



Item: AS: A-2

COMMITTEE ON ACADEMIC AND STUDENT AFFAIRS

Tuesday, October 15, 2013

SUBJECT: REQUEST FOR APPROVAL OF MARKET-RATE PROGRAMS

PROPOSED COMMITTEE ACTION

Request approval of market-rate program proposals.

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 | | |