



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri Western State University

Program Title: Master of Business Administration

Degree/Certificate: Master of Business Administration

Options: Forensic Accounting, Enterprise Resource Planning, Life and Animal Science

Delivery Site(s): St. Joseph

CIP Classification: 52.0201

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: Fall 2017

Cooperative Partners: Click here to enter text.

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Jeanne Daffron, Provost

Name/Title of Institutional Officer

Jeanne Daffron
Signature

3/31/16
Date

Mike Lane, Dean, Craig School of Business

816-271-4338

Person to Contact for More Information

Telephone



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Missouri Western State University
Program Name Master of Business Administration
Date March 29, 2016

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
Prospective students must meet one of these criteria: 1: Bachelor's degree in Business or minor in business from an AACSB Accredited school with a 2.75 overall GPA or 3.0 in the last 60 hours. OR 2. Bachelor's Degree with a 2.75 overall GPA or 3.0 in the last 60 hours and minimum score of GMAT equivalent of 450. OR 3. Bachelor's Degree with a 2.75 overall GPA or 3.0 in the last 60 hours and successfully completing in-house competency exams.
- Characteristics of a specific population to be served, if applicable.
Prospective students must meet one of these criteria: Bachelor's degree in Business with an overall GPA of 3.0 or higher* Bachelor's degree in Business with an overall GPA of 2.75 or higher and a GPA of 3.0 or higher in the last 60 hours * Minimum 24 hour minor in business with a minimum GPA 3.0 in the business minor courses AND an overall GPA of 2.75 or higher.* GMAT exam (or equivalent) of score 450 or higher AND non Business Bachelor's Degree with either an overall GPA of 3.0 or higher or (an overall GPA of 2.75 or higher and a GPA of 3.0 or higher in the last 60 hours)*Successfully complete MWSU competency exams AND non Business Bachelor's Degree with either an overall GPA of 3.0 or higher or (an overall GPA of 2.75 or higher and a GPA of 3.0 or higher in the last 60 hours). Students applying for the Life and Animal Science concentration must also meet the admission criteria for the Industrial Life Science (ILS) program. All students must meet course prerequisites. Students with an undergraduate degree other than Business will meet with an advisor to determine if prerequisites or competency exams are required in addition to the 30 hours necessary to complete the degree.

www.dhe.mo.gov • info@dhe.mo.gov

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Faculty qualified to teach in AACSB (The Association to Advance Collegiate Schools of Business) Programs with appropriate terminal degrees.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
100% to be assigned to full-time Craig School of Business faculty members
- Expectations for professional activities, special student contact, teaching/learning innovation.
Faculty will be required to meet campus requirements for graduate faculty status and CSB standards for AACSB Scholarly Academic status.

3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
21
- Percent of full time and part time enrollment by the end of five years.
20% full-time; 80% part-time

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Three years = 4 graduates; Five Years 10 graduates
- Special skills specific to the program.
These are specific to the concentrations and are relatively self-explanatory. As an example, accounting firms are seeking graduate who have an understanding of Forensic accounting and risk assessment as these are both significant issues in the profession. The Life Sciences concentration will help prepare technically educated scientists to gain an understanding of the strategic management process as they assume more significant managerial roles in their organizations.
- Proportion of students who will achieve licensing, certification, or registration.
It is anticipated that nearly 100% of the Forensic Accounting concentrators will achieve certification in accounting (CPA; CIA; CMA; or CFE)
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on

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criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

Click here to enter text.

- Placement rates in related fields, in other fields, unemployed.
We anticipate placing accounting concentrators with CPA firms. We expect most other students to be employed full-time prior to enrollment in the program.
- Transfer rates, continuous study.
N/A

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

This program will fall within the AACSB Accreditation of the Craig School of Business.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
Alumni will be surveyed within our normal alumni surveys which will be conducted annually. We anticipate using an on-line technology for survey instruments since we are targeting recent alumni. We expect very good satisfaction ratings from graduates.
- Expected satisfaction rates for employers, including timing and method of surveys.
Employer surveys will be conducted bi-annually.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

The existence of the Industrial Life Sciences program and the Criminal Justice Program provide us with an opportunity to provide a cross-disciplinary concentration not found at most institutions. Having a former Missouri State Auditor on our faculty helps to provide leadership for that program. ERP is already a specialty of the CSB. This concentration will allow students to earn a more general degree than our MIM program, while still having a deep understanding of Business Processes.



