FITCHBURG STATE UNIVERSITY

School of GRADUATE, ONLINE AND CONTINUING EDUCATION

New Graduate Program Proposal

SGOCE Office Use Only
Academic Year: 2026-2027
SGOCE#: 4

Document Description

This document serves as the official form for faculty and departments submitting a new graduate program proposal. This workflow replaces the previous Dynamic Forms process to ensure full compliance with ADA accessibility guidelines.

Instructions for Completing this form

1. **Rename this Google Doc** using this naming convention: New Graduate Program Proposal Form_[**SIMION_MG**]

2. **Complete the form** and be sure to **share a link to an accessible version of your syllabus** as required. (Note: Please ensure your syllabus sharing settings are set to “anyone with the link” to view.)

3. **Share the completed form with Denise Bertrand** dbertra3@fitchburgstate.edu via the Share button, ensuring the 'Notify people' box is checked." Please click on the “Share” button not the drop down arrow and change the General Access to “anyone with the link

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Department & Committee Information

Requestor Name: (Beverley Hollingsworth/ Marian Simion)
(The main contact person for the Graduate Curriculum Committee should fill out this form.)

Members of the Graduate Curriculum Committee:
Nabi Ebrahimi
Ralph Fasano
Gary Farr
Beverley Hollingsworth (MBA Program Chairperson)
Renee Scapparone
Patrick Malone
Denise Simion (Graduate Curriculum Committee, Chairperson)
Marian Simion
Brian Webb

Department / Unit Developing: Business Administration

Department Chair: ()

Program Chair: (Beverley Hollingsworth)
Is the Program Chair for this request among the people listed above?
(*YES*)

Program Details

Title: (ARTIFICIAL INTELLIGENCE)

Program or Concentration? (NEW CONCENTRATION)

Type of program: (DEGREE)

Catalog Description

Briefly describe the new program/concentration as it will appear in the university catalog:
Business Administration Department
Master of Business Administration
Business Administration, Artificial Intelligence Concentration, Online/Accelerated M.B.A.

PROGRAM DESCRIPTION: The MBA concentration in Artificial Intelligence prepares the students to adopt AI and steward the future of business with moral integrity, intuition, clarity and judgment via three interconnected courses rooted in science and humanities. By exploring the interconnected venues of external and internal environments of business, they will learn how to improve human insight and efficiency through the use of AI. Business Environment in an AI-Driven World offers the big picture, examining how AI changes labor, education, democracy, human dignity, and mental health across societies. Human Workforce in the Age of Robots moves function by function through the business, from HR and customer service to operations and finance, weighing AI's benefits against risks such as bias, hallucinations, and job displacement. Agentic AI for Managers turns understanding into action, building the skills to evaluate AI tools, manage human-agent teams, and take real ownership of AI outcomes. Together, these courses equip students to lead their organizations through automation with strategic insight, compassion, and operational skill.

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PROGRAM OBJECTIVES

The MBA concentration in Artificial Intelligence stems from our university's mission to offer professional education anchored in science and humanities. It is also designed to strengthen the mission of the School of Graduate, Online and Continuing Education by offering high-quality strategic education for managers to implement and manage AI technology with clarity, intuition, and judgment.

The concentration has three main objectives:
1) *Understand* the transformative impact of AI on the social and political environment of business
2) *Adopt* AI as an asset to human workforce
3) *Enhance* management and leadership by adopting Agentic AI

List the Student Learning Outcomes:

1. Analyze how AI reshapes work, economies, law, politics, and society, including its effects on labor, democracy, human dignity, and mental health.

2. Evaluate the benefits and risks of implementing AI across business functions such as HR, customer service, marketing, R&D, IT, operations, and finance, with special attention to bias, hallucinations, privacy, cost, and job displacement.

3. Lead the adoption of agentic AI in an organization by selecting tools, deciding what to automate, delegating to agents, managing human-agent teams, and measuring outcomes through phased pilots and clear metrics.

4. Apply ethical and legal frameworks to decisions involving AI, and propose safeguards that keep human judgment, accountability, and responsibility at the center.

Enrollment & Implementation

Cohort Model: (*NO*)

Additional Faculty Needed: (Yes)

Program Start: (SPRING 2027)

Population description:
Anticipated enrollment/staffing plan (i.e., Who/how many will the program serve?)
(Anticipated enrollment to the new concentration of 25-50 students over the first two years.. Staffing plan is under review by MBA Chair and additional qualified faculty will be added as needed with permission from Dean of School of Business and Dean of SGOCE)

Rationale and expected outcomes of the new program: In response to market analysis conducted by Risepoint, there is strong demand for this concentration to be added to the Online Accelerated Program (OAP) MBA program. We anticipate that this will increase enrollment for the MBA program.

