NEW PROGRAM PERMISSION TO PLAN FORM

Originating Unit: Department of Management and Leadership

Type of action: ☒ New program ☐ Online program (hybrid, synchronous, or asynchronous)

We encourage consultation with the TCU Office of Institutional Effectiveness and the Koehler Center for Instruction, Innovation, and Engagement Resources (i.e., if an online or distance learning component is proposed for the new program) prior to submission of this form.

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

New program title:

Leadership Minor

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. BUSI 30833, BUSI 30843, and BUSI 40853 are existing courses currently offered only to Neeley Leadership Program students, but new sections will be offered to non-NLP students pursuing the minor. MANA 40213 is an existing course, but will require a name change as titled here (from 'Team Dynamics').

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

Note: The BNSF Neeley Leadership Program (NLP) is an existing, cohort-based program to which students must apply and be accepted. Because there is some overlap in required courses between the leadership minor and the NLP, students enrolled in the NLP will have a pathway for earning the leadership minor as well. They may do so by taking the five required NLP courses (15 semester hours): BUSI 30833: Foundations of Leadership; BUSI 30843: Interpersonal Leadership Skills; MANA 40213: Leading Dynamic Teams; BUSI 40843: The Leadership Challenge; BUSI 40853: Leading in a Complex World. MANA 40213: Leading Dynamic Teams will replace BUSI 40833 Team Leadership Skills for NLP students. The five required NLP courses will continue to be taught in designated course sections for NLP students only. BUSI 40843, The Leadership Challenge will substitute for MANA 40343, Leading a Diverse Workforce for these students. BUSI 40843: The Leadership Challenge is a "challenge project" course that will continue to be available only for students in the NLP program. Students on the NLP pathway to the leadership minor must also complete one elective course (3 semester hours) from among the elective options for the leadership minor. MANA 40343: Leading a Diverse Workforce will be an elective course option for NLP students, but a required course for other leadership minor students.

For all leadership minors, all standard prerequisites for courses taken for the leadership minor still apply. All courses for the leadership minor must be completed at TCU with a grade of "C" or better. No more than 6 hours total may double count toward the leadership minor, a student's major(s), and a certificate program.

Strategic Plan:

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."

Leadership and innovation are also at the core of the Neeley School of Business promise: "The Neeley School of Business unleashes human potential with leadership at the core and innovation in our spirit." The leadership minor develops these skillsets through leadership coursework and elective options to further grow students as leaders of innovation. Among the electives that support the Neeley promise focus on innovation directly are "global digital innovation," "raising entrepreneurial capital," "corporate entrepreneurship," and "social entrepreneurship."

The coursework and electives support the purpose of enabling people and organizations to meet the needs of an ever-changing, complex world through courses that focus on complementary knowledge and skills related to effective interpersonal interactions (e.g., "principles of negotiation," "foundations of selling"), problem-solving (e.g., "organizational research and consulting," "empathy," "game theory"), innovation, especially as impacted by technology (e.g., "global digital innovation," "corporate entrepreneurship"), as well as values-centered global leadership (e.g., "leading a diverse workforce," "social entrepreneurship," "international management," "art and science of human flourishing," "ideas of leadership").

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 transferable skills such as understanding needs, giving and receiving feedback, building trust, managing conflict, listening, and building effective teams. These skills are what get professionals hired, and the lack of these 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 transferable 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

Enrollment Projections:

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 (in addition to students in NLP who chose to take the leadership minor path) 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 30833: Foundations of Leadership and BUSI 30843: Interpersonal Leadership Skills are offered in the fall and spring of the student's sophomore year, respectively. MANA 40213: Leading Dynamic Teams and BUSI 40843:The Leadership Challenge are offered in the fall and spring of the student's junior year, respectively. And BUSI 40853: Leading in a Complex World is offered in the fall of the student's senior year. While we believe most NLP students will choose to pursue the leadership minor, the minor is optional since it requires a sixth course. If NLP students do not pursue the minor by adding the sixth course, they will still graduate with a leadership emphasis on their transcript as they do today when they complete NLP requirements.

The 14 elective course options should provide more than enough seats for 30-32 students on the NLP pathway to the leadership minor to take an elective course each year. Again, review of the elective course options offered in the academic year 2023-2024 shows approximately 200 open seats.

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

Faculty: $0 (see interested text at end of document; see also New Program Budget Form)

Program Staff & Administration: $0

Graduate Student Support: $0

Space & Facility Needs: $0

Equipment Needs: $0

Library Resources: $0

IT Resources: $0

Tuition: $8,644,458

Tuition Discount Request: $0

Student Fees:

Other Funding: $0

External Accreditation Required (outside of SACSCOC)? ☐ Yes ☒ No

Change in Teaching Load: ☐ 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.

Projected program cost to student. $3,750 (15 credit hours diffe

Projected graduate starting salary. $75,000

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

Name: Lance A Bettencourt

Extension: 5048

Email: l.bettencourt@tcu.edu

REQUIRED SIGNATURES:

Chair of Originating Unit

Unit: Department of Management and Leadership

Endorse Program: [X] Yes ☐ No

Name: Mary Uhl-Bien

Signature: Mary Uhl-Bien

Date: August 13, 2024

Dean of Originating Unit

College/School: Neeley School of Business

Endorse Program: [x] Yes [ ] No

Name: Craig Crossland

Signature: Craig Crossland

Date: 9/3/2024

Provost and Vice Chancellor of Academic Affairs:

Unit: Office of the Provost

Permission to Proceed Granted: [x] Yes [ ] No

Name: Floyd L. Wormley, Jr.

Signature: Floyd L. Wormley Jr., Ph.D

Date: 9/3/2024

Five-Year Costs and Funding Sources Summary: The leadership minor for will not require additional costs for faculty staffing for multiple reasons:

- The five required courses for students on the NLP pathway to the leadership minor are already being taught and no new sections are required.
- The new ML (Department of Management and Leadership) Instructor and PPP hires beginning in Fall 2024 (coverage for 16 more course sections annually) will cover the new sections being added for the leadership minor and allow us to allocate ML leadership faculty to the leadership minor.
- The Team Dynamics course is one we already offer to MANA majors. Using it for both programs (MANA major and leadership minor) will allow for efficiencies in filling classes.
- It helps us build out a currently under-utilized resource, MANA 30343 Leading a Diverse Workforce, which has capacity for three more sections that we have been trying to offer.
- It helps us more fully utilize the Leadership faculty in ML and meet the "Leadership" mission of the ML Department.

The Leadership minor might add slight additional demand for advising, but we tried to minimize the need for advising by making the program structure simple and the course offerings stable. None of the courses will require prerequisites beyond the normal MANA 30153 (Neeley core standard prerequisite) except for BUSI 40853, and that course will only require two prerequisites out of the other four courses (BUSI 30833 Foundations of Leadership, BUSI 30843 Interpersonal Leadership Skills, MANA 40213 Team Dynamics, and MANA 40343 Leading a Diverse Workforce). Moreover, the courses will be offered on the same schedule each year to make it easy for students to know how and when to enroll for classes.