

## **ESTABLISHMENT OF AN EXECUTIVE MASTER OF SCIENCE PROGRAM WITH A MAJOR IN AUTOMOTIVE SUPPLY CHAIN MANAGEMENT**

### **Recommendation**

It is recommended that the Board of Governors approve the establishment of a new Executive Master of Science Program with a major in Automotive Supply Chain Management, effective Fall 2017.

### **Background**

Globalization of automotive manufacturing operations and the complex nature of automotive manufacturing in general, has led to increasing demand for training and skill development for managing these vehicle manufacturing supply chains. This is especially true for Michigan, which is home to three major automotive original equipment manufacturers (OEMs) along with a strong presence of other global automotive OEM's. Additionally, 61 of the top 100 automotive suppliers in the world are headquartered in Michigan. The state is home to 12 original equipment manufacturer (OEM) assembly plants and 35 OEM component plants. Including suppliers, there are nearly 1,300 automotive-related manufacturing establishments in Michigan. This leads to a significant need for talent related to SCM. Consequently, the Mike Ilitch School of Business proposes this new degree program, the *Executive Master of Science in Automotive Supply Chain Management (EMS-SCM)*, focused on the automotive industry and other industries with complex manufacturing. While there are many MS in SCM programs offered by universities around the country and in this state, none specifically focuses on this industry category. Most MS Programs are more oriented to consumer-packaged goods and retail industries. The large size of the automotive industry and resulting need for trained supply chain executives in purchasing, logistics, etc. allows us to focus on this specific segment, and offer a differentiated program that will give us a competitive advantage and allow us to build a global reputation for our SCM programs. Our existing fast growing and very robust undergraduate and MBA programs are already focused on the auto industry and this gives us the resources and knowledge necessary to build an MS program focused on this industry. Other institutions' in Michigan offering a MS in SCM include University of Michigan (Ann Arbor and Dearborn), and Michigan State University. The Wayne State University program will be distinctive given its strong focus on the Automotive Industry, as well as the integration with the local industry and the Automotive Industry Action Group participation in the program.

### **Program Description**

The EMS-SCM is designed for working professionals seeking a strong focus in supply chain management. The EMS-SCM can be completed faster than the MBA - 31 credit hours in as little as a year of study - designed to help students enhance their skills for career advancement. The program leverages the leading edge research faculty at the Department of Marketing & Supply Chain Management at the Mike Ilitch School of Business as well as its network of industry experts. This delivers a student centric learning experience that is in line with the needs of Detroit and Southeast Michigan's critical auto industry as well as the broader complex manufacturing industries in general. In doing so, the specialized EMS-SCM program focused on the automotive industry aligns with the University's mission to "create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities." The program also will help us continue to build relationships across the auto industry globally, and help achieve a

national ranking for our SCM program overall, while making us the “go to” school for automotive related research and education.

### **Admission Requirements**

Applicants must meet requirements for admission to the Graduate School. Preferably, students should have a background related to supply chain management. Specific requirements include: (1) minimum cumulative and prerequisite undergraduate GPA of at least 2.75 with a 3.00 in their major field; (2) completion of the Graduate Management Admissions Test or Graduate Record Examination; (3) two letters of recommendation; and (4) two years of acceptable experience in supply chain management. In addition, the applicant must submit a recent resume outlining professional experience, a short essay outlining career objectives and demonstrate knowledge of the supply chain management profession, ability to communicate, and personal qualities of maturity and integrity. The Director of Graduate Programs along with the EMS in Supply Chain Management Program Committee will make admission decisions. The admissions committee may ask candidates to participate in on-campus or phone interviews on a case-by-case basis.

### **Curriculum Requirements**

The EMS-SCM program requires students to complete a minimum of thirty-one credits using master’s degree Plan C. Thirty of the program credits are traditional courses, and there is an independent study of one credit awarded for a series of experiential learning activities. In terms of the traditional course credits, students would take five core courses covering purchasing, logistics, manufacturing planning, sustainability and the supply chain, and an automotive SCM capstone course. Further, 5 courses will be selected from a set of defined elective options, including a finance/accounting course, an information systems course, a quality management course, and two supply chain management courses. Finally, students would take a one credit course that consists of an international experience, attend an automotive industry SCM speaker series, and participate in automotive specific content offered in conjunction with the Automotive Industry Action Group (AIAG) and overseen by our faculty.

### **Graduation Requirements**

All coursework must be completed in accordance with Graduate School and the regulations governing graduate scholarship and degrees. Students may enroll on a full-time or part-time basis but must complete requirements within six years of admission.

### **Program Administration**

This degree program will be administered by the Director of the Graduate Program Office, the Chair of the Department of Marketing and Supply Chain Management in the Mike Ilitch School of Business. The Chair and department’s supply chain management faculty will be responsible for admissions decisions, curriculum development and program evaluation, community engagement and alumni relations.

Submitted by: Keith E. Whitfield, Provost

**Budget and Resource Requirements**

The Mike Ilitch School of Business has the resources required to deliver the Master of Science in Supply Chain Management.

**Accreditation**

The Master of Science in Supply Chain Management degree conforms to the standards set by the field and the major accreditation body for business education, The Association to Advance Collegiate Schools of Business, AACSB International. All Master's programs in the school are accredited and subject to the 5-year continuous improvement process review. As a degree program in an AACSB-accredited school, it will be included and reviewed as part of the normal AACSB reaccreditation process. The next reaccreditation review will take place sometime in 2018-19.

**Approvals**

This proposal was approved by the SCM faculty curriculum committee and Chair of the Department of Marketing and Supply Chain Management, the faculty (GEPC, Senate and Assembly) of the Mike Ilitch School of Business, Dean Robert Forsythe, the Graduate Council, the Dean of the Graduate School and the Office of the Provost.