

Comprehensive Program Review Report

Academic Program Name: Cert Logistics Management

School: SOBUS

Department: SOBUS

CPR Review Schedule AY24-25

Provosts Response:

I concur with the recommendation to retain and strategically enhance the Certificate in Supply Chain Management. While recent enrollment and graduation data place the program below current USG performance thresholds, these figures reflect limited historical visibility and prior program placement outside its optimal academic home. Since transitioning to the School of Business in 2023, the certificate is now better positioned—aligned with the BSBA in Supply Chain and Logistics Management and supported by existing faculty and course infrastructure.

Given the critical demand for supply chain skills across multiple industries, this credential remains a valuable asset for both traditional students and working professionals. Its fully online format enables broad geographic reach. Moving forward, revitalization efforts should focus on increased marketing, advising integration, and employer engagement. The School of Business is encouraged to monitor progress annually and adjust outreach strategies to ensure continued relevance, enrollment growth, and impact.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

X Program MEETS Institution's Criteria

- ☐ Program is critical to the institutional mission and will be retained.
- ☐ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.
- ☐ Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in
- ☐ Program DOES NOT MEET Institution's Criteria
- ☐ Program will be placed on a 1 year monitoring status.
- ☐ Program will undergo substantive curricular revisions.
- ☐ Program will be deactivated.
- ☐ Program will be voluntarily terminated.
- ☐ Other (identify/add text):

Provost or VPAA Signature:

Date:



9/10/25



Comprehensive Program Review AY 2024 – 2025

Institution: Middle Georgia State University

Academic Program: Certificate in Supply Chain Management

College or School: School of Business

Department: N/A

CIP Code: 52.0203

Date of Last Internal Review: N/A

Faculty Completing Report: Marc Miller

Current Date: April 1, 2025

5 Year Enrollment by Campus and Graduation Trends

Enrollment (headcount)

Campus	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	5 YR Growth	Fall 2020 compared to Fall 2024 only
Online	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0

Graduates

AY 2020	AY 2021	AY 2022	AY 2023	AY 2024	5 YR Growth	AY2020 compared to AY2024 only
0	0	0	0	0	0	0

Comprehensive Program Review: Certificate in Supply Chain Management

Program Purpose and Mission

The Certificate in Supply Chain Management at Middle Georgia State University is designed to provide foundational and applied knowledge of supply chain principles to working professionals, degree-seeking students, and community members seeking specialized skills in logistics, procurement, and operations management. The certificate supports economic development in the

Middle Georgia region by equipping learners with tools to understand and manage the flow of goods, services, and information in global and regional supply chains.

This certificate supports and aligns with the School of Business mission, which is to:

“Deliver high-quality, accessible undergraduate and graduate business programs that prepare students to thrive in a dynamic, global economy. We are committed to student success, regional economic development, and the advancement of knowledge through teaching, scholarship, and community engagement.”

The certificate is also consistent with the strategic goals of the University System of Georgia, particularly its emphasis on work-ready credentials and career-aligned programming.

In addition, the certificate program directly supports the University System of Georgia’s strategic plan, which prioritizes the development of career-ready and work-ready graduates. Through its emphasis on experiential learning, professional skill development, and employer engagement, the BSBA equips students with both the academic foundation and the practical competencies needed to thrive in Georgia’s evolving workforce.

Program Age, Tracks, Concentrations, Method of Delivery

The Certificate in Supply Chain Management was approved in 2018 and was originally housed in the School of Aviation. In 2023, the program was moved to the School of Business and uses courses that are offered within the BSBA in Supply Chain.

- **Delivery Method:** The certificate is offered fully online to ensure flexibility and accessibility for working professionals and nontraditional students.
- **Total Credit Hours:** 12–15 (depending on course selection)

Plans for Action

The program has several strategic priorities for the next review cycle:

- Market this concentration to current and potential students.
- Increase opportunities for internships, undergraduate research, and faculty-student collaboration.
- Strengthen partnerships with local employers to improve career placement pipelines.
- Continue to enhance the online learning experience through investments in instructional design and faculty development.
- Deepen integration of societal impact themes, including financial literacy, entrepreneurship, and character development.

One of the most significant strategic priorities for all programs in the School of Business is the pursuit of AACSB accreditation. Achieving this distinction represents a commitment to continuous improvement, academic excellence, and alignment with the highest international standards in business education.

The School has already made considerable progress, including the implementation of a robust Assurance of Learning (AoL) framework that measures student outcomes tied to critical thinking, ethical reasoning, and strategic decision-making. This framework ensures that program-level

learning goals are clearly defined, assessed, and used to drive meaningful curriculum improvements.

As part of the AACSB journey, the program is also:

- Enhancing faculty qualifications and engagement in scholarly activities.
- Refining curriculum to ensure greater integration of societal impact, global awareness, and responsible leadership.
- Expanding student experiential learning opportunities, including internships, case competitions, and research.
- Strengthening stakeholder engagement through advisory boards, employer feedback loops, and community partnerships.
- Improving the documentation and communication of how the program advances the School's mission and strategic objectives.

