SPECIAL REPORT

OF THE

ACADEMIC MATTERS COUNCIL

concerning

CREATION OF AN ONLINE CERTIFICATE
IN HUMAN RESOURCE MANAGEMENT
(#4120)

Presented at the
775th Regular Meeting of the Faculty Senate
February 15, 2018

COUNCIL MEMBERSHIP

ACADEMIC MATTERS COUNCIL

Neal Abraham, Wesley Autio, Martha Baker, Carol Barr, Bryan Beck, Allison Butler, Marcy Clark, Catherine Dimmitt, Sharon Domier, Diane Flaherty, Laura Francis, Mark Guerber, Jennifer Heuer, Maeve Howett, Patrick Kelly, Kathryn Lachman, Nancy Lamb, Meredith Lind, Linda Lowry, Roberta Marvin, Ernest May, Ruthanne Paradise, MJ Peterson, Jennifer Randall, Linda Shea (Chair), Kelly Smiaroski, Kregg Strehorn, Ben Stone, Patrick Sullivan, Nancy Symmes, Jack Wileden, Rebecca Woodland

Briefly describe the Certificate

The new 15-credit undergraduate certificate will consist of 5 existing courses, and will serve online students seeking to advance their understanding of human resource management. The certificate will educate students on the key functions of Human Resources Management, including recruiting, training, performance appraisals, motivating employees, workplace communication, workplace safety, and compensation.

Provide a brief overview of the process for developing this certificate.

The proposal was developed with input from the members of the Department’s Curriculum Committee, the Department Chair, and others who have an interest in and/or taught courses related to Human Resource Management. The Department used its existing Concentration in Human Resource Management - available to on-campus Management majors - as a template in developing this certificate. Throughout, the proposal has had the support and encouragement of the school’s dean, Mark Fuller.
Purpose and Goals

Describe the certificate's purpose and the particular knowledge and skills that will be acquired by participating students.

This certificate is aimed at teaching students the various elements of Human Resource Management. These include recruiting, training, performance appraisals, motivating employees, workplace communication, workplace safety, and compensation.

Resources

If this proposal requires no additional resources, say so and briefly explain why. If this proposal requires additional resources, explain how they will be paid for. For proposals involving instruction, indicate how many new enrollments are expected and whether the courses have room to accommodate them.

This proposal requires NO additional resources as all of the courses will be sourced by existing tenure track faculty, instructors, or on an additional compensation basis by existing faculty in the Isenberg School of Management or by affiliated experts who are either academically or professionally qualified. Since it is targeted to an online audience, there are no room restrictions.

Curriculum

Please describe the curriculum for this certificate, listing all required courses and possible electives, any prerequisites or GPA requirements, the recommended order or coursework and any other pertinent information. You may attach additional materials related to the curriculum at the end of this section.

MGMT 301 (Principles of Management)
MGMT 314 (Human Resource Management)
MGMT 330 (Organizational Behavior)
MGMT 334 (Compensation Administration)
MGMT 497A (Workforce Planning, Recruitment, and Selection)

MGMT 301 would act as a prerequisite for all courses in the certificate, which is consistent with our current requirements.

Explain how these courses represent a coherent course of study.

These courses work in tandem to give the student core knowledge in human resource management. The MGMT 301 (Principles of Management) gives broad knowledge about the management function in organizations, while MGMT 330 (Organizational Behavior) gives the social and psychological theory that underlies much of HR. The last three courses grant the student very specific knowledge regarding the HR function in organizations.

Describe how there is a clear educational objective that can be achieved in an efficient and well-defined manner.

The required courses represent a targeted focus around the human resource management function in organizations.
Explain how the course sequence offers a clear objective at the appropriate educational level.

Taking MGMT 301 first will give students the broader context of organizations, and how the human resource management function fits within that context. Then, the following four courses grant more specific knowledge about the HR function.

Describe the perceived need for this certificate.

The Department believes there is demand for an online certificate in Human Resource Management. Individuals who are interested in a career in HR need a stronger background in the content of HR than they did in the past. In addition, many organizations now require their HR people to hold some type of certification for advancement. Our suite of required courses will supply students the content and skills necessary not only to obtain a job in Human Resource Management, but also to advance within their organization.

If the courses that comprise the certificate have been or currently are being offered, describe their schedule of availability. If the certificate is comprised of new courses, describe their planned availability.

All courses for the certificate are currently being offered by the Department. MGMT 301, 314, and 330 are offered multiple times a year online. If the certificate is approved, we will begin offering MGMT 334 and 497A in the online environment.

If the certificate requires or includes courses from outside the sponsoring department, provide evidence of agreement(s) with the unit(s) offering those courses. You may attach any memoranda of understanding below.

The certificate requires no courses from outside the department.

If applicable, please attach any memoranda of understanding from other departments or colleges below.

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If the requirements for this certificate overlap with those of another certificate or a degree program, describe that overlap.

(Note that if a student who has completed a certificate seeks clearance for a degree program that overlaps with that certificate program, the Registrar will note on the transcript that the certificate has been superseded by the degree.)

The certificate has only a one course overlap with two other certificates - General Business Studies and Sustainable Business Practices. Both of those certificates also have MGMT 301 (Principles of Management) as a requirement and/or elective. Furthermore, students pursuing the online certificate in HR will not be allowed to double-count more than two courses toward their specific Isenberg major and the Certificate in Human Resource Management, in accordance with university regulations (Section XI-F of the Academic Regulations).
What type of student is allowed to participate in this certificate program? (E.g., matriculated UMass students, non-matriculated CPE students, Five College students, graduate students, students in a specific degree program, etc.)

Both matriculated UMass students and non-matriculated CPE students would be allowed to participate in the certificate program.

What role will this certificate play in relation to other departments or degree programs on campus? Certificates vary widely across campus and may represent a subset of an existing degree program, a multidisciplinary program, or an entirely free-standing area of focus.

The certificate would be a freestanding area of focus.

Is this a transitional certificate program? (Transitional certificate programs are comprised of core courses from specific degree programs and may act as stepping stones into those programs. If a student who has completed a transitional certificate matriculates to the University and completes the degree program associated with that certificate, the transcript will note that the certificate has been superseded by the degree.)

No Comments:

If applicable, please attach any additional material relating to the certificate (such as requirement checksheets for students, etc.) below.

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MOTION: That the Faculty Senate approve the Creation of an Online Certificate in Human Resource Management, as presented in Sen. Doc. No. 18-028.