SHIDLER COLLEGE OF BUSINESS

Context: Shidler runs several graduate programs in a fashion that differs from the other Mānoa programs, including executive programs via RCUH instead of Outreach College. In addition, none of the Shidler graduate programs fall under the jurisdiction of the Graduate Division. Need to address the challenges of integrating TIM into the business school in order to seize the opportunities related to future sustainable tourism in Hawai‘i. Growth in the faculty numbers is an imperative, but the college has a structural budget deficit that needs to be addressed.

October 12, 2020 Presentation:

- Business Presentation
- Business Presentation Video

Revised Recommendations (as of October 13, 2020)

- Develop a plan to transition the recently approved MS degrees from executive education to the Graduate Division.

- Consider whether Outreach College is a better home for executive programs than RCUH. Recommend a meeting with the Dean of Outreach College to discuss the challenges and opportunities of such a collaboration.

- Develop a hiring plan to address the recommended 60 FTE, per AACSB.

- Work with HR to develop salary thresholds for Business faculty.

- Continue discussions with faculty in Fashion Design & Merchandising.

Details

- The Mānoa Budget Team reviewed the College’s response to the recommendations as well as the presentation on October 12, 2020.

- Per the response, Dean Roley agrees that the recently approved master's degrees are not typically housed in executive education at other institutions, and that consideration will be given to move the administration of these programs into Shidler.

- The Dean provided additional background on the decision to run the executive programs through RCUH and how this model helps the College to meet the needs of students and the programs. The team encourages Dean Roley to meet with Dean Chisman to discuss the benefits associated with running the executive programs through Outreach College instead. The Provost is available to facilitate these discussions.

- Per the response, Dean Roley agrees that establishing a faculty salary threshold for Shidler would benefit the College. The Provost is available to facilitate these discussions with UH Human Resources.
• The team understands that the Dean has met with faculty from the Fashion Design & Merchandising program to discuss a possible reorganization into the Shidler College. The team looks forward to following up with the Dean and the faculty of FDM on their current thinking on the matter.

School of Accountancy

Revised Recommendations (as of October 13, 2020)

• None.

Details

• The Mānoa Budget Team has not met with faculty in the School of Accountancy; however, we reviewed with interest the response from the College.

• The team understands that the faculty believe that they have a sufficient number of students in the MAcc program through the established 3+2 program. The recommendation to develop additional pathways has been removed.

Department of Finance

Revised Recommendations (as of October 13, 2020)

• Monitor enrollment in the MS in Finance program.

• Consider developing a combined degree pathway with the BA in Economics.

• Continue efforts to develop a combined degree pathway with the BS in Global Environmental Science.

Details

• The Mānoa Budget Team has not met with faculty in the Finance Department; however, we reviewed with interest the response from the College.

• The team understands that the faculty are developing a combined degree pathway with the Global Environmental Science program. Per the response, faculty plan to reach out to Economics as well. The team supports these efforts.

Department of Information Technology Management

Summary Recommendations

• Monitor enrollment in the MS in Information Systems.

• Recommend that the Department consider developing a combined degree pathway with Computer Science.
Details

- The Mānoa Budget Team has not met with faculty in ITM, and the response from the College did not address the recommendations. The team is available to meet with faculty if a meeting is desired.

Department of Management & Industrial Relations

Summary Recommendations

- Consider allocating more faculty to support enrollment and the number of programs offered.

Details

- The Mānoa Budget Team has not met with faculty in MIR, and the response from the College did not address the recommendations. The team is available to meet with faculty if a meeting is desired.

Department of Marketing

Summary Recommendations

- Monitor enrollment in the MS in Marketing Management.
- Consider collaborating with faculty in Fashion Design and Merchandising on courses that would meet the learning outcomes in merchandising.

Details

- The Mānoa Budget Team has not met with faculty in Marketing. The team is available to meet with faculty if a meeting is desired.
- The team understands that the Dean has met with faculty from the Fashion Design & Merchandising program to discuss a possible reorganization into the Shidler College. The team looks forward to following up with the Dean and the faculty of FDM on their current thinking on the matter.

School of Travel Industry Management

Revised Recommendations (as of October 13, 2020)

- Continue work to modify the MS in Travel Industry Management to address time-to-degree issues and to streamline the BS/MS pathway to increase enrollment.
- Work with Outreach College to develop non-credit courses and workshops to meet the needs of current and aspiring professionals in the industry.
● Continue efforts to develop a BBA in TIM to facilitate double majors.

● Consider revising the undergraduate TIM program to facilitate 2+2 articulation agreements with the UH Community Colleges.

Details

● The Mānoa Budget Team met with Dean Roley and the faculty in Travel Industry Management on Tuesday, October 6, 2020. Summaries of meetings with department faculty will be posted on the Planning for Post-Pandemic Hawaiʻi website.

● The faculty would like to continue the MS program and are working on a plan to modify the curriculum, which they believe will make the program more attractive. These plans include decreasing the number of credits from 36 to 30 and streamlining the approved BS/MS pathway, which is currently under-enrolled. The team supports these efforts and looks forward to receiving more information as a plan is developed. The recommendation to stop-out the MS program has been removed.

● The Dean and the faculty learned from stakeholders that noncredit courses and offerings would be more attractive to industry professionals than a professional master’s degree. The team supports this direction and encourages the faculty to meet with Outreach College on this opportunity. The recommendation to develop a professional master’s degree has been removed.