Requirements:**

To be admitted into the dual degree program, the applicant must specify the option at the time of application to the Graduate School. Students interested in applying for the MBA-MSIS dual degree program should consult with either the MSIS Director or MBA Director with regard to admission requirements and required courses.

## **GENERAL ADMISSION REQUIREMENTS FOR THE MBA-MSIS DUAL DEGREE PROGRAM\***

1. Submission of application to the graduate admission office and a non-refundable application fee.
2. Baccalaureate degree from an institution accredited in a manner accepted by Kennesaw State University.
3. Academic background (approved by MBA and MSIS program directors).
4. A minimum combined score of 1000 (verbal and quantitative) on General Test of the Graduate Record Examination (GRE) or a minimum total score of 500 on Graduate Management Admissions Test (GMAT)
5. Three letters of recommendation.
6. Professional experience. (Note: Personal interviews will be conducted whenever possible and responsible work, community service, and leadership experience will be considered).

\*International applicants have additional requirements; see Graduate Admissions section of KSU's catalog.

The MBA-MSIS dual degree program requires either the GMAT or the GRE. However, a student who wishes to move from the dual program to only one of the two degrees will only be automatically admitted into the program for which s/he has satisfied typical admissions criteria. That is, a student who wishes to move from the MBA-MSIS to only the MBA must have taken the GMAT for automatic acceptance, and those who wish to move from the MBA-MSIS to only the MSIS must have either the GMAT or acceptable GRE scores for automatic acceptance.

### **Course Offering Schedule and Plan-of-Study**

Students will be able to select from any of the courses available to all other students in the MBA and MSIS programs. Advising will be jointly handled by the two program directors.

### **Growth and Flexibility**

This program is quite scalable. Since it is integrated with our existing programs, we are able to ramp up and down quite quickly, and with great levels of control.

### **Course Descriptions**

The MSIS Program is undergoing substantial curriculum change, concurrent with *but independent of* the MBA-MSIS proposal. All new course proposals have been approved by the Graduate Program and Policies Committee for Fall 2009, the proposed start date for this program. No new courses are being proposed for the MBA program. The current catalog for the MBA program accurately lists all necessary courses for the dual degree program.

## **VI. INVENTORY OF FACULTY DIRECTLY INVOLVED**

The MBA-MSIS dual degree program will utilize the existing graduate faculty in both the MBA and MSIS programs. Faculty vitas are attached.

Because the MBA-MSIS dual degree program is an integrated effort between the two existing programs, no new faculty resources are required. However, faculty development, research, and scholarship expectations are based on each collaborating college requirements. We do anticipate

cross-disciplinary research opportunities because of the interrelated nature of the two degree programs.

Furthermore the program of study has been designed so that the two faculties remain distinct for purposes of accreditation review. From an academic perspective, the students will receive an integrated experience but the faculties remain separate to ease administrative concerns.

## **VII. Outstanding programs of this nature at other institutions**

Currently, there is no university in the State of Georgia that offers a MBA-MSIS dual degree program. (Several USG schools, however, offer a concentration in Information Systems, or a related area, within their MBA programs.)

Nationally, there are several universities that offer dual MBA-MS degree programs similar to this proposal. The University of Colorado offers students an MBA-MS in Information Systems dual degree option. Students in this program complete the required core courses for the MBA and MS in Information Systems degrees. This program is most similar to KSU's proposal, in which we also require students to take nine MBA core courses, along with eight of nine required courses from the MSIS program.

Eller College of Management at the University of Arizona offers a Master of Management Information Systems/Master of Business Administration dual degree option. The program notes that graduates will be more marketable due to their technical skills coupled with a strong business background. The University of Arizona program requires 2.5 to 3 years of full-time study to complete, or 69-71 credit hours of coursework.

The College of Business within the University of Dallas offers an MS/MBA dual degree option. Students in this program complete a traditional MBA with a four course specialty in one of four areas: accounting, information assurance, or information technology. This program requires 56 credit hours to complete, assuming prerequisites have been completed. The first graduate from this program was in December 2005. They currently have 25 students enrolled in the program, with 18 graduates to date.

The Howe School of Technology Management at the Stevens Institute of Technology offers an MS-MBA in Technology Management. This program requires four courses beyond the traditional MBA, for a total of 24 courses and 72 hours of credit. The additional coursework allows students to specialize in more than one area of interest.

The attractive features of KSU's dual degree option MBA-MSIS Program are as follows:

- It uses the same admission requirements;
- It fits into the accreditation standards of the individual programs;
- It deploys joint advising mechanism by the two program directors;
- It incorporates maximum efficiency in integrating two programs without additional personnel or operating costs.
- It proposes to award one dual degree MBA-MSIS.

## **VIII. Inventory of pertinent library resources**

No new library resources are required.

## **IX. Facilities**

No new facilities are required.

## **XV. Fiscal and Enrollment Impact, and Estimated Budget**

This section is not applicable to the dual degree option MBA-MSIS Program because it will not require additional personnel or operating costs.

### **1. ENROLLMENT PROJECTIONS**

#### **2. COSTS**

**A. Personnel -- reassigned or existing positions**

**B. Personnel -- new positions**

**C. One-Time Startup costs**

**D. Operating Costs**

#### **2. REVENUE SOURCES**