COST AND REVENUE PROJECTIONS NARRATIVE
UNIVERSITY OF WISCONSIN-MILWAUKEE
MASTER OF SCIENCE IN DIGITAL SUPPLY CHAIN MANAGEMENT PROGRAM

Introduction

The University of Wisconsin-Milwaukee (UWM) Lubar School of Business (LSB) proposes to establish a Master of Science in Digital Supply Chain Management (DSC) program. This is a 30-credit graduate program uniquely designed for students to explore emerging technologies (such as IoT, blockchains, sensors, digital twins, cloud architecture), enterprise resource planning, big data, and analytics.

The proposed program specifically addresses the Lubar School of Business' mission which is to "stimulate innovative and analytical thinking to produce impactful research and teaching that advance knowledge, drive change, and empower our diverse students to succeed in the global economy, thereby creating value for our students, business partners, and community."

Section I – Enrollment

We anticipate the Master of Science in Digital Supply Chain Management to attract 10 new students in year one with an annual increase of 5 students per year, leading to a projected enrollment of 30 new students by the start of year five. We also assume that we will have a retention rate of 90%. Student FTE assumption is that our student demographic will be comprised of a mix of resident part time (20%), resident full time (30%), and non-resident full time (50%).

Section II – Credit Hours

The program requirements are comprised of 30 credits. Courses marked with asterisk are to be developed as new offerings for this degree.

Core courses required for graduation (15 credits):
BUS MGMT 711 - Global Supply Chain Strategies (SCOM & Bus. Stat.) – 3 credits
BUS MGMT 732 - Enterprise Resource Planning (ITM) – 3 credits
BUS ADM 783 - Modeling and Analytics in Supply Chains (SCOM & Bus. Stat.) - 3 credits
BUS ADM 787 - Managing Connected Supply Chains* (SCOM & Bus. Stat.) - 3 credits
IND ENG 741– Foundational Technologies for Connected Systems* (College of Eng.) - 1 credit
IND ENG 742- Cloud Architecture for Connected Systems* (College of Eng.) - 1 credit
BUS ADM 788 - Digital Supply Chain Management: Tracking and Tracing* (SCOM & Bus. Stat.) - 1 credit

Elective Courses (Choose 2 out of 5)
BUS ADM 781- Enabling Supply Chains with SAP (SCOM & Bus. Stat.) - 3 credits
BUS ADM 782 - Supply Chain Technology and Simulation (SCOM & Bus. Stat.) - 3 credits
BUS ADM 785 - Project Management and Innovative Operations (SCOM & Bus. Stat.) - 3 credits
BUS ADM 786 - Supply Chain Logistics Management (SCOM & Bus. Stat.) - 3 credits
BUS ADM 789 - Service Operations Management* (SCOM & Bus. Stat.) - 3 credits

Elective Courses (Choose 3 out of 8)
BUS MGMT 709 - Predictive Analytics for Managers (SCOM & Bus. Stat.) - 3 credits
BUS MGMT 744 - R Programming for Business Analytics (SCOM & Bus. Stat.) - 3 credits
BUS ADM 742 - Big Data in Business (ITM) - 3 credits
BUS ADM 745 - Artificial Intelligence for Business (ITM) - 3 credits
BUS ADM 811 - Process and Work-Flow Management (ITM) - 3 credits
BUS ADM 812 - Machine Learning for Business (ITM) - 3 credits
BUS MGMT 723 - Managing and Negotiating Across Cultures (Management) - 3 credits
BUS ADM 737 - Managerial Decisions & Negotiations (Management) - 3 credits

Total Credits	**30 credits**

Section III – Faculty and Staff Appointments

The undergraduate supply chain/operations major courses, graduate supply chain/operations management courses and statistics/analytics service courses are currently supported by 9 full-time faculty (6 tenured faculty, 1 visiting professor, 2 full-time lecturers). For this program, we intend to recruit an Assistant Professor.

Section IV – Program Revenues

Tuition Revenues

Tuition revenues were calculated based on the current business master's graduate tuition rates for Fall 2021 & Spring 2022. For students enrolled in the Master of Science in Digital Supply Chain Management program, standard Business Graduate tuition and fee rates will apply. For the current academic year, residential tuition, Business Masters fee and segregated fees total $7,451.30 per semester for a full-time student enrolled in 8 or more credits per semester. Of this amount, $6,692.00 is attributable to tuition and $759.30 is attributable to segregated fees. Nonresident tuition, Business Masters fee and segregated fees total $14,848.10 per semester for a full-time student enrolled in 8 or more credits per semester. Of this amount, $14,088.80 is attributable to tuition and $759.30 is attributable to segregated fees.

If a student enrolls in courses with online delivery, the student will incur an instructional technology fee of $30 per credit for each credit of online delivery. Currently, we do not have a planned tuition increase at the master's level.

Program/Course Fees
  N/A

Grants/Extramural Funding
  N/A

Program Revenue (PR)
  N/A

General Program Revenue (GPR)
  N/A

Section V – Program Expenses

Salary and Fringe Expenses
  With approval of the program, we will recruit a new faculty position to support the program, along with course sections taught by existing faculty and staff. We will use our current administrative staff to support the program.

Other Expenses
  This program will use funding to support annual technology needs of the program, such as computer or other related peripherals for instruction. Additionally, we will invest money into the marketing and recruitment of this program specific to digital supply chain.

Section VI – Net Revenue
Net revenues will be distributed according to the UWM budget model. Any portion of net revenues above expenses would be invested in strategic priorities for the unit.