



**Adams State College
Graduate School and School of Business
Proposed Masters of Business Administration**

Overview of the Proposed Program:

Name of Program: **Business Administration**

Degree Type: **Masters of Business Administration**

Department: **ASC School of Business**

Curriculum: **36 credit hours of online study, including two residencies, internship or thesis, and portfolio**

Five-Year Expected Enrollment: **120 new students per year after the 2nd year**

Career Opportunities: **Provides path to increased pay and countless job opportunities, mostly in top level positions, as well as help further business careers**

Introduction:

Pursuant to Board of Trustees and Graduate Council approval of a new Masters Degree in Business Administration (MBA) on December 19, 2008, Adams State College (ASC) School of Business is seeking approval from the Colorado State Department of Higher Education to offer a new MBA program. ASC School of Business is seeking approval to offer a new cash funded MBA program in an online format, which will include two three day residency periods. The new MBA will be offered as part of the ASC Extended Studies programs as a cohort model. Program structure will allow students to work full time while attending classes. As a cash funded program, no state funds will be used in the delivery of the program. The ASC Board of Trustees, Provost, School of Business Chair, Graduate Council, and faculty have endorsed the program. ASC assures CDHE that the MBA is comparable in quality of academic standards to other ASC masters degree programs.

This Masters of Business Administration program has come about as a result of a marketing research feasibility study completed in 2007. The study explored the demand and interest of ASC undergraduate students for enrollment if Adams State offered the MBA program. The study indicated 56% of the 200 sample population were “somewhat” to “very interested” in an MBA program at Adams State College. Subsequent to the study and discussions on and off the ASC campus, a substantial number of inquiries and applications has shown a strong local interest in attending a quality online MBA degree at an affordable price.

Description of Program:

Adams State College is proposing to add a Masters of Business Administration (MBA) to its degree offerings. Classes would tentatively begin summer 2009. Tuition rate for the program will be \$395.00 per credit hour. After the first year, financial aid in the form of scholarships will be available.

This program will consist of online courses (two courses per semester including summer) and take two years for students to graduate (36 credit hours). There will also be a residency requirement during the summer where students will come to Adams State College campus for intensive courses and social activities for approximately three days. The program will consist of a cohort model where students will proceed through classes as a group. This program will offer three different areas of emphasis: Public Administration, Leadership and Health Administration.

All MBA students will take eight core courses (each three credit hours). Courses will include: Managerial Statistics, Managerial Accounting, Financial Analysis, Creating Consumer Value, Leadership Skills for Managers, Managerial Economics, Global Business Perspectives, and Strategy. In addition, students would take four courses in their area of emphasis.

A unique aspect of this program is that within four of the core courses (Managerial Statistics (2/1), Managerial Accounting (2/1), Financial Analysis (2/1), and Creating Consumer Value(2/1)), one of three credit hours will be dedicated to a project in the student’s area of emphasis.

Statement of Purpose and Alignment with Adams State Mission Statement and Goals:

ASC Masters of Business Administration will provide access and opportunity for local, national, and international students to further their education by improving their professional management, leadership, and analytical skills, thus enhancing their career and earning potential. This aligns with the ASC mission: “*dedicates its resources to provide opportunity and access for all students. It is a catalyst for the educational, cultural, and economic interests of rural Colorado, the surrounding region, and the global community.*”

The MBA program supports the role and mission and goals of Adams State College and the Graduate School. The Master of Business Administration program will provide high quality courses that are rigorous, transferable at the graduate level, and provided at a reasonable cost. The MBA program clearly works in concert with the institutional goals: “*promote academic excellence, cultivate a high-quality, student-centered environment, and provide educational access and opportunity for success.*” By focusing on the diverse populations interested in the program, the educational value of diversity will be enhanced as well, which is also a part of the ASC mission.

Offering the MBA meets the spirit of ASC's Regional Education Provider status as well, providing access and opportunity to rural populations in a content area not easily accessible in southern rural Colorado. The new degree offering will positively impact students and businesses in rural communities of the state, where inaccessibility and isolation are factors. The opportunity to better prepare graduate business students in this content area is an exciting challenge for the Department. Lastly, the new MBA will continue the tradition of innovative delivery for distance education at ASC.

