

IUPUI GAC Reviewer Form

Reviewer:

School:

Department:

Email:

Date Reviewed: 16-Jan-09

Documents Reviewed:

Proposal document for submission to Commission for Higher Education (including accompanying spreadsheet)

Summary of Proposal:

1. Are the goals clear and achievable? No

The following observations explain my negative response to this question:

- Students graduating with this degree in theory gain niche knowledge concerning an industry and the management of enterprises and projects within it. Requirement of 6 credit hours focused upon health and kinesiology sounds like an illogical match. Also, given that most tourism is for profit, the degree's emphasis on not-for-profit courses within SPEA seems out of place.
- Purdue and IU-Bloomington enrollments in similar masters programs are 25 and 9 respectively (see page 26 of the proposal document). Table 3 of the proposal document forecasts steady state IUPUI enrollment of 35 within two years. This optimism is unjustified unless the reputation of IUPUI faculty members is significantly higher than their colleagues at the two sister institutions.
- Demand for graduates will undoubtedly be driven by economic activity within the tourism industry. The proposal does a good job documenting economic strength within this sector. There is no specific focus, though, on industry demand for individuals with this type of master's degree. If it adds values to industry, then this should be positioned as a professional degree. The proposal, though, emphasizes value-added in terms of research design and scholarly activity making this new MS sound like an academic degree. Is the department training managers or future Ph.D. in

tourism candidates? In many cases, these two objectives are mutually exclusive.

2. Is the program academically sound? No

The foundation courses may not be relevant for a future manager in this field. The emphasis courses are a logical fit. Electives in not-for-profit management make little sense when most tourism enterprises are for-profit.

3. Are faculty resources available to offer this certificate without undercutting other key missions of the unit? Yes

The new MS degree is consistent with the mission of the academic unit and the proposal conveys ample faculty resources.

4. Is there overlap, either real or potential, with any other unit that could harm the program or be exploited to help the program? No

The high degree of specialization poses no threat to other academic units.

5. My recommendation, comments/concerns regarding this proposal...

Design of the degree program needs to be revisited to address the perceived irrelevancy of three items: the foundation courses, the focus on nonprofit management, and the development of skills in scholarship instead of management.