Development of Graduate Certificate Programs to Enhance Marketability and Value of a Technology Management Master's Program

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Technology Management M.S. Program

TMGT Master of Science Degree Program

- Fully on-line delivery of major courses
- 36 semester credit hours (SCH)
    - 24 SCH Core, including research and practicum courses.
    - 12 SCH Elective block
- Eight-week sub-terms (Core, except practicum)

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Technology Management Graduate Certificates

Key goals…

- Make the graduate technology program offerings more marketable and attractive to students.

- Retain elective credit hour generation within the department by utilizing electives offered within the degree program.

- Create value-added options and a greater return on investment for students in the master's program.

- Encourage students to expand knowledge in the field through the completion of concentration-related electives.

- Permit a stage of completion for students not meeting all requirements for the degree program.

Technology Management Graduate Certificates

Advantages for TMGT program:

- Provide greater marketing strength for graduate programs in the department.
- Students incentivized to take more courses offered within the program resulting in greater retention of credit hour production in the department.
- Increase number of program completers.
- Highlight program strengths for industry partners and employers.

Technology Management Graduate Certificates

Advantages for students:

- Opportunity to earn academic credentials in relevant concentrations within the field.
- Add value and a greater return on investment through minimal additional cost of $50 application fee per certificate program.
- Promote interest in and greater knowledge of the field through the completion of concentration-related electives.
- Earn one or more credential prior to or without completing the Master of Science Degree Program.
- Fully on-line programs.
- Eligibility retroactive for recent M.S. graduates.

Technology Management Graduate Certificates

Proposals to add the two new Graduate Certificate programs submitted and approved in the Academic Year (AY) 2020-2021 curriculum revision cycle for AY 2021-2022 implementation.

Certificates officially added to program inventory Fall 2021.

Graduate Certificate in Technology Leadership
(GCLT, 12 semester hours)

TMGT 511	Emerging Technologies	3
TMGT 512	Leadership in Engineering and Technology	3
TMGT 514	Engineering and Technology Project Management	3
TMGT 515	Project Management Tools & Techniques	3
Total Hours		12

Graduate Certificate in Organizational Planning
(GCOP, 12 semester hours)

TMGT 510	Strategic & Financial Planning in Technology Organizations	3
TMGT 516	Staff Development in Technology Organizations	3
TMGT 517	Vendor & Value Chain Management	3
TMGT 597	Special Topics (related to organizational planning)	3
Total Hours		12

Graduate TMGT Course rotation

Fall		Spring		Summer	
Sub-term F	Sub-term G	Sub-term I	Sub-term J	I	II
595	**514**	**595**	**515**	597.01/Elective	597.01/Elective
511	**510**	**512**	**516**	597.02/Elective	597.02/Elective
		517			
599		**599**		**599**	

BOLD	*M.S. Degree core requirement*
GCLT	*Technology Leadership Graduate Certificate course requirements*
GCOP	*Organizational Planning Graduate Certificate course requirements*

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Technology Management Graduate Certificates

Observations and challenges:

- Difficult to identify students in the certificate programs.
- No vetting stage in the admission process. Applicants meeting Grad School admission criteria are automatically admitted with no notification to department.
- Comprehensive program evaluation for institutional effectiveness is impractical (impossible?). Retroactive awarding of certificate.
- Easy for students, challenging for advisement and administrative accountability.

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Thank you!

- Presentation and Resource Materials: http://ATMAE22.JDavis.us

- Contact:
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- Questions?

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