PROGRAM STRUCTURE

A. Total credits required for graduation: 30

B. Residency requirements, if any: 24

C. General education: Total credits: 0

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ACC 633	3	Foundations of Finance and Accounting
MKT 633	3	Applied Strategic Marketing
MGT 633	3	Contemporary Management Issues
MIM 643	3	Supply Chain and Customer Relationship Management
MIM 633	3	Business Intelligence and Analytics
GBA 633	3	Managerial Communication

D. Major requirements: Total credits: 12

(Note: There are 3 separate concentrations. Students select one of the 3)

Course Number	Credits	Course Title
Forensic Accounting Concentration		
ACC 613	3	Forensic Accounting (required)
Take any two of these courses:		
ACC 623	3	Auditing for Fraud
ACC 643	3	Advanced Accounting
ACC 653	3	Business Taxation
LAW 535	3	Introduction to Computer Forensics
LAW 600	3	Criminal Law, Evidence, and Legal Procedures
MGT 695	3	Applied Strategic Management
Enterprise Resource Planning Concentration		

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MIM 613	3	ERP Fundamentals
MIM 623	3	ERP Configuration
Take one of these 3 courses:		
MIM 673	3	EA Technology
MIM 683	3	Strategic Information Systems
MIM 693	3	SAP TERP10 Certification
MGT 695	3	Applied Strategic Management
<u>Life and Animal Science Concentration</u>	9	9 graduate hours of Chemistry, ILS, and/or BIO chosen in consultation with an advisor with a maximum of 6 hours at the 500 level. Internships are not counted toward the degree requirements.
MGT 695	3	Applied Strategic Management

E. Free elective credits:

0

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

MGT 695 will consist of a capstone experience

G. Any unique features such as interdepartmental cooperation:

The Forensic Accounting concentration will allow courses from our Criminal Justice graduate program. The Life and Animal Science concentration requires courses from other the ILS and/or Biology graduate programs.



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	3	6	7	7	7
Part Time	10	18	21	25	28
Total	13	24	28	32	35

Please provide a rationale regarding how student enrollment projections were calculated:

Full-time students represent the number currently seeking graduate programs for CPA certification. We anticipate those students will remain at MWSU to complete their graduate programs. Part-time enrollments are based upon conversations with area employers regarding demand of their employees and willingness of employers to help support their employees seeking an MBA at MWSU.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Several area businesses have requested an MBA program be developed at MWSU. Members of the CSB Executive Advisory Committee who represent local business organizations have been instrumental in reviewing the design of the programs to ensure the curriculum meets their needs. Attached to this form are letters of support from industry and governmental leaders in the region.

Annually, we receive 15 – 20 unsolicited inquiries regarding offering an MBA program.

Conversations with current students indicate an interest on the part of some to remain at MWSU for an MBA (mostly in the accounting concentration).



Boehringer Ingelheim
Vetmedica, Inc.

January 28, 2016

Missouri Department of Higher Education
205 Jefferson Street
PO Box 1469
Jefferson City, MO 65102

Subject: Missouri Western State University MBA Program

2621 North Belt Highway
St. Joseph, Missouri 64506-2002
Telephone (816) 233-2571
Telefax (816) 233-3487
www.bi-vetmedica.com

Dear Members of the Coordinating Board for Higher Education:

It is my pleasure to write a support letter for Missouri Western State University and its proposal for an MBA program. Boehringer Ingelheim Vetmedica, Inc. (BIVI), has a long-standing history with the university and is proud of the many graduates whom now work for our company. The university is a strong school partner of ours, and we appreciate its commitment to providing education, culture and economic development for its students and our region.

The university demonstrates a desire to provide in-demand degree offerings. I believe an MBA program from an AACSB-accredited program with a concentration in Animal and Life Sciences will serve graduates in this area well for future employment considering the university's location within the Kansas City Animal Health Corridor. Additionally, as the fifth largest animal health company in the United States and a global leader in the industry, an MBA program would serve our employees well to continue their education as we continue to need a talented pipeline of individuals to meet the demands of our customers and their animals.

I look forward to the evaluation of Missouri Western State University's proposal.



Regards,

Albert Knaul

President and CEO
Boehringer Ingelheim Vetmedica, Inc.

HERZOG CONTRACTING CORP.



