

# **Development of an Online Graduate Business Program: A Case Study and Proposed Model for Successful Approval and Implementation**

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## **Abstract**

One of the challenges academic departments face is developing successful online programs of study and gaining approval to offer those programs. Throughout the development and approval process, these departments face opposition from internal and external entities or individuals who may have their own interest in mind. For example, other universities within the same university system may object to new programs of study, if they already offer similar programs at their institutions. Another opposing entity may be another department within the same university. Opposition may even come from other faculty within the same department who oppose the addition of new programs, especially online programs of study. This paper will present a case study of the development and implementation of an online Supply Chain Management (SCM)/Logistics program within a small state university in Alabama. The paper will outline the steps taken to gain approval to offer the program, while facing significant opposition from internal and external entities and individuals and will present a suggested model for successful implementation. A description of the lessons learned will also be presented.

## **Biography**

SAM KHOURY is currently an information systems program coordinator and an assistant professor of information systems at Spring Hill College. He earned the AAS from the Community College of the Air Force, the BAS from Mount Olive College, the MSA from Central Michigan University, and the Ph.D. from Capella University. He has over 28 years of experience in information systems and logistics and is the former founder and president of SAMIR Systems, Inc., a privately held company specializing in software development and support. He has published extensively in the areas of information systems, logistics, organization development, management, and automation of processes. He has also developed and implemented several degree programs and numerous information systems.