

THE UNIVERSITY OF MICHIGAN
REGENTS COMMUNICATION

SUBJECT: Department of Management and Marketing, School of Management
ACTION REQUESTED: Approval to Establish an Instructional Department
EFFECTIVE DATE: May 1, 2016

The dean and the Executive Committee of the School of Management of the University of Michigan-Flint request approval to establish a Department of Management and Marketing, within the School of Management, effective May 1, 2016.

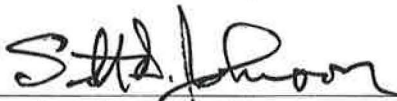
Over the last two decades, the school has had numerous accomplishments including enrollment growth, an increase size of faculty resulting in additional research productivity, development and continued delivery of quality graduate and undergraduate programs, and achievement and maintenance of AACSB International accreditation. The current structure is no longer optimal to support the school's future endeavors, vision, and mission.

The proposed Department of Management and Marketing would include the disciplines of general business, entrepreneurship and innovation management, organizational behavior and human resource management, supply chain management, operations management, and marketing for both undergraduate and graduate programs.

A chair, responsible to the dean, and approximately 14 tenure track faculty and six lecturers would comprise the proposed Department of Management and Marketing. Benefits associated with departmentalizing the school include a clearer discipline identity for new faculty hires; enhanced mentoring of faculty by a chair who is responsible for hiring and retaining faculty; improved communication among faculty through departmental meetings, more timely resolution of student concerns; more focused program review responsibilities; leadership development opportunities for faculty; and a stronger focus on student advising and mentoring leading to student success.

We respectfully request that the Regents endorse this request by the School of Management to establish the Department of Management and Marketing, effective May 1, 2016.

RECOMMENDED BY:

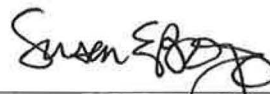


Scott D. Johnson, Dean
School of Management

RECOMMENDATION ENDORSED BY:



Douglas G. Knerr, Provost and
Vice Chancellor for Academic Affairs



Susan E. Borrego, Chancellor
University of Michigan-Flint