

From: [Redeker, Jean Marie](#)
To: [Reed, Kathy](#)
Cc: [Bichelmeyer, Barbara Anne](#); [Scholz, Susan](#); [Steinle, Dee](#); [Fields, L. Paige](#); [Juhl, Ted P](#); [Joseph, Kissan](#); [Chadwick, Clint](#); [Redeker, Jean Marie](#)
Subject: Request to Discontinuance six graduate certificates in the School of Business
Date: Wednesday, April 21, 2021 1:54:25 PM
Attachments: [Program Discontinuance Six Business Graduate Certificates.pdf](#)

Kathy,

Attached is a request to discontinue six graduate certificates from the School of Business. USRR 8.2.3 and 8.3.3 require the Provost's office to submit such requests to Governance upon receipt.

The request includes a rationale for the recommendation and the projected impact on KU's mission, students, and faculty. Copied on this request are the Dean, Executive Associate Dean and area heads in the School of Business.

Most of the certificates meet the definition of an active academic program as outlined in USRR 8.1.1 and as such I understand these will be considered by University Senate during the Fall 2021 semester.

All the best,
Jean

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Recommendation for Discontinuance of Certificate Programs

(USRR Academic Program Discontinuance Policy <https://policy.ku.edu/governance/USRR#ArticleVIII>)

School of Business			
Name and Type of Program:	Academic Plan Code	Subplan Code	CIP Code
Graduate Certificate in Pillars of Business	PILLOL-GC		52.0101
Graduate Certificate in Marketing	MARKTNG-GC; MRKTGOL-GC	MARKTNG_EC	52.0101
Graduate Certificate in Finance	FINAN-GC; FINANOL-GC		52.0101
Graduate Certificate in Human Res. Management	HURSMNG-GC	HURSMNG_EC	52.0101
Graduate Certificate in Management & Leadership	MG_LDOL-GC		52.0101
Graduate Certificate in Foundations of Business	FOUNDBS-GC; FOUNDOL-GC		52.0101

Number of students currently enrolled (OAC):

Graduate Certificate in:	Academic Plan Code	Subplan Code	Spring 2021 headcount
Pillars of Business	PILLOL-GC		0
Marketing	MARKTNG-GC	MARKTNG_EC	0
Marketing (online)	MRKTGOL-GC		1
Finance	FINAN-GC		0
Finance (online)	FINANOL-GC		2
Human Resource Management	HURSMNG-GC	HURSMNG_EC	0
Management & Leadership	MG_LDOL-GC		2
Foundations of Business	FOUNDBS-GC		3
Foundations of Business (online)	FOUNDOL-GC		16

Number of students enrolled each Fall over the past five academic years (OAC):

Graduate Certificate in:	Academic Plan Code	Subplan Code	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Pillars of Business	PILLOL-GC		0	1	0	0	0
Marketing	MARKTNG-GC	MARKTNG_EC	1	2	0	0	0
Marketing (online)	MRKTGOL-GC		0	13	5	1	1
Finance	FINAN-GC		3	0	0	0	0
Finance (online)	FINANOL-GC		0	13	4	8	3
Human Resource Management	HURSMNG-GC	HURSMNG_EC	9	4	2	1	0
Management & Leadership	MG_LDOL-GC		0	23	16	4	7
Foundations of Business	FOUNDBS-GC		22	25	34	23	10
Foundations of Business (online)	FOUNDOL-GC		133	160	99	80	25

Number of program graduates over the past five years: (OAC):

Graduate Certificate in:	Academic Plan Code	Subplan Code	AY 2016	AY 2017	AY 2018	AY 2019	AY 2020
Pillars of Business	PILLOL-GC		0	0	0	0	0
Marketing	MARKTNG-GC	MARKTNG_EC	1	0	2	0	0
Marketing (online)	MRKTGOL-GC		0	0	11	2	1
Finance	FINAN-GC		8	5	0	0	0
Finance (online)	FINANOL-GC		0	0	11	8	11
Human Resource Management	HURSMNG-GC	HURSMNG_EC	9	10	3	0	1
Management & Leadership	MG_LDOL-GC		0	0	23	10	5
Foundations of Business	FOUNDBS-GC		8	7	4	6	6
Foundations of Business (online)	FOUNDOL-GC		11	67	85	56	36

Rationale for recommendation:

These certificates were created for on-line and working professional students. They could be earned individually or stacked to earn an MBA degree. The individual certificate approach did not catch on in the market and has been discontinued in favor of a straight-forward on-line MBA degree.

Impact of discontinuance:

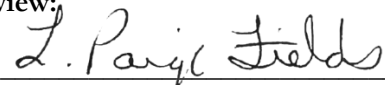
On students: Students will no longer be able to enroll in these certificate programs, but the on-line MBA, which was the goal for nearly all enrollees, continues.

On faculty: None. Faculty will continue to teach courses that are part of the certificate program because the courses are required or elective courses for continuing graduate degree programs.

On staff: Graduate advisors will no longer need to advise certificate-seeking students once all students complete, but will still be needed for the continuing degree program.

On mission: None.

Signature and Sequence of Review:

Dean, School/College:  Date: 4.20.2021

Provost/EVC:  Date: 4.21.2021