



Rename the Master of Science in "Business and Management" to "Management Studies" (Senate Document #22-23-10)

PRESENTED BY SEC: Piotr Swistak, Chair, Senate Programs, Curricula, and Courses Committee; Senate: Elizabeth Beise, Associate Provost for Academic Planning and Programs

REVIEW DATES SEC – October 17, 2022 | SENATE – November 2, 2022

VOTING METHOD In a single vote

RELEVANT POLICY/DOCUMENT

NECESSARY APPROVALS Senate, President, USM Chancellor, and the Maryland Higher Education Commission

ISSUE

The Robert H. Smith School of Business proposes to change the name of its Master of Science in "Business and Management" to "Management Studies". The new title will align the program with industry expectations for such a degree, and the program will be more easily marketable to prospective students. Many peer and aspirational schools, including schools in our geographic area, have named similar programs Master of Science in Management Studies. These universities include Georgetown University, George Washington University, Pennsylvania State University, New York University, Boston College, Duke University, and George Mason University.

This name change will also apply to the online version of the program.

The proposal was approved by the Graduate School PCC committee on September 29, 2022, and the Senate Programs, Curricula, and Courses committee on October 7, 2022.

RECOMMENDATION(S)

The Senate Committee on Programs, Curricula, and Courses recommends that the Senate approve this name change.

COMMITTEE WORK

The committee considered this proposal at its meeting on October 7, 2022. Rellie Rozin and Mike Marcellino, from the Robert H. Smith School of Business, presented the proposal and answered questions from the committee. The committee approved the proposal.

ALTERNATIVES

The Senate could decline to approve this new program title.

RISKS

If the Senate declines to approve this program title change, the current program will continue to lose prospective students to similar programs at peer and aspirational universities, whose programs have a more recognizable name.

FINANCIAL IMPLICATIONS

There are no significant financial implications for program title changes.

165: MANAGEMENT STUDIES (BMSB)

In Workflow

1. BMGT PCC Chair (bhorick@umd.edu; mmarcell@umd.edu)
2. BMGT Dean (dgodes@umd.edu)
3. Academic Affairs Curriculum Manager (mcolson@umd.edu)
4. Graduate School Curriculum Manager (jfarman@umd.edu)
5. Graduate PCC Chair (jfarman@umd.edu)
6. Dean of the Graduate School (sfetter@umd.edu; jfarman@umd.edu)
7. Senate PCC Chair (mcolson@umd.edu; pswistak@umd.edu)
8. University Senate Chair (mcolson@umd.edu)
9. President (mcolson@umd.edu)
10. Chancellor (mcolson@umd.edu)
11. MHEC (mcolson@umd.edu)
12. Provost Office (mcolson@umd.edu)
13. Graduate Catalog Manager (bhernand@umd.edu; fantsao@umd.edu)

Approval Path

1. Fri, 15 Apr 2022 17:44:57 GMT
Michael Marcellino (mmarcell): Approved for BMGT PCC Chair
2. Mon, 25 Jul 2022 19:32:13 GMT
David Godes (dgodes): Approved for BMGT Dean
3. Mon, 12 Sep 2022 20:55:34 GMT
Michael Colson (mcolson): Approved for Academic Affairs Curriculum Manager
4. Fri, 30 Sep 2022 12:54:14 GMT
Jason Farman (jfarman): Approved for Graduate School Curriculum Manager
5. Fri, 30 Sep 2022 12:57:46 GMT
Jason Farman (jfarman): Approved for Graduate PCC Chair
6. Tue, 04 Oct 2022 14:28:09 GMT
Steve Fetter (sfetter): Approved for Dean of the Graduate School
7. Tue, 04 Oct 2022 20:32:14 GMT
Piotr Swistak (pswistak): Approved for Senate PCC Chair

History

1. Aug 23, 2019 by aambrosi
2. Sep 11, 2019 by aambrosi
3. Oct 15, 2019 by William Bryan (wbryan)

Date Submitted: Fri, 15 Apr 2022 17:44:16 GMT

Viewing: 165 : Management Studies (BMSB)