The pursuit of AACSB accreditation not only validates the quality and rigor of the BSBA program, but also serves as a catalyst for long-term innovation, student success, and regional impact. The faculty and leadership are committed to sustaining the momentum and culture of excellence required to achieve this milestone and to maintain it as a foundation for future growth.

Shifting Trends and Market Forces That May Impact Program Demand

One of the most significant trends affecting business education is the rapid integration of artificial intelligence (AI), analytics, and automation across industries. Employers increasingly seek graduates who are not only familiar with traditional business concepts but are also proficient in data analysis, AI-enhanced decision-making tools, and emerging technologies that drive efficiency and innovation. In response, the certificate program is incorporating these competencies into the curriculum through updated course content, technology-enabled instruction, and co-curricular opportunities.

On the employer side, there is an increasing emphasis on career readiness. Companies are looking for graduates who not only understand core business functions but also demonstrate critical soft skills such as communication, teamwork, ethical judgment, and adaptability. The SCM Certificate program is responding by expanding internship pathways, fostering experiential learning through simulations and applied projects, and embedding professional development throughout the student journey.

Skills Demand Analysis

The **skills demand analysis** shows that the certificate learning outcomes are aligned with the needs of the employment outlook as identified by the BLS.

By remaining responsive to these shifting trends and proactively evolving the curriculum and student experience, the BSBA program is committed to maintaining its role as a vital contributor to student success and regional economic development.

Skills Demand Analysis



Labor Market, Career Placement Outlook, and Salary

Graduates of the Certificate Program program are well-prepared to enter a diverse array of occupations in Operations Management and Supply Chain. These fields are experiencing steady growth, offering promising career opportunities and competitive salaries.

Employment Outlook

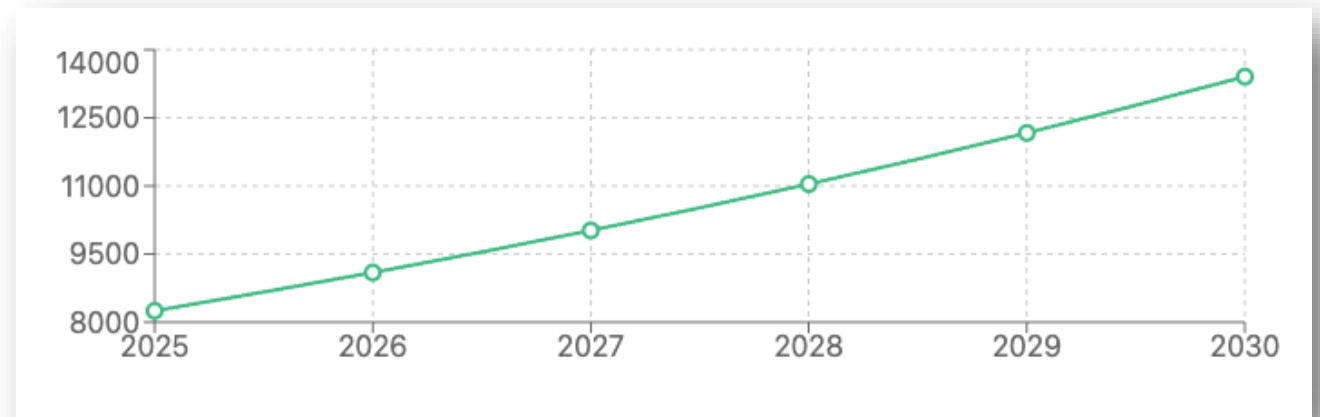
According to the U.S. Bureau of Labor Statistics (BLS), overall employment in business and financial occupations is projected to grow faster than the average for all occupations from 2023 to 2033. Specifically, about 963,500 openings are projected each year, on average, in these occupations due to employment growth and the need to replace workers who leave the occupations permanently.

Similar or Related Degrees/Programs	CIP Code	Supply* (Graduates/Completers)	Competitor Institutions**
Supply Chain Management	52.0203	67	Mercer University, Georgia College & State University
Operations Management	52.0205	35	Mercer University, Georgia College & State University

Data Sources:

- Graduate numbers estimated from IPEDS data for institutions in the Middle Georgia region
- CIP codes verified through the National Center for Education Statistics
- Competitor institutions identified through the University System of Georgia (USG) and IPEDS

A key growth area related to SCM is **Operations and Logistics** which shows current employment of 8250 jobs with annual job openings of 1240 with a median salary of \$67,900. The growth rate is 10.2% annually and represents 14.3% of all business jobs in the Middle Georgia region. Projected growth will increase positions from the current 8,250 to approximately 13,408 by 2030. The annual job openings of 1,240 represent substantial opportunity for graduates.



Operations and Logistics Job Outlook in Middle Georgia Region

Salary Expectations:

Salaries in business-related occupations are generally higher than the median wage for all occupations. As of May 2023, the median annual wage for business and financial operations occupations was \$79,050, while management occupations had a median annual wage of \$116,880.

