

Similar Program 1:	CIP: 52.0203
Institution:	Murray State University (MSU)
Program Name:	Bachelor of Arts in Business (BAB) Logistics and Supply Chain Management Bachelor of Science in Business (BSB) Logistics and Supply Chain Management
Comparison of Objectives/Focus/Curriculum to Similar Programs: <i>Explain the differences in curriculum, focus, and/or objectives. If the proposed program curriculum does not differ substantially from existing programs, then <u>describe potential collaborations with other institutions.</u></i>	Both the Murray State BSB/BAB and UofL BSBA programs are accredited by the same organization, the Association to Advance Collegiate Schools of Business (AACSB), so the core business curriculums are similar. Murray State also offers an online option, whereas the UofL program will initially be developed and delivered in a traditional in-person classroom environment. Once the UofL program is established, the demand for an online option will be assessed. Both the Murray State BSBA/BBA and the UofL BSBA in Global Supply Chain Management require 120 total credit hours to graduate, including 27 hours of supply chain management focused coursework (21 hours of supply chain core and 6 hours of guided electives). Both curriculums require five common supply chain core courses (15 credit hours) that cover: (1) Process Management and Improvement, (2) Purchasing, (3) Business Analytics, (4) Logistics, and (5) Supply Chain Management. The primary difference between the 21 hours of core courses is that the UofL program requires an upper-level Project Management course and a Culminating Undergraduate Experience Capstone course. Whereas the Murray State program requires upper-level courses in Human Resource Management and Organizational Behavior. UofL students are required to complete an Organizational Behavior course as part of their business breadth and have the option to complete a Human Resource Management course as a guided elective. The primary difference between the UofL and Murray State degree programs is that UofL students have immediate access to local and global companies, industry professionals and local business leaders. Louisville is a major logistics hub

	and home to several large and mid-sized businesses. UofL partners with regional employers to provide opportunities for students to interact, network and intern with supply chain professionals across a broad range of business sectors. The Greater Louisville region is comprised of 15 counties across Kentucky and Southern Indiana. It is home to more than 1.5 million people and over 83,000 businesses. Louisville is a logistics hub and UofL partners with regional employers to provide opportunities for students to interact, network and intern with supply chain professionals. The Murray/Calloway County region is rural and does not provide the same business access and opportunities for student development as the Louisville area. However, Murray State University's Bauernfeind College of Business maintains a robust network of industry partnerships and they strategic alliances with local businesses and international firms to provide professional experiences, internships, and employment opportunities for students. Students most often accept internships and employment in mid-south/midwest cities such as Paducah, Louisville, Evansville, Nashville, St. Louis, and Memphis. Murray has an established collaborative partnership with the KY Community and Technical College System (KCTCS) and a pathway for students earning an associate degree at KCTCS to continue and earn a baccalaureate degree from Murray State. The online option is attractive to students throughout the state while the in-person program draws students primarily from the western KY region. UofL will establish a similar collaborative partnership with the KY Community and Technical College System (KCTCS), with a focus on the local KCTCS schools located in Louisville (JCTC), Elizabethtown (ECTC) and Lexington (Bluegrass CTC). The Presidents of ECTC and JCTC have already provided letters of support for the UofL Supply Chain Management program. These KCTC campuses are in proximity to significant population areas and major supply chain service industries. UofL and Murray can collaborate to support
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	seamless transfer of classes between degree programs (within the institutions transfer policy guidelines) by reviewing the most recent SCM course offerings for course equivalency. For example, it is conceivable that a student may take an online guided elective course at Murray State University and a traditional in-person course at UofL. UofL policy requires 30 of the last 36 credit hours to be completed at UofL. So, it is feasible for a UofL student to take one or two online courses at Murray to fulfill guided electives. This could benefit students that are completing full-time internships or are interested in a unique topic not offered at UofL.
Comparison of Student Populations: <i>Describe how your target student population is different from those at other institutions and explain how your program reaches this new population (e.g. the proposed program is completely online while other programs are face-to-face or hybrid).</i>	Academic quality, job placement and affordability are the three key factors that influence a student's college choice (Factors That Influence Student College Choice). UofL's status as an R1 university, powerful partnerships with local businesses, and diverse student population will attract students interested in the supply chain management (SCM) degree program. UofL is designated an R1 university and is consistently ranked in the top 200 national colleges and universities in the USA (2025 Best National Universities US News College Rankings). Murray is designated a "Research College and University" and is classified as a regional university, by the US News and World Reports survey. U.S. News and World Reports ranks Murray State University #20 in Regional Universities in the South and #1 Best Value in the South. Students often use these rankings to inform the college selectin process and students interested in participating in groundbreaking research projects would have greater access to research opportunities at UofL, an R1 designated university, than at Murray State University. The geographic location of a prospective college is a major component of affordability. UofL and Murray State support different geographic regions in KY. The Greater Louisville region is comprised of 15 counties and home to more than 1.5 million people. In 2023, 68% of UofL's student population originated from within KY. The primary counties

