

Curriculum Proposal Signature Sheet

Certificate in Enterprise Resource Planning (ERP)

TITLE OF PROPOSAL

Type of Proposal

Program

- New
- Changes within Major
- Changes within Cognate *
- Changes in Minor or Track
- Changes in Concentration*
- Program Deletion

Course

- New
- Changes in Course taken only by Majors
- Changes in Course required of Non-Majors*
- Changes in Course open to Non-Majors
- Deletion of Course taken only by Majors
- Deletion of Course required of Non-Majors*
- Deletion of Course open to Non-Majors

Kania School of Management

SPONSORING DEPARTMENT(S)

Review and Approval

DATE(S)

3/31/2009

Signature of Sponsoring Chair(s)/Date

Nabil Samir

* For starred items Chairs of affected Departments/Programs must sign below before Dean's review

Dean's Preliminary Review

Proposal: Complete

Additional preliminary comments below

- Satisfies U of S Curricular Requirements
- Consistent with College Goals/Mission

Dean's Signature/Date

M. M. D.

3/26/09

CAS

CPS

SOM

GRAD

DHC

Preliminary FSCC Disposition:

- Committee recommends approval (*new program proposals require a Recommendation from the full Senate*)
- Proposal will require minimal review: Anticipated FS Meeting Date: _____
- Proposal will require significant review: Anticipated FS Meeting Date: _____

FSCC Chair Signature/Date _____

Issues: _____

Additional Signatures

graduate program committee

Department

C. K. SOM

Signature

Asad Hyjini
(Chair)

Date

3/26/2009

Department

Signature

Date

Department

Signature

Date

List New courses and date New Course Proposals were/will be submitted:

Course Prefix and Number	Course Title	Date Submitted
ERP 511	Production Planning and Control	March 27, 2009
ERP 513	Treasury Management	May 6, 2009
ERP 514	Accounting Integration and Configuration	March 27, 2009

Oversight:

Managing Department or Program Manager: Program Director (to be appointed)

Home Dean: Kania School of Management

List and Analysis of Needed Resources:

Faculty (*Faculty involved in the program both in teaching and other ways, their qualifications, the impact their involvement will have on other programs and how that will be addressed.*

Indicate any new faculty (if needed) and estimate wages, benefits and start up costs):

Four faculty members in the Kania School of Management have developed the courses to be offered online. All the faculty members are active in the fields related to the courses and all of them have Ph.D. degrees. The faculty members offering these courses will be compensated as per the guidelines implemented for the online MBA program. There will not be any impact on the regular teaching load of the faculty involved in this program.

Library (*Are Library holdings adequate for the proposed program? What new library resources might be needed? The Director of the Library should assist in answering these questions):*

No additional library holdings are needed.

The program being online, no additional equipment and space is needed either on a one-time or continuing basis.

Other (*Are any other resources needed to mount and continue operation of the program?*):

The Director of the Program needs to be compensated.

Will the new program have an impact on the core curriculum? No Yes (indicate impact)

No

Will the program have any impact on another department? No Yes
If yes, indicate the impact on and the response of the affected department.

No

Will the program have any impact on the University Community? No Yes
If yes, indicate the impact and responses.

The program is expected to have a significant impact on the local community. Many companies (Tobyhanna Army Depot, Sanofi Aventis Pasteur, Lockheed Martin , SRA International, etc) in NEPA have been requesting a program like this to improve the ERP skills of their employees. Wall Street West, provided a grant of \$100,000 to develop the ERP program, basically to help the employees in the community. This certificate program will be a good resource to the local industries.

Required attachments (see detailed instructions below):

- Executive Summary (one page maximum)
- Description of the Program
 - Relationship of Program to University Mission and College/Dept. Goals
 - Description of the new curriculum;
- Analysis of the Need/Market (*Source(s) of data must be included*)
 - Demonstration of Need
 - Regional Competition
 - Anticipated Enrollment
 - Prospects for Graduates
- Cost/Revenue Considerations
 - Analysis of Costs
 - Analysis of Revenue
- Student Learning Outcomes and Assessment Plan
 - Expected Student Learning Outcomes
 - Plan for Assessment
- Accreditation narrative or documentation (if applicable)
- Curriculum Guide

Instructions for attachments:

1. **Executive Summary:** Provide a summary of the proposal. Limit the summary to one page.
2. **Description of the Program:** Provide a description of the nature of the program and its relationship to the University Mission and applicable College/Department goals. The form "Proposal for a New Academic Program (Degree Program, Major, Minor or Concentration)" requires a comparative list of existing and new courses; this narrative should include a more detailed description of the new curriculum, such as an explanation of requirements, options, sequences, relationships with other programs and comparisons with similar programs elsewhere. The reader should be able to understand what is proposed, how it fits into the institution and how it fits into the broader world of higher education.
3. **An Analysis of the Need/Market:** This includes both the student market and the job market. What is the need for this program? (Identify the source(s) of the data used to demonstrate need.) What is the anticipated enrollment? What competition exists in the region? What are the prospects for graduates of the program? The reader should get some idea of whether the investment of resources would be worthwhile in terms of student enrollment and satisfaction after completion of the program. The Assessment and Institutional Research Office (AIRO) should be used as a resource.
4. **Cost/Revenue Considerations:** Provide an analysis of the cost of the program and potential revenue. It is expected that the Assistant Vice President of Finance would be used as a resource. Include a five-year projection addressing:
 - a. **COST:** (identify all costs taking into account the cost attributed directly to the proposed program) This includes new faculty compensation, startup costs for new faculty, administrative costs (secretarial support—do not include decanal costs, technical support), library needs, technical equipment (include computing costs), graduate assistant stipends, etc.
 - b. **REVENUE:** expected number of students per semester (with number of expected credit hours), tuition/fee revenue generated, service commitment from graduate assistants (e.g., laboratory instruction)
5. **Student Learning Outcomes and Assessment Plan for the Program:** Define the expected student learning outcomes for the program as a whole and detail how the achievement of those outcomes will be assessed, both during and after completion of the program. Highlight the indicators of student success such as job placement, entrance into graduate or professional school, performance on external examinations, portfolio assessment, etc.
6. **Accreditation (if applicable):** Provide a brief narrative addressing accreditation standards and how the proposed program meets these standards.
7. **Curriculum Guide:** Provide the curriculum guide as it would appear in the University catalog.

ERP Certificate Program – Description

The combination of business and information technology (IT) skills is a major requirement for the 21st-century workforce. Increasingly, industries are facing skill shortages, especially those with needs for both business and information-technology skills. The Enterprise Resources Planning (ERP) software focuses on integrated business processes and related information technologies. The SAP Company is the leader in the ERP software arena. There is an acute shortage of people with skills in ERP implementation and innovation, and North Eastern Pennsylvania region is not immune to this national need. Locally, companies like Tobyhanna Army depot, Lockheed Martin, General Dynamics, Sanofi Pasteur, SRA International, Proctor & Gamble, and others have SAP installations. All of these companies have been experiencing difficulties in attracting people with ERP skills. There is obviously a need for people with IT and business skills to cater to the demands of these local companies.

To address this problem and to provide career-ready graduates, the Kania School of Management has since 1999 partnered with the SAP, the world's largest ERP software company, to provide ERP education and training. The business-application software offered by SAP, which is used in a wide range of industries from financial services to manufacturing, provides an ideal set of IT-enabled business skills. The Kania School presently has four faculty members with SAP certification and experience in teaching ERP courses and has placed several graduates in ERP-related positions. The purpose of this new ERP Certificate Program is to take full advantage of the Alliance with SAP, so that the Kania School can address the growing demand for an IT-savvy workforce with business background by working with area professionals and regional companies.

A part of the vision of The University of Scranton's Kania School of Management is to be the major academic resource for business and economic development in Northeastern Pennsylvania and the extended region. Its standing as the only business degree granting institution in Northeastern Pennsylvania to be a member of the SAP Alliance and to have both undergraduate and master's programs accredited by the world's foremost business-school accreditation body (AACSB International, which has endorsed the use of SAP to imbue students with integrated business skills), along with its consistent investment in state-of-the-art technology, renders the Kania School uniquely qualified to take the lead in preparing students to meet the growing demand for Enterprise Resource Planning (ERP) skills.

