NEW PROGRAM SUBMISSION FORM

Originating Unit: Department of Management and Leadership / BNSF Neeley Leadership Progra

Type of action: ☑ Undergraduate program ☐ Graduate program

☐ Online program (hybrid, synchronous, or asynchronous)

☐ Certificate program (if yes, will certificate appear on transcript) ○ Yes ◉ No

☐ Licensure

☐ External Accreditation Required (outside of SACS)? ○ Yes ○ No

Semester and year course/program will take effect: Fall 2025

New program title:

Leadership Minor

This is a TCU STEM Program ○ Yes ◉ No

Proposed four-letter plan abbreviation (ex. GRAD): LEAD

Proposed 6-digit CIP Code? 52.0213

for reference, please visit: https://nces.ed.gov/ipeds/cipcode/resources.aspx?y=56

Description of program:

Neeley students may pursue the leadership minor by completing five required leadership courses and one elective course from among a list of available elective options for the minor. The objective of the leadership minor is to develop students' leadership knowledge and competencies to prepare them to lead people and organizations to meet the needs of an ever-changing, complex world.

The leadership minor requires 18 semester hours of coursework. Neeley students will take the following five required courses (15 semester hours): BUSI 30833: Foundations of Leadership; BUSI 30843: Interpersonal Leadership Skills; MANA 40213: Leading Dynamic Teams; MANA 40343: Leading a Diverse Workforce; BUSI 40853: Leading in a Complex World

In addition to required courses, the leadership minor requires completion of one elective course (3 semester hours). The elective course options are: INSC 30863: Global Digital Innovation; MANA 40633: Principles of Negotiation; MANA 40343: Leading a Diverse Workforce*; MANA 40223: International Management; MANA 40323: Organizational Research and Consulting; ENTR 40243: Raising Entrepreneurial Capital; ENTR 40333: Corporate Entrepreneurship; ENTR 40313: Social Entrepreneurship; MARK 40263: Foundations of Selling; ADRN 20900: Ideas of Leadership; ECON 40123: Game Theory; POSC 39023: Game Theory in International Relations; HCOL 41023: Empathy; PHIL 20203 or RELI 20203: The Art and Science of Human Flourishing

Strategic Plan

The leadership minor has been under development in Neeley for 15 years. The current BNSF Neeley Leadership Program started as a Department of Management, Entrepreneurship and Leadership (MEL) program that developed into a Neeley-level program when it gained sponsorship from BNSF. Due to limited funding, Neeley only had resources to offer this program to NLP students even though demand for leadership programming extends well beyond the 30 students in each NLP cohort.

The Department of Management and Leadership (ML) is now positioned to offer the leadership minor to Neeley students more broadly. Courses will be offered in sections that are open to all Neeley students and then permission-only sections that are tailored to a cohort design are offered for NLP students.

The objective of the leadership minor is to develop students' leadership knowledge and competencies to prepare them to lead people and organizations to meet the needs of an ever-changing, complex world. The leadership minor supports the TCU Mission and the Neeley School of Business Promise. Leadership is at the core of the TCU Mission: "The mission of Texas Christian University … is to educate individuals to think and act as ethical leaders and responsible citizens in the global community." The leadership minor supports the TCU mission directly through leadership coursework and electives on topics such as "leading a diverse workforce," "international management," "social entrepreneurship," and "empathy."

Job Market Need:

Overall, the continued focus on leadership aligns with "Lead On Goal I – Strengthen Academic Profile and Reputation" and "Lead On Goal IV – Strengthen Workforce" because leadership is among the most in-demand skills by employers: see https://www.linkedin.com/business/learning/blog/top-skills-and-courses/most-in-demand-skills

Beyond job demand statistics, evidence that students graduating with a leadership minor at TCU will be in high demand comes from placement statistics of current NLP students who currently graduate with a leadership emphasis by taking the five required courses. For the past five years, the average percent of NLP students who are employed or in enrolled in graduate school upon graduation is 94%, and the average GPA is 3.75. The average starting salary of an NLP graduate is $81,148, showing excellent demand for their skills.

The leadership courses that are required for the leadership minor emphasize soft skills such as understanding needs, giving and receiving feedback, building trust, managing conflict, listening, and building effective teams. These soft skills are what get professionals hired, and the lack of soft skills is most often what gets someone fired: see https://www.forbes.com/sites/carolinecastrillon/2022/09/18/why-soft-skills-are-more-in-demand-than-ever/?sh=73562f515c6f.

A complementary set of soft skills, including personal selling, problem-solving, and management, are also high in demand: see https://www.linkedin.com/business/learning/blog/top-skills-and-courses/most-in-demand-skills

Student Demand:

During its annual application cycle, NLP receives approximately 175 completed applications for the 30-32 spots available in the incoming sophomore cohort. Demand for the program far exceeds supply. The leadership minor would help Neeley meet more of this demand by offering leadership minor coursework to students in NLP and Neeley students more broadly. We expect high retention in the leadership minor, as the retention rate for the BNSF Neeley Leadership Program from acceptance to graduation is approximately 97%. The BNSF Neeley Leadership Program is now in its 16th year and is supported by a $2,000,000 endowment from BNSF Railway.

