

ACADEMIC AFFAIRS COUNCIL

AGENDA ITEM: 4.C (1)

DATE: June 19, 2013

SUBJECT: New Site Request: DSU Master of Business Administration, Internet

Dakota State University requests authority to deliver the Master of Business Administration via Internet.

Internet delivery will allow students outside the Sioux Falls area to enroll in the program.

Online delivery supports system strategic goals (Policy 2:21):

- Increase participation rates; increase number of graduates
- Offer programs off-campus and online
- Contribute to workforce development

USD is authorized to deliver the MBA using the Internet. BHSU is authorized to deliver its MBA in Rapid City.

The new site request notes that the USD program requires more work experience and at a higher level than does the DSU program. DSU believes that internet delivery of its MBA program is not likely to reduce enrollments in USD's program.

The University does not request new state resources or student fees. DSU does not expect any additional costs as a result of approval for online delivery. DSU has a program to award faculty grants to develop courses for Internet delivery.

RECOMMENDED ACTION

Move forward. Provide comments and concerns to Paul Gough.

South Dakota Board of Regents
New Site: Request to Offer an Existing Degree Program

| | |
|---------------------------------------|--|
| University | Dakota State University |
| Degree(s) and Program | Master of Business Administration |
| New Site(s) | Internet |
| Proposed Implementation (term) | Fall 2013 |

University Approval

To the Board and the Executive Director: I certify that I have read this request, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.



April 29, 2013

President of the University

Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. What is the need for this program in this site (these sites)? What is the expected demand for graduates in the site(s)?

Dakota State University is requesting permission to deliver its Master of Business Administration (MBA) program via Internet. DSU currently delivers the program face-to-face at University Center-Sioux Falls, with some of the courses delivered in a hybrid format (students meet face-to-face with the instructor once a week and then complete assignments delivered to them via Desire2Learn). Since the degree program started, DSU has received inquiries about the program from individuals who do not live close enough to Sioux Falls to consistently participate in the currently required, face-to-face sessions. This change is intended to benefit those students, who are generally full-time employed professionals in the region.

The DSU MBA program provides students with a strong academic background in business administration, practical and real-world perspectives on concepts taught in the classroom, and good integration of technology into the curriculum. Moving to Internet delivery will provide greater access to students outside the immediate Sioux Falls area and will help to satisfy the need for graduate-educated business professionals in South Dakota.

Internet delivery supports DSU's goal to extend its educational outreach through distance delivery. It also supports these SDBOR strategic goals (SDBOR Policy 1:21):

- Economic Development and Quality of Life: Contribute to workforce development and quality of life by expanding academic programs to meet our future workforce needs, offering off-campus and online programs, and creating corporate training partnerships.
- Educational Attainment Goal: Increase participation rates; increase retention rates; increase number of graduates.

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The South Dakota Department of Labor and Regulation’s estimates and projections for managerial and analyst occupations are provided below. As the “Percent Change” column indicates, job demand is increasing in these occupations – in some areas as much as 20 percent. Overall, the total average annual demand, even for this partial list of occupations, exceeds program graduate output by a factor of ten.

**South Dakota Occupational Projections, 2010-2020
Selected Occupations**

| SOC* Code | Occupational Title | 2010 Base Number of Jobs | 2020 Projected Number of Jobs | Percent Change | Total Average Annual Demand |
|-----------|--------------------------------------|--------------------------|-------------------------------|----------------|-----------------------------|
| 132051 | Financial Analyst | 635 | 765 | 20.5% | 25 |
| 131111 | Management Analyst | 2,255 | 2,530 | 12.2% | 67 |
| 113031 | Financial Manager | 795 | 850 | 6.9% | 20 |
| 112022 | Sales Managers | 290 | 340 | 17.2% | 11 |
| 119111 | Medical and Health Services Managers | 710 | 810 | 14.1% | 24 |

Source: SD DLR Labor Market Information Center web site, Accessed November 2012

http://dol.sd.gov/lmic/occupation_projections.aspx

*Standard Occupational Classification (SOC), U.S. Bureau of Labor Statistics. <http://www.bls.gov/soc>

2. Is any regental university authorized to offer a similar program at the new site(s)? Is any non-system institution offering a similar program at the new site(s)? If either answer is “yes,” identify the institution(s) and program(s) and explain why authorization is requested.

USD offers its MBA program online. BHSU offers its MBA program in a face-to-face format in Rapid City.

As indicated above, Dakota State University currently offers its MBA program via hybrid delivery (half the content delivered face-to-face at the University Center – Sioux Falls and half the content delivered online) and is requesting this change to better serve the needs of students.