Last approved: Tue, 15 Oct 2019 12:35:36 GMT

Last edit: Mon, 10 Oct 2022 14:37:08 GMT

Changes proposed by: Michael Marcellino (mmarcell)

Proposed Action

Rename Program

Program Name

Management Studies (BMSB)

Program Status

Active

Effective Term

Fall 2022

Catalog Year

2022-2023

Program Level

Graduate Program

Program Type

Master's

Delivery Method

On Campus

Departments**Department**

The Robert H. Smith School of Business

Colleges**College**

The Robert H. Smith School of Business

Program/Major Code

BMSB

MHEC Inventory Program

Business and Management

CIP Code

520101 - Business/Commerce, General.

HEGIS

050100

Degree(s) Awarded**Degree Awarded**

Master of Science

Proposal Contact

Robert H Smith: Michael Marcellino and Rellie Rozin

Proposal Summary

The Master of Science in Business and Management (MSBM) degree at the Robert H Smith School of Business would like to apply for a name change of the program to be Master of Science in Management Studies (MiM). We do not propose any curriculum change or any change to the structure of the program. This is merely an application for name change to make the program name more in line with how other peer and aspirational schools name such programs and therefore also more in line with industry expectations for graduates of such program.

(PCC Log Number 22014)

Program and Catalog Information**Catalog Program Requirements:****Non-thesis only:** 30 credits

Course	Title	Credits
Core Requirements		
BUSI610	Introduction to Financial Accounting	2
BUSI630	Data Driven Decision Making	2
BUSI640	Corporate Finance	2
BUSI650	Marketing Management	2

BUSI662	Leadership and Teamwork	2
BUSI681	Managerial Economics and Public Policy	2
BUSI690	Strategic Management	2
Electives approved with advisor		16
Total Credits		30

Program Modification Information

Impact on current students. It should be specifically acknowledged that students enrolled in the program prior to the effective date of any curriculum change may complete their program under the old requirements if they wish. The courses required must remain available, or suitable substitutions specifically designated.

The proposed update provides no new impact to the current status of the MSBM degree. Per above, there is no impact to curriculum and it is merely a relabeling of the program name.

Linked Programs

Renaming Program

Provide a rationale for renaming the program.

The Master of Science in Business and Management (MSBM) degree program in the Robert H Smith School of Business was designed to provide a foundation of business knowledge to students who have completed their undergraduate degree in a non-business related field but who largely do not yet have work experience. It is an intensive, full-time program targeted at undergraduate juniors and seniors who would like more exposure to tools and concepts in business-related subjects that will supplement their undergraduate major. It provides significantly greater depth (30 graduate credits) than is available from the business minor (15 undergraduate credits).

This proposal seeks to change the name of the MSBM degree to a Master of Science in Management Studies (MiM) degree. Our intention is to align the name of the program with how a similar program is named in peer and aspirational schools, making it also more aligned with industry expectations for such degree, and making the program more easily marketable to prospective students.

Many peer and aspirational schools, including schools in our geographic area, have named similar programs Master of Science in Management Studies, including for example: Georgetown University, George Washington University, Pennsylvania State University, New York University, Boston College, Duke University, George Mason University. We have also received feedback from our admission and Marketing and Communication office that changing the name to Master of Science in Management Studies (MiM) would be extremely beneficial in terms of more easily marketing the program and helping potential candidates better understand what this program entails and its market value.

Key: 165

Program Change Request

Date Submitted: 04/15/22 1:44 pm

Viewing: **165 : ~~Business and Management~~ Studies (BMSB)**

Last approved: 10/15/19 8:35 am

Last edit: 10/10/22 10:37 am

Changes proposed by: Michael Marcellino (mmarcell)

Catalog Pages Using this Program

[Business and Management, Master of Science \(M.S.\)](#)

Proposed Action [Rename Program](#)

Program Name

In Workflow

1. **BMGT PCC Chair**
2. **BMGT Dean**
3. **Academic Affairs Curriculum Manager**
4. **Graduate School Curriculum Manager**
5. **Graduate PCC Chair**
6. **Dean of the Graduate School**
7. **Senate PCC Chair**
8. **University Senate Chair**
9. President
10. Chancellor
11. MHEC
12. Provost Office
13. Graduate Catalog Manager