Request for the minor comes from students applying for NLP who get turned down and, in essence, denied leadership development coursework. Request also comes from current and past students of the BNSF Neeley Leadership Program (and their parents). The additional non-NLP sections will be staffed by the Management and Leadership Department as the core part of its "leadership" mission.

At the same time, it is important to emphasize that there are no added costs to students for the minor and no additional students to be added to the BNSF Neeley Leadership Program. In addition, all elective course options have available space and support from department chairs to list the courses as elective options.

Enrollment Projections (provide brief description here and attach a table as Appendix material):

The Management and Leadership Department will roll out program offerings using a following schedule that would allow 33 students per year to graduate with a leadership minor (not including those in NLP) starting in 2026-2027 (total headcount of 165 over a five-year span starting in 2026-2027). Details on this proposed schedule are provided in a table in the "identical word summary document."

Demand for the elective courses will vary by student interest and ability to satisfy any required prerequisites. However, with 14 elective course options and 33 students enrolled in any given year in the leadership minor, the impact on elective course enrollments should be minimal. A review of the elective course options offered in the academic year 2023-2024 shows approximately 200 open seats. See also the "Estimated Cumulative Headcount Enrollment" table in an attached Appendix.

Enrollment Projections for BNSF Neeley Leadership Program (NLP) Pathway

The coursework associated with the NLP pathway to the leadership minor is currently being offered to admitted BNSF Neeley Leadership Program students. At any given time, there are approximately 90-95 students in NLP and will, therefore, be approximately 90-95 students spread across sophomore, junior, and senior years in the NLP pathway to the leadership minor (30-32 per year, so 150-160 total headcount for five years). The required courses are taken as a cohort, so class enrollment matches cohort enrollment for courses offered in a given year of the program. BUSI

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NEW PROGRAM SUBMISSION FORM

Five-Year Costs and Funding Sources Summary (please submit *New Program Budget Form*)

Faculty: $0 incremental (see appendix "Five-Year Costs and Funding S

Program Staff & Administration: $0

Graduate Student Support: $0

Space & Facility Needs: $0

Equipment Needs: $0

Library Resources: $0

Signature Dean, TCU Library **Date**

Comments

IT Resources: $0

Koehler Center for Instruction,
Innovation, and Engagement Resources: $0

Tuition: $73,500 differential tuition per year with 33 minor students per

Tuition Discount Request: $0

Student Fees: $0

Other Funding: $0

Change in Teaching Load: ○ Yes ◉ No

Courses taught via Teaching Overload: ○ Yes ◉ No

Will this program affect any other units within the university? ○ Yes ◉ No

If yes, submit supporting statement signed by chair of affected unit.

NEW PROGRAM SUBMISSION FORM

Curriculum:

The leadership minor curriculum consists of five required leadership courses and one elective option. New sections of the required courses offered by the ML Department would begin in Fall, 2025 and would allow 33 students to graduate with a leadership minor starting in 2026-2027. The first year (2025-2026) ML would offer one section of the first four required courses: BUSI 30833 Foundations of Leadership, BUSI 30843 Interpersonal Leadership Skills, MANA 40213 Leading Dynamic Teams (currently listed as MANA 40213 Team Dynamics), and MANA 40343 Leading a Diverse Workforce. The second year (2026-2027) and beyond, ML would offer those same sections again and add in one section of BUSI 40853 Leading in a Complex World, which will have a prerequisite that students take at least two of the other four required courses (BUSI 30833, BUSI 30843, MANA 40213 and MANA 40343).

ML can cover these leadership minor course offerings once the new PPP and Instructor are hired into ML with a start date of August 2024. The ML faculty who will teach new sections of the leadership minor courses are:

BUSI 30833: Foundations of Leadership; Dr. Kim Cook: Instructor in ML with a doctorate in Educational Leadership.

BUSI 30843: Interpersonal Leadership Skills; PPP: New hire will be in place in Aug. 2024—will have capacity to cover 8 new courses for ML

Diversity Equity and Inclusion (DEI) Essential Competency Components:

Diversity, equity and inclusion is a cornerstone focus of the core curriculum of the leadership minor. For this reason, we are excited to be able to offer MANA 40343 Leading a Diverse Workforce as a required course for non-NLP Neeley students and an elective course for NLP students. Other fundamental topics and competencies addressed by the required courses include: self-awareness, values, ethics, embracing diversity, leveraging differences, perspective taking, and listening. In addition, multiple of the course electives directly address DEI and social responsibility issues such as working with diverse communities, including MANA 40223: International Management, ENTR 40313: Social Entrepreneurship, PHIL 20203: The Art and Science of Human Flourishing, and HCOL 41023: Empathy.

