

Contact: Rachel Boon

REQUEST FOR NEW PROGRAM AT THE UNIVERSITY OF NORTHERN IOWA: BACHELOR OF ARTS IN HUMAN RESOURCE MANAGEMENT

Action Requested: Consider approval of the request by the University of Northern Iowa for a Bachelor of Arts in Human Resource Management in the College of Business.

The Council of Provosts and Board office support approval of this program.

Description of proposed program. Learners will gain requisite knowledge in the areas of general HR, staffing, labor law, employee development, compensation, performance management and negotiations to be able to be successful in an HR environment. The program already exists as an emphasis in the Department of Management but it has evolved beyond that position. The standalone program will give the degree more weight and help students compete in the job market. The program will be offered as a face-to-face program.

Academic objectives. The Bachelor of Arts in Human Resource Management (HRM) will include the following learning objectives:

Objective 1: Learners will demonstrate disciplinary content knowledge.

- 1.1 Learners will demonstrate a broad knowledge of Human Resource Management.
- 1.2 Learners will apply staffing, employee development, compensation, and performance management activities that promote organizational effectiveness.
- 1.3 Learners will apply foundational knowledge for labor law and negotiation skills.

Objective 2: Learners will use quantitative skills to aid business decision-making.

- 2.1 Learner will display basic people analytics skills to help reach appropriate conclusions.

Objective 3: Students will display communication skills.

- 3.1 Learners will accurately summarize material, both orally and in writing.
- 3.2 Learners will be able to justify or explain a position or claim.
- 3.3 Learners will be able to display appropriate negotiation skills.

Need for program. There is a steady-to-incrementally rising demand for learners majoring in HRM. A market survey was conducted to assess regional needs. The survey confirmed that there is market demand for HRM majors.

A critical part of the college's strategic plan is to help learners find employment and be competitive in the workforce. These students can also minor in leadership, which could further improve their employment prospects.

Relationship to existing programs at the institution. This new major is primarily based on an existing emphasis available in the management program. As such, there should be minimal impacts on other existing programs. One exception is that now HR students will be able to minor in Leadership, so the number of Leadership minors might increase.

Relationship to existing programs at other colleges and universities. Iowa State University recently implemented a major in Human Resources Management. The University of Iowa offers an HR emphasis. Deans from the College of Business at both institutions were consulted during program development and agreed there is sufficient market demand to support this new program. It

appears that just two private colleges in Iowa have standalone HRM majors (Upper Iowa University and the University of Dubuque).

Resources to establish a high-quality program. Since the HR emphasis already exists, the current infrastructure is already in place to serve learners in a new HRM Major.

Student demand. Enrollment is expected to increase slightly as the program becomes a standalone major.

Workforce need/demand. According to the U.S. Bureau of Labor Statistics, the demand for Human Resources specialists will grow at about 10% per year through 2030. The median salary for a Human Resources specialist is over \$62,200. (<https://www.bls.gov/ooh/business-and-financial/human-resources-specialists.htm>)

Funding and Cost. No additional funding is needed to create this major as the faculty are already in place as part of the management program.

Projected student enrollment.

	Y1	Y 2	Y3	Y4	Y5
Undergraduate	56	60	62	64	66

Accreditation. The UNI College of Business was reaccredited by AACSB in 2020 with a five-year approval. Changing the existing emphasis to a major does not impact this standing or require additional AACSB approval.

Evaluation plan. This program will be part of UNI's standard program evaluation processes that are required for all academic programs.

Date of implementation. Fall 2023.

Letters of Support



October 14, 2022

To the Board of Regents:

The Council of Provosts discussed the University of Northern Iowa proposal for a Bachelor of Arts in Human Resource Management and reviewed associated documentation. As an outgrowth of an existing emphasis area in the Management program, there is sufficient evidence suggesting student and workforce demand. The Council of Provosts appreciates the open communication between the deans and departments involved at SUI and ISU.

The Council of Provosts is supportive of the program and wishes the University of Northern Iowa the best in its implementation.

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