

## **ATTACHMENT A: SUPPLEMENTAL INFORMATION ON UNC'S PROPOSED MBA**

This supplemental information is unrelated to the proposed Master of Business Administration degree's fit with UNC's statutory role and mission. The following is summarized from UNC's proposal:

### **EVIDENCE OF NEED**

Prior to the development of this MBA program proposal, UNC hired the Fong Research and Consulting firm to perform a market analysis. The research results were used to inform and guide the Monfort College of Business development of the unique niche of the program.

The United States Bureau of Labor Statistics reports that employment for top executives is expected to grow five percent from 2010 to 2020 in a market facing strong job competition (<http://www.bls.gov/ooh/management/top-executives.htm>). The best job prospects for top executives are for applicants with a Masters of Business Administration. Additionally, growth for Medical and Health Services Managers will reach 22%, a growth that exceeds the average for all occupations (<http://www.bls.gov/ooh/management/medical-and-health-services-managers.htm>). Entry-level education is a bachelor's degree but master's degrees are more common for this level of work. The demand for managers in medical and health services will see a faster than average growth due to the large physically active baby boomer population. UNC's proposed MBA will include Health Care as an area of interest.

The MBA program will offer business courses that other graduate programs on the UNC campus have been requesting for several years. Courses and plans of study could be offered that are created in a collaborative way with other programs on campus such as Education and Nursing. Courses in the program can be transferred to other MBA programs in the state and the program will accept up to nine credits of equivalent course work that has been completed at another AACSB accredited MBA program.

Fong, a market research firm, was hired by UNC to evaluate the potential for the proposed MBA to be successful in the existing Colorado market. The firm created a report that identifies existing programs and looks at their location and the type of MBA being offered. A survey was conducted to evaluate the level of interest in the type of program proposed here. The following provides a summary of the report and suggests that a market does exist for a flexible, convenient, high-quality MBA program that is offered by an AACSB accredited business school.

Of 272 UNC alumni who completed the market research survey, 177 (65%) identified interest in an MBA. A broader regional market study was also conducted. Of the eligible 1,134 individuals, 279 expressed interest in an MBA. Additional findings and conclusions are listed below.

- Those who are interested in an MBA state that financial, work and family responsibilities are holding them back from seeking their degree.

- In terms of motivating or importance factors, most said that advancing in their careers or increasing their pay was the most important. Related to these motivators, many potential students and alumni surveyed said that extremely important factors include the price of the program, what the program covers and the reputation of the institution, among other factors.
- MBA topics such as leadership, business strategy and financial and strategic management were identified as most important.
- The Loveland/Centerra area is a strong appeal due to the convenient location.
- More than half (59%) of the alumni surveyed regarding their initial interest in an MBA are also very or extremely interested in an MBA offered from the University of Northern Colorado.
- Alumni interested in an MBA would be more willing to drive than those in the market study.
- Those in the market survey are most interested in an MBA that can be adapted to their pace and with some flexibility, such as being customized to an industry.
- Those who are interested in an MBA prefer the 6 p.m. to 9 p.m. format.
- Of the market survey participants interested in an MBA, 75% prefer a part-time program over a full-time program; 68% of alumni prefer a part-time program.
- Sixty-five percent of the market surveyed and 62% of interested alumni would personally pay for their MBA.
- The target market for the MBA should be alumni in the Greater Denver and Fort Collins areas. Those with no affiliation to UNC, but with the highest potential to attend the Loveland MBA, will be gleaned from the belt between north Denver and Fort Collins.

Based on the results of the market analysis, the projected enrollment for the first year of the program is 5-10 students. Expected demand would grow to 20-25 students per year by year five. An evaluation of the program outcomes/enrollment will be done each year and after five years a decision about the continuation of the program and/or programmatic adjustments will be made at that time.

## **DUPLICATION**

Of the seven public institutions with an MBA, five are accredited (<http://www.aacsb.edu/accreditation/AccreditedMembers.asp>). Accredited business schools with MBA degrees are housed at Colorado State University Fort Collins and Pueblo, and the University of Colorado Boulder, Colorado Springs, and Denver. Only two public institutions in the state have AACSB business school accreditation in both business and accounting: University of Colorado Denver and University of Northern Colorado. Of those, the University of Northern Colorado is the only institution without an MBA. [Department staff confirms that seven public institutions offer an MBA. The two not listed above are Adams State University and Colorado Mesa University.]

In reviewing the programs offered by the accredited institutions, the proposed UNC MBA most closely aligns with the University of Colorado Colorado Springs (UCCS). UCCS advertises a flexible program with courses that accommodate a busy schedule allowing students to take up to five years to complete the degree. UNC will not directly compete with UCCS because Colorado Springs is outside of the proposed marketing belt for UNC. Colorado State University (CSU) offers five different MBA programs delivered in different formats. The CSU programs include an online Professional MBA, a cohort-based Executive MBA in Denver, a lock-step Professional MBA, a cohort-based Global Social & Sustainable Enterprise MBA, and a two-year Early Career MBA. The University of Colorado Boulder offers two different MBA programs: full-time or part-time evening/weekend. Both programs are completed in two years. The geographically closest health care emphasis is offered by CU Denver. Only one program, CU Denver's Executive MBA in Health Administration has a health care focus. The proposed UNC program will be unique from all those listed above in that it will include a health care focus (not offered in northern Colorado) and will allow students up to five years to complete the MBA.