

Similar Program 2	CIP: 52.0201
Institution:	Northern Kentucky University (NKU)
Program Name:	Bachelor of Science in Business Administration (BSBA) with a major in Global 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>	The NKU 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. NKU also offers a fully functional 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 NKU and UofL BSBA programs are academically rigorous and require 120 total credit hours to graduate. One point of difference is that the NKU supply chain <i>major</i> is offered as part of a broader business curriculum and classified by the Kentucky Council on Postsecondary Education (CPE) as a General Business Administration and Management program. The proposed UofL program is dedicated to the supply chain management field of study and is classified as a Logistics, Materials and Supply Chain Management instructional program by the KY CPE. The two programs also differ in the number of program credit hours required. The NKU supply chain management major requires 21 credit hours of supply chain focused coursework (15 hours of supply chain core and 6 hours of guided electives). In contrast, the UofL degree program requires 27 credit hours of supply chain focused coursework (21 hours of supply chain core and 6 hours of guided electives). Both curriculums require students to complete five similar supply chain core courses (15 credit hours) including: (1) Introduction to Supply Chain Management, (2) Purchasing, (3) Data Analytics, (4) Logistics and (5) Culminating Undergraduate Experience Capstone Project. However, the

	proposed UofL program requires two additional courses (6 credit hours), including a course in project management and a course in process management and improvement. UofL and NKU can collaborate to support seamless transfer of classes between degree programs (within the institutions transfer policy guidelines) by reviewing the most recent supply chain management course offerings for course equivalency. For example, it is conceivable that a student may take an online guided elective course at NKU 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 NKU 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). Both NKU and UofL faculty combine active researchers with professors who have practical work experience in the field of study. Furthermore, both universities partner with regional employers to provide opportunities for students to interact, network and intern with supply chain professionals across a broad range of business sectors. However, UofL's level of research spending and its diverse student population differ from NKU. UofL is designated an R1 university and is ranked #179 on the 2025 list of top colleges and national universities in the USA (2025 Best National Universities US News College Rankings). NKU is designated a "Research College and University" and is ranked #392 on the same list. Students often use these rankings to inform the college selection process. Furthermore, NKU and UofL attract student populations from different geographic regions. NKU is in the northern Kentucky - greater Cincinnati Ohio metro region. Approximately 60%

	of student enrollment originates from the northern KY region, primarily from Kenton (23.3%), Boone (20.3%) and Campbell (15.6%) counties. Of the 40% out-of-state student enrollment, approximately 24% are from Ohio. (Tableau Report - Postsecondary Feedback Report). In contrast, 68% of UofL's student enrollment originated from within KY. The primary counties serviced include Jefferson (55.2%), Hardin (3.8%), Oldham (5.6%), and Bullitt (4.2%). UofL students can participate in the Metropolitan College program, a partnership between UofL and UPS. Students have an opportunity to work at UPS Worldport, the world's largest automated air cargo facility. 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 a much larger (+67%) undergraduate student population than NKU (Undergraduate Enrollment - Ky. Council on Postsecondary Education). 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 NKU as of 2024 was approximately 76% White, 7% Black, 5% Hispanic or Latino, 12% other (Northern Kentucky University CDS 2024-2025.pdf). Because UofL's student body is more diverse than the student body at NKU, UofL students have more opportunities to engage and share experiences with students from different backgrounds. This engagement contributes to a rich educational experience.
Access to Existing Programs: <i>Explain how/why existing programs cannot reach your target</i>	The geographic location of a prospective college is often a key factor for students interested in a

<i>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>	<i>traditional</i> in-person degree program. NKU and UofL attract students from different geographic regions. Approximately 60% of student enrollment at NKU originates from the northern KY region (primarily Kenton, Boone and Campbell counties). In contrast, roughly 68% of UofL's student population originates from the Louisville and adjacent counties, including Jefferson, Hardin, Oldham, and Bullitt counties. Due to proximity, a significant number of students currently residing in the Louisville area could access a <i>traditional</i> in-person program at UofL without the requirement to relocate and incur additional housing expenses.
Feedback from Other Institutions: <i>Summarize the feedback from colleagues at institutions with similar programs.</i>	Received feedback from Dr Stephanie Hughes, Chair, Department of Management, Haile College of Business, NKU on 26 August 2025. Key points are summarized below: While we appreciate your effort to differentiate your academic offerings, we believe our program is both comprehensive and academically rigorous. With our new analytics and capstone requirements, we offer an incredibly rigorous program and prepare our students well to succeed in the global supply chain industry. NKU's location is a significant advantage over any other region in the commonwealth as we are the global headquarters of 2 organizations in the Fortune 100 list, 7 organizations in the Fortune 500 list and 14 organizations in the Fortune 1,000 list giving our students an enormous opportunity to work at the largest, most complex organizations in the world immediately out of college. Students have multiple job offers when they graduate, we believe our track record speaks for itself. We also offer one of the most affordable GSCM programs, and we already have a fully functioning 100% online option. Our faculty combines active researchers with professors who have deep industry experience, which we believe gives our students the best of both worlds. We also have enormous reach and access to Supply Chain-related businesses in our region, an active Advisory Board, a dedicated Hub location that allows business

	leaders and our students to connect and network which is in part due to all of our faculty having significant practical work experience in the field of study. Like you, we are an AACSB-accredited institution, and we believe this is the benchmark of what matters for business programs. We should each focus on what our respective value proposition is and then work to highlight the features of this differentiation. For the Haile College of Business, we believe our value proposition is rigorous pedagogy combined with applied educational experiences that prepare our students for continuous upward progression in their careers.
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