FITCHBURG STATE UNIVERSITY

School of GRADUATE, ONLINE AND CONTINUING EDUCATION

New Graduate Program Proposal

SGOCE Office Use Only
Academic Year: 2026-2027
SGOCE#: 9

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_[YourLastName]

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: (Coray Davis)
(The main contact person for the Graduate Curriculum Committee should fill out this form.)

Members of the Graduate Curriculum Committee:
(Denise Simion, Beverley Hollingsworth, Glenn King Jr., Renee Scapparone, Patrick Malone, Marion Simion, Brian Webb)

Department / Unit Developing: Business Administration

Department Chair: (Type name here)

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

Program Details

Title: (Masters of Business Administration (MBA))

Program or Concentration? (Information Technology)

Type of program: (Concentration)

Catalog Description

Briefly describe the new program/concentration as it will appear in the university catalog: (The Online/Accelerated Master of Business Administration with a concentration in Information Technology (IT) prepares students to integrate technology, business strategy, and organizational leadership. The concentration provides a multidisciplinary approach to the management and application of information technology in contemporary business environments.

Students examine theoretical concepts and practical applications related to information technology and develop the ability to evaluate technology decisions in relation to organizational goals and business outcomes. The curriculum emphasizes strategic decision-making, problem-solving, innovation, technology management, and leadership across functional areas. Students also develop skills for communicating and collaborating with technical and nontechnical stakeholders and for leading technology-related initiatives within organizations.

The concentration is designed for professionals transitioning into technology-focused roles as well as those seeking to advance their careers in IT and technology-driven business leadership.)

List the Student Learning Outcomes: (Type SLOs here)

Focused Outcomes based on strategy, innovation, and technology management

A. The student will be able to analyze IT architecture, data, and business processes to inform managerial decision-making and identify opportunities for improvement.
B. The student will be able to evaluate emerging digital technologies and their potential applications, risks, and implications for organizations.
C. The student will be able to design and implement technology-enabled solutions using agile, lean, and change-management principles.
D. The student will be able to lead cross-functional technology initiatives that align organizational capabilities with strategic objectives.

Enrollment & Implementation

Cohort Model: (No)

Additional Faculty Needed: (No)

Program Start: (Spring 2027)

Population description:
Anticipated enrollment/staffing plan (i.e., Who/how many will the program serve?)
(MBA students -)

Rationale and expected outcomes of the new program:
(This new concentration will expand the areas of focus for prospective students in the MBA program and help to increase overall program enrollment. This was one of the concentration areas recommended by our Online Program Management (OPM) provider for the online accelerated MBA program, Risepoint based on their market research looking at national trends for MBA enrollment.)

Resources

Library and other resources:
(None)

Admissions requirements:
(Requirements remain the same for the degree program)

Implementation Plan

Program Launch Schedule:
How will the new program begin? Will it be phased in?
(The first course will be made available in Summer A 2027, the next course Summer B 2027 and the final course Fall A 2027. Moving forward one course will be offered in each 7 week term throughout the year.)

Supporting Documentation

Plan of Study:

Information Technology, 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
Information Technology Concentration Courses	
MGMT 9XXX Digital Innovation and Change Management	3
MGMT 9XXX Technology Delivery and Product Management	3
MGMT 9XXX Enterprise Architecture	3
TOTAL CREDITS FOR PROGRAM	30

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.

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)
Current workforce trends demonstrate a growing need for professionals who can integrate information technology with business strategy and organizational leadership. IBM reports that CIO roles are shifting from maintenance and management toward higher-value strategic activities, including digital transformation and the development of new technology-enabled solutions.

Robert Half's 2026 research similarly identifies continued demand for professionals who can manage increasingly complex IT initiatives, coordinate cross-functional teams, manage risk, and align technology investments with business objectives.

The U.S. Bureau of Labor Statistics projects employment of computer and information systems managers to grow 16 percent from 2025 to 2035, compared with 3 percent for all occupations, representing approximately 108,100 additional positions (with some employers explicitly requiring an MBA). These trends support the need for an MBA in IT Management that prepares professionals to lead technology initiatives while aligning IT strategy, investments, and innovation with organizational goals.

IBM. (n.d.). What is IT management? IBM Think. IBM: What is IT management?

Robert Half. (2026). 2026 technology job market: In-demand roles and hiring trends. Robert Half: 2026 Technology job market

U.S. Bureau of Labor Statistics. (2026). Computer and information systems managers. Occupational Outlook Handbook, U.S. Department of Labor. BLS: Computer and Information Systems Managers

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: (52.1201)

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

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

Requester:
Name: *Coray Davis* **Date:** *10/27/YYYY*

(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:_____