

To: Richard Flight, Chair, LCBAS Curriculum Committee
From: Dr. John Willems, Chair, School of Business
Date: March 9, 2017
Subject: MBA Online Expansion of Offerings

The School of Business Graduate Committee is requesting the following three MBA Online expansion of programming/degree options (approved 3/7/2017). These requests do not change the actual curriculum of any offered MBA degree option or concentration, but in all cases are extensions of the delivery of existing programming into the MBA Online program. It was determined that the Curriculum Committees of the School of Business (Graduate Committee), LCBAS, and Council of Graduate Studies (CGS) be allowed the opportunity to provide input and approval in these proposals. Specifically, the Graduate Committee is requesting the following actions (*italicized*) with explanations below:

- 1) *MBA Online program expand to offer the MBA with GIS Option.*
- 2) *MBA Online program expand to offer the MBA with Accountancy Concentration, clearly identified as a “hybrid” program, with 4 face-to-face classes and 7 online classes.*
- 3) *MBA Online program expand to offer the MBA Applied Management Option with the Dual MS in Cybersecurity, as currently proposed for the face-to-face programs.*

- 1) We currently offer (Face-to-Face) MBA with a GIS Option (3 GIS classes, plus 8 from our program). The PSM-GIS program is now moving to a fully online program, and allowing on-campus students to enroll in their courses. The PSM-GIS curriculum committee, led by their Coordinator, Dr. Barry Kronenfeld, has requested that we consider offering the GIS Option in our MBA Online program to enhance enrollment in both program’s courses.
- 2) Another major issue is that there are students within the local or commutable market that are willing to drive to Charleston for the four ACCT concentration classes at the regular rate, and wish to take their 7 MBA core classes and Capstone online at the higher tuition rate for convenience. Unofficially, of the current 23 students taking classes in the MBA Online program in SP17, 3 students want to be ACCT concentration students but are enrolled in the MBA Online program at this time.
- 3) The Dual Degree MBA (Applied Management Option) and MS in Cybersecurity was pending approval at CGS (voting March 7, 2017). Since MS in Cybersecurity is primarily an online degree as currently planned (“limited on-campus requirement”; program will launch in Fall 2017), it would be a reasonable extension to provide this dual degree online option for MBA Online students as well.