Resources

Library and other resources:
(As needed/requested by faculty instructions.)

Admissions requirements:
(In accordance with established OAP MBA Admission policies.)

Implementation Plan

Program Launch Schedule:
How will the new program begin? Will it be phased in?
(New program concentration is expected to be announced in Fall 2026 with concentration course offering to start in Spring 2027. Concentration courses will be added to the first year rotation calendar/scheduling carousel managed by FSU MBA Chair. Anticipate one or more concentration courses to be offered in Summer 2027, Fall 2027 and Spring 2028.)

Supporting Documentation

Plan of Study:
(Share a link to an approved Plan of Study here)
A plan of study must be included. If new courses are proposed or major changes are made to existing courses, submit a Graduate Council New Course Approval form.

Artificial Intelligence, MBA

Required Core Courses	Credits
MGMT 9040 Organizational Behavior and Development	3
MGMT 9060 Management Information Systems	3
MGMT 9160 Marketing Management	3
MGMT 9170 Corporate Finance	3
MGMT 9180 Accounting Practices for Managers	3
MGMT 9500 Strategic Management	3
One Elective Course	3
Artificial Intelligence Concentration Courses	
MGMT 9XXX Business Environment in an AI-Driven World	3
MGMT 9XXX Human Workforce in the Age of Robots	3
MGMT 9XXX Agentic AI for Managers	3
TOTAL CREDITS FOR PROGRAM	30

Letters of Support: Are there any letters of support from professional agencies or others within or outside the university?
(Share a link to any letter(s) of support here)

Supporting Documentation:
(Share a link to supporting documents(s) here)

Forbes Coaches Council. (2026, October 26). 20 human leadership skills that will be more important in the AI age. Forbes. https://www.forbes.com/councils/forbescoachescouncil/2026/10/26/20-human-leadership-skills-that-will-be-more-important-in-the-ai-age/

Gaur, V., Doucette, J., Dixit, M., Gao, C., & Koo, H. (2026). The impact of artificial intelligence on MBA hiring, skills expectations, and business school curriculum, spring 2026 [Preprint]. SSRN. https://doi.org/10.2139/ssrn.6901378

Irianto, O., & Asmaningrum, H. P. (2025). The influence of AI knowledge and business ethics understanding on student perceptions and acceptance of sustainable business transformation. International Journal of Pedagogy and Teacher Education, 9(2), 261–273. https://doi.org/10.20961/ijpte.v9i2.98840

Myszak, J. M., & Filina-Dawidowicz, L. (2025). Leaders' competencies and skills in the era of artificial intelligence: A scoping review. Applied Sciences, 15(18), Article 10271. https://doi.org/10.3390/app151810271

CORE COURSES:

CIP Code

List the CIP code you would like associated with the program.
For a list of possible CIP codes to choose from, visit nces.ed.gov/ipeds/cipcode
*NOTE - all CIP codes will be reviewed and approved by the Office of Institutional Research for final confirmation.

Proposed CIP Code: (52.0299)

Institutional Research approval: (Type *Yes* or *No* here)

Approvals & Signatures *By typing your name below, you are electronically signing this document.*

Requester:
Name: *Marian Gh. Simion, Ph.D.* **Date:** *10/28/2026*

(Once signed, share the link with Denise Bertrand)

Department Chair:
Name: *Type your signature here* **Date:** *MM/DD/YYYY*

(Once signed, share the link with Denise Bertrand)

Academic Dean:
Name: *Mahmoud Al-Odeh* **Date:** *10/29/2026*

(Once signed, share the link with Denise Bertrand)

SGOCE Dean:
Name: *Type your signature here* **Date:** *MM/DD/YYYY*

(Once signed, share the link with Denise Bertrand)

(Signature below indicates Graduate Council review and approval)

Graduate Council Chair:

Name: _____

Signature:_____ Date:_____
(Wet Signatures Required)

President:

Name: _____

Signature:_____ Date:_____
(Wet Signatures Required)

Notifications (Office Use Only)

SGOCE Dean Initials: _____ Date:_____

Reviewed by the Registrar: _____ Date:_____