

# ASACR 1

Office of the President  
February 19, 2021

Members, Board of Trustees:

ACADEMIC DEGREE RECOMMENDATION:  
GATTON COLLEGE OF BUSINESS AND ECONOMICS

Recommendation: that the Board of Trustees approve the establishment of a Master of Science degree with a major in Strategic Human Resource Management and Analytics, in the Department of Management, within the Gatton College of Business and Economics, beginning in the 2021 Fall Semester.

Background: The proposed program is a one-year graduate program designed to provide students with the knowledge, skills and abilities needed for a career in contemporary human resource (HR) management. Core content will focus on foundational HR topics such as talent acquisition and management, employment law, as well as a significant analytics component that is in demand by employers to meet the needs of a changing marketplace. The number of jobs requiring specialized knowledge in HR management is expected to grow over the next decade and will include careers such as HR specialists, HR managers and HR analysts. The program will be delivered both in-person and online synchronously. Projected enrollment is 16 for the first cohort, eventually increasing to 40.

The program has the approval of the appropriate councils and the University Senate. The provost of the university supports this recommendation. Pending approval by the Board of Trustees, the program will begin the review process of the Council on Postsecondary Education.

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Action taken:     Approved     Disapproved     Other \_\_\_\_\_