

Contact: Diana Gonzalez

PROPOSED NEW PROGRAM AT IOWA STATE UNIVERSITY
Ph.D. IN BUSINESS AND TECHNOLOGY

Action Requested: Consider approval of the request by Iowa State University to establish a new Ph.D. Program in Business and Technology which will be administered by the College of Business.

Executive Summary: The proposed Ph.D. Program in Business and Technology will prepare individuals for academic careers in research, teaching, and public service. The student will learn how to align business strategy and technology, use technology to improve strategic management decisions, and conduct scholarly research. The University projects that existing facilities and equipment will be sufficient to support the proposed program; however, a minimum of three new faculty lines will be necessary to establish the proposed program. Approximately \$1.14 million/per year of additional funding will be needed to offer the program and accommodate 16 Ph.D. students. This proposal was reviewed by the Board Office and the Council of Provosts and is recommended for approval. No concerns were raised when it was presented to the Iowa Coordinating Council for Post-High School Education.

Background:

- ◇ **Description of program.** The proposed program will require 74 credits of coursework, including 12 credits for a dissertation. Students must complete at least one of the three areas of specialization in the proposed program - customer relationship management, supply chain management, and management of information technology. The business and technology core courses will focus on how firms use technology throughout the value chain network for effective and efficient implementation of intra- and inter-organizational strategies.
- ◇ **Relationship to existing programs at ISU.** ISU's MBA program will benefit from the proposed program because students will be provided the three areas of specialization of the Ph.D. program and greater choice of courses within each specialization. The proposed program is expected to benefit the undergraduate program through the formation of smaller-sized recitation classes and the use of Ph.D. students to manage the smaller classes and to facilitate one-to-one dialogue with students.
- ◇ **Duplication.** The University of Iowa offers the only business Ph.D. program in the state. SUI offers three majors that are similar to the areas of specialization of the proposed program; however, the emphasis of each is different from the areas of specialization of the proposed program.

- ◇ Cost/Resources. The University projects that no new facilities or equipment will be required to establish the proposed program. However, a minimum of three new faculty lines will be necessary to implement the proposed program. Approximately \$1.14 million/year of additional funding will be needed to offer the proposed program and accommodate 16 Ph.D. students. This estimate includes the costs associated with new faculty and staff lines, graduate assistantships, graduate tuition support, research funding, and student recruitment. Sources of the additional funding will include new resources from the university (approximately 25% of total), college and department reallocations, and other external sources.
- ◇ Need/Demand. “Studies conducted by the Association to Advance Collegiate Schools of Business (AACSB), the accreditation agency for colleges of business, have projected a large shortfall in qualified faculty to teach business courses. According to AACSB, there will be a shortage of almost 1,800 faculty positions by the year 2008.”
- ◇ Projected Enrollment. The projected enrollment for year 1 is 4 students; the enrollment is projected to increase to 16 students by year 7.
- ◇ Quality. The College of Business will seek AACSB International accreditation for the proposed program during the next maintenance of business accreditation review in 2009-2010.
- ◇ Link to Strategic Plan. The proposed program addresses ISU's goal “to increase the number and elevate the overall quality of graduate and professional students.” It supports the College of Business's vision “to be recognized among the top ten colleges of business among land-grant universities in the U.S. which is unlikely to occur without the presence of a quality Ph.D. program.” It will also contribute to the following priorities – increase commitment to graduate education; enhance the role of research; and enhance the College's external image. The proposed program also addresses the Board's Strategic Plan priority (1.0) to “ensure high-quality educational opportunities for students.”

Responses to the Board of Regents' program approval questions are on file in the Board Office.