Potential Market and Enrollment Projections:

There is a significant potential market for MBA programs throughout the United States. Studies have shown that MBA programs are thriving and growing, especially in these difficult economic times. According to the American College Testing Program, an overview of the 10 top student-planned educational majors between 1997 and 2006, business or management majors ranked third overall. The Graduate School at ASC also believes there is a strong potential market for the online MBA within the international student population.

To begin the program, the first cohort will enroll 40 students, of which a majority have already applied. By the end of 2010, two additional cohorts are planned, followed by three additional cohorts in 2011. The School of Business currently holds a list of over 100 prospective students who indicate serious interest in registering for the ASC MBA program within the next year.

Curriculum:

Core Courses:

All MBA students will take eight core courses: (three credit hours each)

- Leadership Skills for Managers
- Creating Consumer Value*
- Global Business Perspectives
- Managerial Economics
- Managerial Statistics*
- Managerial Accounting*
- Financial Analysis*
- Strategy

*A unique aspect of this program is that in four of the courses, one of the three credit hours will be dedicated to a project in the learner's area of emphasis. In addition to the eight core courses, students will take four courses in their area of emphasis – listed below:

Health Administration

- Public Health
- Elderly and Managed Care
- Health Policy
- Practicum or Thesis

Leadership

- Leading Entrepreneurial Organizations
- Technology and Innovation
- Leading for Results
- Leadership Capstone

Public Administration

- Public and Nonprofit Management
- Public Budgeting and Finance
- Policy Analysis
- Public Administration Capstone

MBA Student Application Requirements:

- Take the G.R.E or G.M.A.T. Preferred G.R.E score is 500 and the preferred G.M.A.T score is 570. We will consider a lower score but the student would have to apply for an exemption.
- Have a Bachelor's Degree- B.A., B.S.
- Write a letter of intent- Statement of purpose: Describe their interests, background, the emphasis they are interested in, and what they want to do when they finish. The letter will also be used to assess writing skills for eligibility into the program.
- Have an undergraduate G.P.A. of 3.0 or a conditional admit by special request.
- For all M.B.A candidates, one semester of undergraduate level courses is required in Accounting and Finance. Candidates in the Health Administration emphasis also need one semester of an undergraduate course in Health Administration.
- Depending on the G.R.E. or G.M.A.T scores in the Quantitative section, a semester of an undergraduate course in Business Quantitative Techniques may also be required.
- Send in a complete resume including academic, volunteer and work experience.
- Pay an application fee of \$30.
- Send unofficial transcripts (official after acceptance).
- Include references letters with phone numbers.
- All admission decisions will be made following a review by the M.B.A admissions committee.

Qualifications of MBA Faculty:

- Sixty percent - terminal or Ph.D. in the field they will teach.
- At least a Masters and 30 additional graduate credit hours to teach at the graduate level.

- Exceptions could be made for someone with required experience or teaching in the field. For example, someone could have many years experience in an area, or teaching in an area but only have a Masters. Depending on his/her resume, s/he could be accepted as a faculty member or adjunct.
- The adjunct and regular faculty need to meet the same requirements.

Program Assessment:

ASC is committed to student learning and the goals and mission of the College. In pursuit of this, School of Business is committed to developing program goals that are in alignment with institutional goals and are assessable, including quantitatively and qualitatively, at the program and course level.

The program assessment of the MBA contains departmental academic goals (aligned with institutional goals), intended student learning outcomes, measures to assess each program goal and its intended student learning outcomes, criteria for success/benchmarks for each assessment measure, and identification of timelines used to assess specific goals and outcomes.

Faculty Senate, Academic Council, GECC, CRC, Grad Council, and Student Affairs have the responsibility of support, oversight, planning, and evaluation of the program assessment progress, to assure good practice for assessment learning. Department and committees will facilitate a consistent model used for assessment planning to include goals and objectives, methods and measures, faculty involvement and time frame, and use of assessment outcomes.

Departments and committees will also provide oversight and evaluation of learning outcomes assessment reports, which will include performance indicators for each outcome utilizing the approved Evaluation Rubric. Evaluation reports of the program assessment report will include student learning outcome statement, means of assessment, sampling and assessment results, and use of results.

The Graduate Council will review graduate programs on a five-year cycle. All assessment plans/reports from the previous five years will be included and assessment plans will form a significant component on which the Graduate Council bases its overall recommendations of the program.