Occupation	O*Net ¹	Current Employment	% Growth	Average Salary (O-Net data)	Future Earnings Potential (O-Net data)
Supply Chain Management	11-3071.00	3850	10.2%	67,900	\$86,400

¹National Center for O*NET Development. *O*NET OnLine*. Retrieved [April 1, 2025] from <https://www.onetonline.org/>

Conclusion

The Certificate in Supply Chain Management (SCM) program equips students with versatile skills applicable to a broad range of careers in logistics, operations, procurement, and distribution. With a favorable employment outlook and competitive salaries, completers of the certificate will be well-positioned to enter a dynamic job market that values analytical abilities, strategic thinking, and logistical expertise.

Although the program currently has no enrolled students or graduates, it represents a high-value credential that can serve a wide range of learners—from traditional undergraduates seeking specialization, to working professionals aiming to enhance their credentials or shift career paths.

The School of Business is committed to increasing visibility of the program through targeted outreach, integration with undergraduate advising pathways, and employer partnerships that emphasize the relevance of supply chain knowledge in today's economy.

Efforts to generate student interest will focus on digital marketing, direct outreach to students in the BSBA program, and collaboration with MGA's Center for Career and Leadership Development to promote the certificate as a stackable credential that can lead to enhanced job opportunities. As logistics and supply chain operations continue to grow in importance across Georgia and beyond, the certificate is well-positioned to meet workforce needs and contribute to regional economic development.

IEB's Comprehensive Program Review Rubric and Evaluation

Date Reviewed: April 25, 2025

Program Reviewed: Certificate in Supply Chain Management

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program

Given that there has been no enrollment or any graduates for at least the last five years, maybe students do not see the utility in getting a Certificate, even though the Dean has presented evidence that such a Certificate could enhance employment opportunities. Maybe geographically, Middle Georgia is not as competitive as larger metropolitan regions such as Atlanta. However, the program is offered fully Online, and should be a viable draw for students anywhere.

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment	<i>This program has significantly positive enrollment trends and robust credit hour production</i>	<i>This program has stable or moderately positive enrollment trends and healthy credit hour production</i>	<i>This program has negative enrollment trends and weak credit hour production</i>		<p>This program has not had any enrolled students.</p> <p>Area of Concern</p>
Graduation Trends USG benchmark: Bachelor's Degrees: 10 graduates/year Graduate, Associate's or Certificates: 5 graduates/year	<i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred</i>			<p>This program has not had any graduates.</p> <p>Low Performing</p>

IEB's Comprehensive Program Review Rubric and Evaluation

Programs falling under these benchmarks are designated as "low performing"					
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Program Strengths of Note: The Certificate in Supply Chain Management was approved in 2018 and was originally housed in the School of Aviation. In 2023, the program was moved to the School of Business and uses courses that are offered within the BSBA in Supply Chain.

The program represents a high-value credential that can serve a wide range of learners—from traditional undergraduates seeking specialization, to working professionals aiming to enhance their credentials or shift career paths. The School of Business is committed to increasing visibility of the program through targeted outreach, integration with undergraduate advising pathways, and employer partnerships that emphasize the relevance of supply chain knowledge in today's economy.

Areas of Concern: Currently, the program has no enrolled students or graduates.

Other Comments:

Comprehensive Program Review Report

Academic Program Name: Certificate in Supply Chain Management

College or School: School of Business

Department: N/A

Date of Last Internal Review: N/A

Outcome of Previous Program Review (brief narrative statement, if applicable): N/A

Current Date: 5/25/2025

Executive Summary:

The Comprehensive Program Review for the Certificate in Supply Chain Management (SCM) notes the absence of enrollment and graduates over the past five years, designating the program as "low performing" under current USG benchmarks. However, the report acknowledges contextual factors that may have limited the program's visibility and reach, including its previous housing in the School of Aviation and limited promotion.

Since its transition to the School of Business in 2023, the SCM Certificate now benefits from stronger alignment with the BSBA in Supply Chain Management, leveraging existing course infrastructure and instructional expertise. This program remains a valuable credential with the potential to serve both traditional students and working professionals, particularly given the growing importance of supply chain competencies in today's economy. The program is offered fully online, creating an opportunity for broader regional and national outreach.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program. *Include a statement of plans for action based on the overall categorical summation contained in this section.*

☒ Program MEETS Institution's Criteria (also indicate 1 subcategory below)

☐ Program is critical to the institutional mission and will be retained.

☒ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

Required statement of plans for action:

Despite its current performance indicators, we believe the Certificate in Supply Chain Management is a strategically important program that aligns with labor market needs and institutional priorities. The School of Business is committed to revitalizing the program through enhanced academic advising, employer engagement, and targeted marketing initiatives aimed at both undergraduate students and adult learners. We will continue the program with renewed focus on visibility, relevance, and student engagement, and will evaluate its progress annually to ensure accountability and growth.

Academic Dean Signature:

Date: 5/27/2025