Candidacy and Dissertation/Thesis (if applicable):

N/A

Delivery Modes, Use of Distance Technologies, and Delivery of Instruction:

100% in-person

Program Evaluation:

The leadership minor program evaluation will be overseen by the Department of Management and Leadership in cooperation with the Program and Academic Director of the BNSF Neeley Leadership Program to ensure that program objectives and any accreditation requirements are being met.

Administrative Oversight:

Department Chair, Management & Leadership Department; Program Director & Academic Director of the BNSF Neeley Leadership Program

Faculty:

The required courses offered by the Management & Leadership (ML) Department will begin in Fall 2025. ML will be staffed with faculty capable of teaching these courses in August 2024 with the onboarding of the new PPP and Instructor hires. This will offer coverage of 16 additional courses in August 2024, allowing ML the capacity to dedicate faculty to the leadership minor program. Leadership is a key strategic mission for ML—the Department of Management and "Leadership." ML had a leadership major before the split with Entrepreneurship, at which point the Entrepreneurial Leadership major went to ENTR. The leadership minor will allow ML to rectify this deficiency in departmental offerings and meet the demands of Neeley students for leadership development and certification. All elective course options are all already offered and will be taught by qualified faculty in the department offering the course. The additional need for advising for this program is minimal and can be covered by the advising office (see Michelle Franklin advising statement) as well as ML faculty and the ML Department Chair (see ML Department Chair statement). No additional professional staff or advising is required.

Faculty for BNSF Neeley Leadership Program (NLP) Pathway

The five leadership courses that are required of students in the BNSF Neeley Leadership program are currently taught by Neeley faculty and the proposed minor does not require a change. All elective course options will be taught by qualified faculty in the department offering the course. These elective courses are all already offered. In addition, the needs of students in the BNSF Neeley Leadership Program for advising and professional development are already being met by current faculty and professional staff and will not require additional staffing since the leadership minor will not add to the number of students in the program or their professional development needs.

Program Faculty Productivity: (Doctoral programs only; Appendix material requested):

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Collaborative Arrangements (if applicable):

N/A

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Program Contact Person (person to contact with questions regarding program or individual completing the form):

Name: Lance Bettencourt

Extension: 5048

Email l.bettencourt@tcu.edu

REQUIRED SIGNATURES:

Chair of Originating Unit:

Unit: Department of Management and Leadership

Endorse Program: (●) **Yes** ( ) **No**

Name: Mary Uhl-Bien

Signature: Mary Bien Digitally signed by Mary Bien Date: 2024.10.29 09:09:53 -05'00'

Date: 10/29/2024

College/School Curriculum Committee Review:

Curriculum Committee Review Date: 10/9/24

Endorse Program: (●) Yes ( ) No

Curriculum Committee Chair Name: Travis Tokar

Signature: Travis Tokar Digitally signed by Travis Tokar Date: 2024.10.28 16:12:14 -05'00'

Date: 10/28/24

Dean of Originating Unit:

College/School: Neeley School of Business

Endorse Program: (●) Yes ( ) No

Name: Craig Crossland

Signature: craig crossland Digitally signed by craig crossland Date: 2024.10.30 08:46:33 -05'00'

Date: 10/30/2024

Required Appendices (if applicable):

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A. **Completed and Signed Permission to Plan Form**

B. **Assessment Plan and Curriculum Map (after approval by the Undergraduate or Graduate Council, the University Assessment Committee will review and approve these documents prior to approval from University Council)**

C. **Course Descriptions and Prescribed Sequence of Courses**

D. **New Program Budget Form**

E. **College or Departmental Policy on Faculty Teaching Load**
If teaching load policy is set at the departmental level, include that information.

F. **Table of Program Full-time and Support Faculty (table template found at https://gradcouncil.tcu.edu/submission-forms/ or http:/www.ugradcouncil.tcu.edu/)**

G. **Program Faculty Productivity Tables (table template found at https://gradcouncil.tcu.edu/ submission-forms/ (*not required for minor and certificate programs that are subsumed within a larger program*)**

H. **Curricula Vitae for Program Full-time Faculty (*not required for minor and certificate programs that are subsumed within a larger program*)**

I. **Curricula Vitae for Program Support Faculty (*not required for minor and certificate programs that are subsumed within a larger program*)**

J. **Articulation Agreements with Partner Institutions**
Include copies of any agreements or Memorandum of Understanding related to the proposed program. These include formal and sustained arrangements with other universities, private businesses, or governmental agencies that contribute directly to the proposed program and student research/residency opportunities.

K. **List of Specific Clinical or In-Service Sites to Support the Proposed Program, if applicable**

L. **Letters of Support**
Letters from regional and national companies who have made commitments to hire graduates from the proposed new program are particularly helpful. Also, include statements of support or commitments to shared research projects from any similar or partner institutions.