

BACKGROUND AND REQUEST

The Ohio State University

Recommendation

The proposed program clearly meets the Chancellor's standards for graduate degree programs. There were no serious concerns raised in the review. The Regents' Advisory Committee on Graduate Study voted unanimous approval for the new program.

Request: The Ohio State University seeks approval for a Specialized Master in Business degree program under the auspices of the Max M. Fisher College of Business at its main campus in Columbus, Ohio. If approved, Ohio State requests that the program begin in Winter Quarter 2010.

Program Background and Purpose: The proposed Specialized Master's in Business (SMB) degree is a graduate, professional degree designed to prepare students for positions that focus on specific business disciplines. Relative to the MBA degree, specialized master 's in business degrees require less course work and focus coursework in a particular discipline (e.g., finance, leadership, or marketing). The proposed SMB degree will have more than one track or specialization, with a common set of core classes across tracks. Ohio State will launch two tracks initially—marketing and finance. Ohio State anticipates developing additional tracks in the future, based on the strengths of Fisher College and the needs of prospective students and employers.

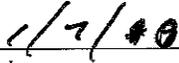
Enrollments: The initial enrollment estimate is 15 to 20 students in each track. Three years after launch, Ohio State anticipates a steady class size of 35 to 50 students, annually, per track. The proposed SMB program is designed to attract both full time and part time students. Students may enter the program immediately after completing a bachelor's degree and working professionals can enter the degree program on a part-time basis and, in many cases, will receive financial support for the education from their current employers. Typically, these part time students will finish the program over a two to three year period. Full time students can complete the proposed program in as few as three quarters. Ohio State anticipates that full time students will make up the majority of the enrollment.

Curriculum: The proposed SMB curriculum will require a minimum of 48 quarter credit hours and will meet the requirements of The Ohio State University and the accrediting organization for business schools and schools of accountancy, the AACSB, for a master's degree. The core business curriculum (common across all tracks) will consist of courses in the areas of accounting/financial analysis, statistics/data analysis, managerial economics, and organizational behavior/leadership. Each course will be 4 credit hours, for a total of 16 credit hours in the core. The disciplinary/specialty base classes for each track will include four required courses (16 credit hours). Disciplinary/specialty elective classes in the curriculum will include at least four courses chosen by each student based on their individual interests (16 credit hours) from a prescribed set of specialty offerings.

Faculty, Facilities and Resources: Fisher College's Senior Associate Dean for Academic Programs will oversee the SMB program. Staff from the Graduate Programs Office and Executive Education will be responsible for program administration, and relevant departments will be responsible for program content and course staffing. Faculty compensation for teaching courses will be in the form of supplemental compensation for overload teaching. Over the longer term, the programs will generate revenue sufficient to help grow the size of the faculty. Ohio State estimates the cost of the SMB program, over and above current operation levels, at \$700,000 in Year 1, growing to about \$2 million by Year 4. An important component of offering a specialized masters program is the ability to guide students to successful employment outcomes in their field of interest following graduation. When the program is delivered to working professionals seeking advancement with their current employer, there is no need for career management support. When the program is delivered to full time students or to students seeking a career change, the Office of Career Management will provide employment support.

End of Comment Period: January 4, 2010

No Comments Received: Recommend Approval

Approved:	
	
Eric D. Fingerhut, Chancellor	Date

mk