It should be noted that DSU’s MBA program appeals to an audience that’s different from the audience for USD’s MBA program. The admission standards / requirements are different for the two programs, with more work experience (and at a higher level within the organization) required for admission to USD’s MBA program. As a consequence, delivery of DSU’s MBA program via Internet is not likely to impact the enrollments in USD’s MBA program.

3. Are students expected to be new to the university or redirected from other programs or both? Complete the table and explain how the estimates were developed. How will the new site(s) affect enrollments in other campus and off-campus programs in the regental system?

Students will be new to the university. Young professionals particularly like the flexibility offered by this program because work and family needs are often unpredictable and difficult to

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control. Internet delivery would allow them to continue to live and work where they choose while completing a graduate degree.

| MBA Program | Fiscal Years* | | | |
|---|---------------|------|------|------|
| | 1st | 2nd | 3rd | 4th |
| Internet Delivery | FY14 | FY15 | FY16 | FY17 |
| Estimated | | | | |
| New to the university | 7 | 7 | 7 | 7 |
| Redirected from other programs | 0 | 0 | 0 | 0 |
| Continuing students | 7 | 7 | 7 | 7 |
| = Total in the program at the site | | 14 | 14 | 14 |
| Credit hours, majors in program courses** | 126 | 252 | 252 | 252 |
| Graduates | | 7 | 7 | 7 |

* Do not include current year.

** This is the total number of credit hours generated from the required courses in the major.

4. Complete the table and explain any special circumstances. Attach a copy of the program as it appears in the current catalog. If any program modifications are requested, attach that form. Explain how the new courses will be delivered. Attach the new course request forms.

Appendix A provides the program as it appears in the current catalog.

A course delivery schedule has been developed by DSU to ensure that students have sufficient opportunities to complete the required degree program courses within a 2-year time period.

| MBA in General Management | Credit hours | Credit hours currently available from this university via hybrid delivery | Credit hours currently available from other universities via Internet | Credit hours that need to be developed for hybrid delivery by this university |
|---------------------------|--------------|---|---|---|
| Major Requirements | 27 | 27 | 0 | 0 |
| Electives | 6 | 6 | 0 | 0 |
| Capstone Course | 3 | 3 | 0 | 0 |
| Total, Degree | 36 | 36 | 0 | 0 |

5. How will you provide student services comparable to those available for students on the main campus?

Because DSU has other programs delivered at University Center and online, all necessary support functions are already available.

6. Is this program accredited by a specialized accrediting body? If so, address any program accreditation issues and costs related to offering the program at the new site(s).

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DSU's undergraduate BBA programs are accredited by Accreditation Council of Business Schools and Programs (ACBSP). The current MBA program is only two years old and will be evaluated for accreditation purposes in 2014-2015 when the undergraduate programs are due for reaffirmation. There are no additional costs for the accreditation review since the MBA will be reviewed along with the undergraduate programs. Accreditation annual fees also will not change when the MBA is added to DSU's list of accredited programs.

7. Does the University request any exceptions to Board policy for delivery at the new site(s)? Explain requests for exceptions to Board policy. *If no exceptions are requested, enter "None."*

None.

8. Costs, Budget & Resources Related to New Courses at the Site: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, instructional technology and software, other O&M, facilities, student services, etc needed to implement the program at the new site(s).

There should be no additional costs to the university resulting from approval of this request to deliver the degree program online. DSU has a program in place to award faculty grants to develop courses for internet delivery.

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Appendix A
Dakota State University Master of Business Administration
Graduate Catalog 2012-2013

Core Classes

27 Credits

| | |
|---|-----------|
| ACCT 725 - Accounting for Managers | 3 credits |
| BADM 712 - Advanced Business Finance | 3 credits |
| BADM 729 - Business Analysis for Managerial Decisions | 3 credits |
| BADM 750 - Legal and Ethical Environment of Business | 3 credits |
| BADM 765 - Management and Leadership | 3 credits |
| BADM 775 - Strategic Marketing | 3 credits |
| ECON 730 - Economics for Decision Making | 3 credits |
| INFS 601 - Information Systems | 3 credits |
| INFS 724 - Project and Change Management | 3 credits |

Elective Courses

6 Credits

| | |
|--|-----------|
| BADM 755 - Organizational Behavior and Human Resources Mgmt Process | 3 credits |
| BADM 768 - International Management | 3 credits |
| INFA 701 - Principles of Information Assurance | 3 credits |
| INFS 605 - Foundations of Programming | 3 credits |

Capstone Course

3 Credits

| | |
|---|-----------|
| BADM 782 - Strategic Management and Decision Making | 3 credits |
|---|-----------|