The proposed ERP Certificate program is mostly targeted towards working professionals, who want to enhance and broaden their skills into the area of integrated enterprise management. Many of these professionals do not have time to take regular courses in a class room. Online courses will be more attractive for them, as they can study and do the work during the weekends and evenings. They are also not interested in the MBA program because of costs and takes more than two years to complete. They want a short program that can be finished quickly and help them advance their careers. Students need to take just four courses (12 credits) to complete the

An Analysis of the Need/Market

Demonstration of Need

There is an acute shortage of people with skills in ERP implementation and innovation, and North Eastern Pennsylvania region is not immune to this national need. Locally, companies like Tobyhanna Army depot, Lockheed Martin, General Dynamics, Sanofi Pasteur, SRA International, Proctor & Gamble, and others have ERP (SAP) installations. All of these companies have been experiencing difficulties in attracting people with ERP skills. There is obviously a need for people with IT and business skills to cater to the demands of these local companies. In addition, the availability of manpower with business and technology skills will be an important factor in attracting industries like financial services that are the most intensive users of such advanced information technologies.

To address this shortage, the Pennsylvania State government has awarded a grant of over \$100,000 (through its Wall Street West initiative) to the Kania School of Management, to develop an ERP Resource center in NEPA. One of the goals of the grant is to develop an appropriate program to enhance the ERP skills of the employees working in NEPA and elsewhere. The online certificate program is developed to address the shortage in ERP skills, and to meet the requirements of the grant. Over the last ten years (since the Kania School started the alliance with SAP), we have been receiving dozens of e-mails every year from students across the world inquiring about the opportunity to take ERP related courses. We had to say "no" to all these inquiries as we do not have an online program in ERP. The online certificate program in ERP will provide an opportunity to all these people across the world, an opportunity, to enhance their employment skills, without leaving their homes.

Regional Competition

The Kania School stands as the only business degree granting institution in the region to be a member of the **SAP University Alliance** and to have both its undergraduate and master's degree programs accredited by the world's foremost business-school accrediting body, **AACSB International**, which has endorsed the use of Enterprise Resource Planning (ERP) software suites such as SAP as a tool to imbue students with integrated business skills. Furthermore, the school is located in one of the most technologically advanced campuses in the nation and has consistently invested in cutting-edge technology such as the Alperin Financial Center and the **SAP Enterprise Resource Planning (ERP)** software suite. As part of the SAP University Alliance, the Kania School has invested considerable resources in training faculty in the implementation and use of ERP software. Currently, very few colleges in the country, and no other college in the Commonwealth of Pennsylvania offer online academic certificate programs in ERP.

Anticipated Enrollment

Because of the acute shortage of people with ERP skills, the demand for the proposed online Certificated program is expected to be very high. Initially, we expect at least 20 students to enroll in the program. Once the program is established, the demand is likely to increase to 100 students per year at any given time.

Prospects for Graduates

The recipients of the ERP Certificate should be able to find ready employment at attractive salaries without any difficulty. Many companies in variety of industries are looking for qualified persons with ERP skills.

Curriculum Guide

Any student with an undergraduate degree from an accredited institution can enroll in the program. The sequence of courses to be completed is as follows:

MBA 510: Integrated Enterprise Management Systems (Required)

ERP 511: Production Planning and Control (Elective)

ERP 513: Treasury Management (Elective)

ERP 514: Accounting Integration and Configuration (Required)

Students are required to take two elective courses. Each course will be of eight week duration. MBA 510 is a pre-requisite for the elective courses. ERP 514 can only be taken after completing two elective courses.

Student Learning Outcomes

Learning Outcomes

By the successful completion of the certificate program students will become proficient in ERP concepts, and the hands on use of an ERP software like SAP.

Assessment

Students will be assessed through:

- Regular examinations
- Completion of individual and group projects
- Assignments/ exercises, and
- Participation in discussion forums

Cost and Revenue Analysis

Summary of Estimated University Costs

Initial On Line Course Development: Estimated Faculty Stipends at 5 courses x \$3150 = \$15,750.00

Recurring Fixed Cost per Year: Estimated Program Director Stipends: 3x \$3150 = \$9,450

Estimated Cost of Course Revisions: .33 x 5 x 1500 = \$2,500

Recurring Variable Costs: Cost of Instruction = \$5,000 per class.

Estimated Annual Contribution Margins

Estimated Revenues Based on 20 students 50 students per year
\$2400 x 4 x 20 \$192,000

\$2400 x 4 x 50 \$480,000

Less Instruction Expenses:

4 x \$5,000	\$(20,000)	\$(20,000)
Contribution Margin 1	<u>\$172,000</u>	<u>\$460,000</u>
Course Revision	\$(2,500)	\$(2,500)
Program Director Costs	\$(9,450)	\$(9,450)
Contribution Margin 2	<u>\$160,050</u>	<u>\$448,050</u>