

Resolution 2021-22K
Resolution to Approve New Major, Management Consulting & Analytics, in
Bachelor of Science in Business in Management

Recommended for approval by the Commission on Undergraduate Studies & Policies:

First Reading: February 28, 2022

Faculty Senate:

AP Faculty Senate:

Staff Senate:

Graduate and Professional Student Senate:

Undergraduate Student Senate:

Second Reading:

Approved by University Council:

Approved by the President:

First Effective Date to Declare Major: Summer 2022

First Effective Date to Graduate: Spring 2023

WHEREAS, Management Consulting & Analytics (MCA) has been an option within the Management major under the BS in Business degree (approved 2006, effective for the graduating class of 2010); and

WHEREAS, in 2021, the consulting industry is expected to grow by 8.6% (Source: IBIS World) leading to high demand for new consultants; and

WHEREAS, the Management department prepares students with a clear focus on the consulting industry and provides success-critical skills and competencies to students that are specific to the role of a management consultant; and

WHEREAS, making MCA a major rather than an option will increase the visibility and appeal of the degree to both prospective students as well as employers who seek students with specific interests and training; and

WHEREAS, making MCA a major rather than an option will allow students to certify to prospective employers their education in MCA as the name of major is represented on both the academic transcript and the diploma; and

WHEREAS, making MCA a major rather than an option will allow the department to gain additional recognition from external sources for our expertise and strengths in MCA; and

WHEREAS, making MCA a major rather than an option will help the department facilitate affinity from alumni of the major; and

WHEREAS, currently, the MCA option has approximately 210 students. Elevating this option to a major will allow the department to increase enrollment over time as a result of increased visibility of the major to prospective students and employers.

THEREFORE, BE IT RESOLVED that the Major in Management Consulting & Analytics under the Bachelor of Science in Business in Management within the Pamplin College of Business be approved effective Summer 2022 and the proposal forwarded through University governance to the President for approval.