serviced included: Jefferson (55.2%), Hardin (3.8%), Oldham (5.6%), and Bullitt (4.2%). In contrast, Murray State's service region includes 18 counties in western Kentucky, with an estimated total population of approximately 440,000. In 2023, 58% of Murray State's student population originated from within KY. The primary counties serviced were in western KY and included: Calloway (13.3%), McCracken (11.6%), Chrisitan (7.3%), Marshall (7.2%), and Hopkins (5.4%). ([KY CPE Interactive Dashboard- Postsecondary Feedback Report](#)).

UofL is in an urban setting and has a much larger local population to draw from. Due to the proximity of UofL to major population centers, a significant number of students can enroll in the UofL program without the requirement to relocate and incur additional housing expenses. Furthermore, due to the large number of employers in the Louisville area, students will have access to a wide variety of internship, networking, and career opportunities. Access to General Electric, Ford, Brown-Forman, Amazon, United Parcel Service, Humana, LG&E, Mercer Transportation and other top employers improves students' educational experience, giving them the opportunity to apply their knowledge toward real-world projects and issues. Students also have greater access to part-time employment opportunities to supplement their income and offset educational expenses.

UofL students can participate in Metropolitan College program. These students work in entry level positions at UPS Worldport, gain on-the-job experience, earn a salary and receive college tuition reimbursement. This work experience allows students to earn a degree while incurring minimum loan debt. Students also gain firsthand experience in the supply chain industry and are better prepared for the next stage of their career.

Finally, an appreciation and understanding of cultural differences is very important in today's global economy. UofL is a large urban campus with twice the student population as Murray State. In terms of demographics, UofL's student body is approximately 60% White, 14% Black or African

	American, 8% Hispanic or Latino, 6% Asian, 5% two or more races, 5% Non-resident alien, 2% other/unknown (Just the Facts). Total enrollment by race/ethnicity at Murray State as of Fall 2022 (FactBook 2023): 77% white, 6% Black, 3% Hispanic and 1% Asian, 6% Nonresident Alien and 7% other. Because UofL's student body is more diverse than the student body at Murray State, UofL students have more opportunities to engage and share experiences with students from different backgrounds. This engagement often provides a richer educational experience. UofL is recognized for its welcoming environment and the UofL College of Business (CoB) engages strategic populations through various outreach events. This includes sessions at local high schools in underserved communities, representation in the Cardinal Bridge Academy and collaboration with the University's First Year Experience First-Generation Program. The UofL "brand" is well established in the Louisville metro area and in a strong position to recruit and retain students from underrepresented populations
Access to Existing Programs: <i>Explain how/why existing programs cannot reach your target population and/or provide evidence that existing programs do not have the capacity to meet current student demand (e.g. the number of students on enrollment waiting list).</i>	Due to the rigorous quantitative component of the coursework required to complete a BSBA, many students prefer traditional in-person instruction. Additionally, the geographic location of a prospective college is often a key factor to many students interested in a traditional in-person degree program. In 2023, most of Murray State's in state student enrollment originated from counties located in the western Ky region [Calloway (13.3%), McCracken (11.6%) Chrisitan (7.3%), Marshall (7.2%), and Hopkins (5.4%)]. In contrast, the majority of UofL's in state student population enrollment came from Jefferson (55.2%), Hardin (3.8%), Oldham (5.6%), and Bullitt counties (4.2%). (KY CPE Interactive Dashboard- Postsecondary Feedback Report) Due to the proximity of UofL, a significant number of students could access the UofL program without the requirement to relocate and incur additional housing expenses. Furthermore, due to the large number of employers in the Louisville area,

	students will have access to a wide variety of internship, networking, and career opportunities. Students also have greater access to part-time employment opportunities to supplement their income and offset educational expenses.
Feedback from Other Institutions: <i>Summarize the feedback from colleagues at institutions with similar programs.</i>	Received the following feedback from Murray State's Chair of the department of Management, Marketing, and Business Administration (staffed with the Provost Office) on 15 August 2025: • Murray State supports the University of Louisville offering an in-person bachelor's program in Global Supply Chain Management. • Murray State is concerned about U of L's future plans to offer an online option because it may lead to unnecessary duplication of programs. Murray State 's BAB/BSB in Logistics and Supply Chain Management currently can be completed in-person or completely online, with transfer agreements with KCTCS institutions. • Murray State is interested in pursuing collaborations between programs, including the transfer of courses, and look forward to discussing options for cooperation and collaboration.