



Item: AS: A-2

Tuesday, November 19, 2013

SUBJECT: APPROVAL OF MARKET-RATE PROGRAMS

PROPOSED BOARD ACTION

Approve market-rate program proposals in the College of Business.

BACKGROUND INFORMATION

Under Florida Board of Governors Regulation 7.001, revised September 15, 2011, a university board of trustees may submit a proposal for market tuition rates for graduate-level courses offered online or through the university's continuing education unit when such courses constitute an approved degree program or college credit certificate program.

The College Deans submitted market-rate proposals to the Provost's Office, which worked with the Division of Financial Affairs to identify competitive and high-quality proposals. This year, all three proposals selected for submission to the Board of Governors come from the College of Business:

- Executive Master of Health Administration
- Master of Science in Finance
- Master of Business Administration

IMPLEMENTATION PLAN/DATE

Market-rate proposals will be submitted to the BOG in November 2013 pending full Board approval.

FISCAL IMPLICATIONS

It is anticipated that these market-rate programs will generate more than \$10 million for Fiscal Year 2014-15.

Supporting Documentation:

2013 Market-Rate Program Proposals

**Presented by: Dr. Gary Perry, Interim Provost
Dr. Daniel Gropper, Dean of the College of Business**

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**State University System
Market Tuition Proposals**

University: Florida Atlantic University

	Proposal 1	Proposal 2	Proposal 3	Proposal 4	Proposal 5
1 Degree Program	Executive Master of Health Administration	Master of Science in Finance	Master of Business Administration	N/A	N/A
2 CIP Code	52.0701	52.0801	52.0201		
3 Has the program been approved pursuant to Regulation?	Yes	Yes	Yes		
4 Does the program lead to initial licensing or certification?	No	No	No		
5 Is the program identified as a state critical workforce need?	No	No	No		
6 Are the program's admission and graduation requirements the same as other programs?	Yes	Yes	Yes		
7 Current Tuition (Resident/Non-Resident)	\$11,464.42 / \$31,769.11	\$11,094.60 / \$30,744.30	\$15,902.26 / \$44,066.83		
8 Proposed Market Tuition Rate	\$30,000.00	\$30,000.00	Executive MBA: 44,390 Professional MBA: \$41,400 Online MBA: \$36,800		
9 Different Market Tuition Rate for Resident vs. Non-Resident Student?	No	No	No		
10 5 Other Public/Private Rates for Similar Program:			Resident/Non-Resident		
11 University name and rate: (Resident/Non-Resident)	University Southern California \$57,000 / \$57,000	FIU: \$30,000 / \$33,600	FIU EMBA: \$65,000 / \$70,000 FIU PMBA: \$46,000 / \$50,000 FIU Online MBA: \$42,000 / \$42,000		
12 University name and rate: (Resident/Non-Resident)	University of Minnesota \$59,500 / \$59,500	University of Texas \$43,000 / \$48,000	UF EMBA: \$51,000 / \$51,000 UF PMBA: \$43,500 / \$43,500 UF Online MBA 1 Year: \$46,000 UF Online MBA 2 Year: \$52,500		
13 University name and rate: (Resident/Non-Resident)	Western Kentucky University \$23,250 / \$23,250	FSU: \$15,286 / \$35,491	UCF EMBA: \$50,000 / \$50,000 UCF PMBA: \$39,000 / \$39,000		
14 University name and rate: (Resident/Non-Resident)	University of Colorado Denver \$51,000 / \$51,000	UF: \$16,786 / \$39,997	UM EMBA: \$84,500 / \$84,500 UM PMBA: \$84,500 / \$84,500		
15 University name and rate: (Resident/Non-Resident)	University of Central Florida \$36,652 / \$36,652	USF: \$14,003 / \$26,738	FSU Online MBA: \$29,250 / \$29,250		
16 University name and rate: (Resident/Non-Resident)			NSU Online MBA: \$34,271 / \$34,271		
17 Length of Program (SCH)	30	30	46		
18 Current E&G Student Enrollment (Headcount)					
19 Resident	N/A: Launching fall 2014	N/A: Launching Fall 2014	Online MBA: N/A Launching Fall 2014 PMBA: 60 (Not E&G funded) EMBA: 210 (Not E&G funded)		
20 Non-Resident	N/A: Launching fall 2014	N/A: Launching fall 2014	Online MBA: N/A Launching Fall 2014 PMBA: 2 (Not E&G funded) EMBA: 1 (Not E&G funded)		
21 Total	N/A: Launching fall 2014	N/A: Launching fall 2014	Online MBA: N/A Launching Fall 2014 PMBA: 62 (Not E&G funded) EMBA: 211 (Not E&G funded)		
22 Similar Program at other SUS Institutions (if yes, provide university and program name)	UCF Executive MHAS	See Above	See Above		