Approval Path

1. 04/15/22 1:44 pm
Michael Marcellino (mmarcell):
Approved for BMGT PCC Chair
2. 07/25/22 3:32 pm
David Godes (dgodes): Approved for BMGT Dean
3. 09/12/22 4:55 pm
Michael Colson (mcolson):
Approved for

Academic Affairs

Curriculum

Manager

4. 09/30/22 8:54 am

Jason Farman

(jfarman): Approved

for Graduate School

Curriculum

Manager

5. 09/30/22 8:57 am

Jason Farman

(jfarman): Approved

for Graduate PCC

Chair

6. 10/04/22 10:28 am

Steve Fetter

(sfetter): Approved

for Dean of the

Graduate School

7. 10/04/22 4:32 pm

Piotr Swistak

(pswistak):

Approved for

Senate PCC Chair

History

1. Aug 23, 2019 by

aambrosi

2. Sep 11, 2019 by

aambrosi

3. Oct 15, 2019 by

William Bryan

(wbryan)

Business and Management Studies (BMSB)

Program Status Active

Effective Term Fall 2022

Catalog Year 2022-2023

Program Level Graduate Program

Program Type Master's

Delivery Method On Campus

Departments

Department
The Robert H. Smith School of Business

Colleges

College
The Robert H. Smith School of Business

Program/Major Code BMSB

MHEC Inventory Program Business and Management

CIP Code 520101 - Business/Commerce, General.

HEGIS 050100

MHEC Recognized Area(s) of Concentration

Degree(s) Awarded

Degree Awarded
Master of Science

If other, new degree award:

Proposal Contact

[Robert H Smith: Michael Marcellino and Rellie Rozin](#)

Proposal Summary

[The Master of Science in Business and Management \(MSBM\) degree at the Robert H Smith School of Business would like to apply for a name change of the program to be Master of Science in Management Studies \(MiM\). We do not propose any curriculum change or any change to the structure of the program. This is merely an application for name change to make the program name more in line with how other peer and aspirational schools name such programs and therefore also more in line with industry expectations for graduates of such program.](#)

[\(PCC Log Number 22014\)](#)

Program and Catalog Information

Provide the catalog description of the proposed program. As part of the description, please indicate any areas of concentration or specializations that will be offered.

Catalog Program Requirements:

Non-thesis only: 30 credits

Course Title	Credits
Core Requirements	
BUSI610 Introduction to Financial Accounting	2
BUSI630 Data Driven Decision Making	2
BUSI640 Corporate Finance	2
BUSI650 Marketing Management	2
BUSI662 Leadership and Teamwork	2
BUSI681 Managerial Economics and Public Policy	2
BUSI690 Strategic Management	2
Electives approved with advisor	16
Total Credits	30

Sample plan. Provide a term by term sample plan that shows how a hypothetical student would progress through the program to completion. It should be clear the length of time it will take for a typical student to graduate. For undergraduate programs, this should be the four-year plan.

List the intended student learning outcomes. In an attachment, provide the plan for assessing these outcomes.

Program Modification Information

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Linked Programs

Indicate in the space below all programs to which this program is formally linked (e.g., approved combined bachelor's/master's programs, dual master's programs, or joint-programs with other universities). If the proposed modification will affect the linked program, provide as an attachment the new curriculum for each arrangement and provide supporting correspondence from the director of the linked program.

Renaming Program

Provide a rationale for renaming the program.

The Master of Science in Business and Management (MSBM) degree program in the Robert H Smith School of Business was designed to provide a foundation of business knowledge to students who have completed their undergraduate degree in a non-business related field but who largely do not yet have work experience. It is an intensive, full-time program targeted at undergraduate juniors and seniors who would like more exposure to tools and concepts in business-related subjects that will supplement their undergraduate major. It provides significantly greater depth (30 graduate credits) than is available from the business minor (15 undergraduate credits).

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Supporting Documents

Attachments

Administrative
Documents

Reviewer
Comments

Key: 165