

MICHIGAN STATE UNIVERSITY

September 1, 2022

MEMORANDUM

TO: Dr. Mark Largent, Associate Provost for Undergraduate Education and
Dean of Undergraduate Studies

FROM: Joy Speas, University Curriculum Administrator

RE: Request for a Moratorium on Admission to the Minor in Retail
Management

For Transmittal to the University Committee on Undergraduate
Education (UCUE)

The request referenced above is being sent to you for action by the University
Committee on Undergraduate Education (UCUE).

UCUE Response Requested:

Please ask the UCUE to consider the request referenced above and provide
consultative commentary. Please mail the related materials referenced under the
heading Attachments at the end of this memorandum to UCUE members.

The program is requesting a moratorium effective Summer 2023 through Summer 2026.

The UCUE alone will consider this request and its consultative commentary will be sent
to the Provost for determination.

If you have any questions about this memorandum or the attached materials, please
contact me at 5-8420.

Thank you.

Attachments:

1. Request for a Moratorium form dated May 3, 2022; Minor in Retail
Management and attachments.
2. Student Enrollments by Program; Student Awards by Programs
(for the request referenced above).

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University Curriculum and Catalog

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View a Program	
Joy Speas, RO	Friday, 6/17/2022
Program Name: Retail Management Degree: MNUN Sequence Number: 6	Program Request ID: 4731
Effective Dates: Summer 2023 - Summer 2026 Moratorium	Status: Interim Initial Action:
Requested Date: 3/21/2022 2:29:47 PM	
<p>1. Department/School/College: 08566 Department of Management</p> <p>2. Name of Program: Retail Management</p> <p>3. Name of Degree: MNUN</p> <p>4. Type of Program: Minor</p> <p>5. Effective Start Semester: Summer 2023</p> <p>Reason for Moratorium Request:</p> <p>The Management Department reviewed the Retail Management minor during AY21-22. The average annual number of students admitted into the Retail Management minor over the past five years was 39. In the past two years (AY19-20 and AY20-21), the minor admitted 30 students per year on average. The Marketing Department discontinued offering MKT 351 “Retail Management” after AY20-21. The resulting curriculum for the minor lacks an introductory course providing an overview of retail management. The curriculum for the minor includes only two courses that center on retailing—MGT 371 “Retail Planning and Buying” and ADV 481 “Retail Strategy Analysis.” Supply chain students in the minor can opt for SCM 371 “Procurement and Supply Management” instead of MGT 371, thereby limiting their exposure to retailing to a single course. Apart from MGT 371, the Management courses in the minor lack retailing content. With just two retail management courses—MGT 371 and ADV 481—the curriculum for the minor is weak. MGT 371 is the only course addressing retailing that the Management Department offers and the only course that will become unavailable to students during the</p>	

moratorium. Students have ways other than this minor to enter the retail industry. There are other majors and minors relevant to starting a career in retail management (see response to 5 above). The Corporate Retail Association, an MSU student organization, provides to students networking opportunities in the retail industry. MSU students often enter careers in retailing without completing the Retail Management minor.

Effective End Term:

Summer 2026

Students who will be affected by the proposed change(s):

The minor is available to students enrolled in bachelor's degree programs at Michigan State University in the Eli Broad College of Business, in the Advertising & Public Relations major, or in the Food Industry Management major. Current students and prospective students will have sufficient time to complete the minor. Students can declare the minor through SS23 and the minor will continue through SS24.

Suggested alternative major and major code for new admits:

Relevant alternatives for students interested in retail management are: Majors: Marketing 6049, Supply Chain Management 1328, Advertising Management 6336, Food Industry Management 0487 Minors: Advertising Analytics 6339, Sales Leadership 6320, Food Industry Management 5407

DEPARTMENT LEVEL APPROVAL STATUS

Approved: Department of Management
5/3/2022 3:48:04 PM by Sue Polhamus for Donald E. Conlon, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: Eli Broad College of Business and The Eli Broad Graduate School of Management
5/3/2022 3:49:40 PM by Heidi Wardin for Cheri Speier-Pero, Associate Dean

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Minors - Undergraduate Student Enrollments and Awards By Program

Program - Description	Span		FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	Total	
Business - Continued														
<i>Management</i>														
6098-Entrepreneurship & Innovation	FS19-	Enrollments	0	0	0	0	0	0	0	0	294	552	846	
		Awards	0	0	0	0	0	0	0	0	0	4	42	46
		%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	8%	5%
6077-Retail Management	FS15-	Enrollments	0	0	0	0	25	52	77	99	80	68	401	
		Awards	0	0	0	0	1	13	17	25	32	30	118	
		%	0%	0%	0%	0%	4%	25%	22%	25%	40%	44%	29%	
6080-Sports Business Management	SS16-	Enrollments	0	0	0	0	23	55	60	67	79	68	352	
		Awards	0	0	0	0	0	10	16	22	39	28	115	
		%	0%	0%	0%	0%	0%	18%	27%	33%	49%	41%	33%	

Totals for Business

	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	Total
Minor Undergraduate											
Enrollments	49	87	106	110	419	888	1,193	1,398	1,444	1,367	7,061
Awards	11	25	28	34	109	172	215	293	351	338	1,576
%	22%	29%	26%	31%	26%	19%	18%	21%	24%	25%	22%

Fiscal Year (FY) counts are distinct student counts within the Summer, Fall, and Spring terms.
 e.g. FY07=distinct student count within Summer 06, Fall 06, and Spring 07.
 If a student changed majors within the FY, he/she is counted under both majors.