



Item: AS: A-1

## COMMITTEE ON ACADEMIC AND STUDENT AFFAIRS

Tuesday, May 17, 2016

**SUBJECT: REQUEST FOR APPROVAL OF DEGREE TERMINATION - MASTER OF SCIENCE  
IN MUSIC BUSINESS ADMINISTRATION**

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### PROPOSED BOARD ACTION

Request for approval to terminate the Master of Science in Music Business Administration (50.1003).

### BACKGROUND INFORMATION

The Master of Science in Music Business Administration has had negligible enrollment from the beginning and there is a lack of continued viability for this program to be offered by the university. The Florida Board of Governors recommends the termination of programs with low graduation outcomes.

### IMPLEMENTATION PLAN/DATE

Students were no longer accepted into the program as the Fall 2015 semester. Currently there are seven students in the program and they have been informed that the degree will remain open to them until they complete the coursework; however, a timely degree completion is expected.

### FISCAL IMPLICATIONS

The courses required in the program are required courses in other degree offerings in the College of Arts and Letters and the College of Business, so the loss of the degree will not result in a loss in faculty, courses or other resources.

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**Supporting Documentation:** Program Termination Form

**Presented by:** Dr. Russell Ivy, Associate Provost for Programs and Assessment

**Phone:** 561-297-2353

**PROGRAM TERMINATION FORM**  
Board of Governors, State University System of Florida

**UNIVERSITY:** Florida Atlantic University

**PROGRAM NAME:** Master of Science in Music Business Administration

**DEGREE LEVEL(S):** graduate  
(Ph.D., Ed.D., etc)

**CIP CODE:** 50.1003  
(Classification of Instructional Programs)

**OFFICIAL TERMINATION DATE:** Fall 2015  
(Last date that students will be accepted into program)

**OFFICIAL PHASE-OUT DATE:** anticipated Fall 2019  
(Last date that data will be submitted for this program)

*This is the form to be used for university requests to terminate doctoral degree programs and is recommended for use when terminating other programs. The request should be approved by the University Board of Trustees (UBOT) prior to submission to the Board of Governors, State University System of Florida for approval. Please fill out this form completely for each program to be terminated in order for your request to be processed as quickly as possible. Attach additional pages as necessary to provide a complete response. In the case of baccalaureate or master's degree programs, the UBOT may approve termination in accordance with BOG Regulation 8.012 (3), with notification sent to the Board of Governors, Office of Academic and Student Affairs. The issues outlined below should be examined by the UBOT in approving termination.*

**1. Provide a narrative rationale for the request to terminate the program.**

The Board of Governors requires termination due to low graduation outcomes.

## PROGRAM TERMINATION FORM (PAGE 2)

- 2. Indicate on which campus(es) the program is being offered and the extent to which the proposed termination has had or will have an impact on enrollment, enrollment planning, and/or the reallocation of resources.**

The Master of Science in Music Business Administration is offered on the Boca Raton campus. There is negligible enrollment at the current time, and termination will have no impact on the reallocation of resources. The courses required in the MS Music Business Administration degree are required courses in other degree offerings in the College, so the loss of the degree will not result in a loss in faculty, courses or other resources.

- 3. Provide an explanation of the manner in which the University intends to accommodate any students or faculty who are currently active in the program scheduled to be terminated. State what steps have been taken to inform students and faculty of the intent to terminate the program?**

Current students have been informed that the degree will remain open to them until they complete the coursework, and some have already received a teach-out plan to input into their Plans of Study. Substitutions are being allowed to replace one or two required courses, which will allow the students the ability to pursue timely completion.

The MS program description posted on the College's website clearly states that the program is no longer accepting students. The notice was posted in Fall 2015.

- 4. Provide data (and cite source) on the gender and racial distribution of students and faculty. For faculty also list the rank and tenure status of all affected individuals.**

No faculty are affected with this termination.

Student Ethnicity/Gender: Hispanic female=1; non-resident alien female=1; white female=3; white male=2

Student data collected from Institute for Effective Analysis FAU, from Fall 2015 enrollment figures.

- 5. Identify any potential negative impact of the proposed action on the current representation of females, minorities, faculty, and students.**

Negligible impact.

PROGRAM TERMINATION FORM (PAGE 3)

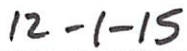
  
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Signature of Requestor/Initiator

  
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Date

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Signature of Campus EO Officer

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Date

  
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Signature of College Dean

  
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Date

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Signature of President or Vice President for  
Academic Affairs

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Date

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Date Approved by the University  
Board of Trustees

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Signature of Chair, Board of Trustees

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Date



College of Business  
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**MEMORANDUM**

TO: Dr. William McDaniel, Chair – Graduate Council

FROM: Dr. Marc A. Rhorer, Assistant Dean

DATE: February 11, 2016

SUBJECT: MS IN MUSIC BUSINESS STATUS

As the COB graduate council considers the discontinuance of the MS in Music Business (a joint Master's program with the College of Arts & Letters) degree, I would like to provide a brief overview of the program. Developed approximately 10 years ago, with leadership from Dr. Marilyn Wylie (Finance) and Professor Michael Zager (Music), the program was aimed at supporting the growing entertainment industry in south Florida. The curriculum consists of 10 required courses (a combination of music and business, with most of the business classes from the MBA), an internship, 2 program electives (all from business) and a thesis. The program was fully approved and endorsed by AACSB under our last accreditation review.

A program goal was to have a constant enrollment of approximately 10 students, graduating 4-5 per year. Unfortunately that objective was never attained, as the program never exceeded 7 students at any point, with typically less than 2 students graduating annually. Additionally, the thesis was an obstacle for several students; approximately 3 students finished their coursework but never successfully defended their theses.

FAU receives regular reports from the Board of Governors (BOG) highlighting degree programs with low productivity (for Master's programs, the "low productivity" threshold is fewer than 20 degrees in a 5 year period). The MS in Music Business program produced 4 MS degrees in the past 5 years and has been on several low productivity reports, even after implementation of an earlier action plan to increase enrollment.

Though the program has relatively low costs, because it utilizes mostly existing MBA courses, the lack of student interest and low completion rates merit a reevaluation of the offering. After much consideration, the COB administration, in agreement with Arts & Letters, feels that the program should be discontinued so that we can concentrate our efforts and resources on other offerings that are in more demand and in closer alignment to our College's mission. If the faculty concur with this recommendation, all 5 current students in the program will be allowed to finish their degrees and supported in the process. Admission to the program has been on hiatus since January 2015, knowing that the degree's future was being evaluated.