600 S. RIVERSIDE RD.
P. O. BOX 1089
ST. JOSEPH, MO 64502
PHONE (816) 233-9001
FAX (816) 233-9881

January 6, 2016

Members of the Coordinating Board of Higher Education:

Please accept this letter as our show of support for the proposed MBA Program at Missouri Western State University.

As a construction and services contractor in the transportation industry, we hire a large number of graduates from Missouri Western and have a genuine interest in seeing the University continue to improve.

Our greatest asset is our employees and an AACSB Accredited MBA Program will provide them the opportunity to enhance their skills and abilities within our organization.

Sincerely,

HERZOG CONTRACTING CORP.

Alan L. Landes
President



2106 S. Riverside Road
St. Joseph, MO
64507

Telephone: (816) 364-6348
www.altec.com

January 7, 2016

Members of the Coordinating Board for Higher Education

Re: MBA program at MWSU

Altec Industries Inc. is a leading equipment and service provider for the electric utility, telecommunications, contractor, lights and signs, and tree care markets with a manufacturing and service operation in Saint Joseph, Missouri.

We encourage continued education and would be supportive of an AACSB Accredited MBA Program to enhance their skills and abilities within our organization.

We would be very excited to have this program at MWSU to give our associates a local option to further their education.

Sincerely

A handwritten signature in black ink, appearing to read "Colby W. Edwards".

Colby W. Edwards
Regional VP of Operations
Altec Industries, Inc.

Cc:

Michael R. Lane
Wade Wetlauffer



CliftonLarsonAllen

CliftonLarsonAllen LLP
2301 Village Drive
St. Joseph, MO 64506
816-232-8441 | fax 816-232-6768
CLAconnect.com

January 7, 2015

Dear Members of the Coordinating Board for Higher Education:

CliftonLarsonAllen ("CLA") is a leading professional services firm offering wealth advisory, outsourcing, and audit, tax, and consulting. Our practice includes wealth advisory, outsourcing, and audit, tax, and consulting capabilities developed in response to our clients' needs. From offices coast to coast, our professionals practice in specific industries to deliver wealth advisory, outsourcing, and audit, tax, and consulting capabilities best aligned with our clients' needs.

One of our key strategies is to be the "career building firm." To build that career in tax and audit, a CPA license is required to provide tax and audit services at CLA. To obtain a CPA license, each graduate is required to graduate with 150 credits. Each year we rely on institutions of higher education as our source for entry level talent in the accounting field. Nationally, we hire approximately 150 students annually and it's especially challenging to find that talent in northwest Missouri who can meet the 150 hour credit rule.

Adding an MBA program with a concentration in Forensic Accounting would be beneficial to CLA and its employees. This Forensic Accounting program would provide us with a pool highly qualified graduates from an Accredited MBA program to fill needed jobs in Missouri. This program would provide an opportunity for our employees (who have not met the 150 credit hour rule) to continue their education at an AACSB Accredited MBA Program to pursue their CPA and further their careers at CLA.

Thank you for your consideration. If you have questions about CLA and our need for a program such as this, please feel free to reach out to either of us.

Sincerely,

CliftonLarsonAllen LLP

Matthew Robertson, CPA

Principal

816.671.8930

matthew.robertson@claconnect.com

Matthew Johnson, CPA, CFE

Manager

816.671.8925

matthew.johnson@claconnect.com



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News-Press & Gazette Company

826 Edmond St., P.O. Box 29, St. Joseph, Missouri 64502-0029 816-271-8500

January 6, 2016

TO: Missouri Coordinating Board for Higher Education

FROM: David R. Bradley and Brian Bradley, representing News-Press & Gazette Co.

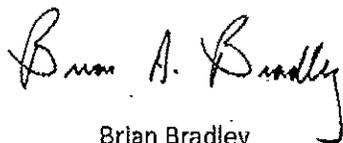
Ladies and Gentlemen:

We would appreciate your consideration for a Masters of Business Administration program for Missouri Western State University in St. Joseph. Proposed concentrations in animal science, forensic accounting and enterprise resource planning fit well into the work force needs of our metropolitan area.

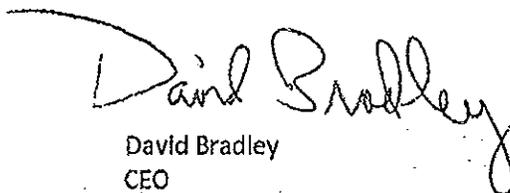
The university's Steven L. Craig School of Business is building a strong reputation in this region and would easily accommodate these studies. The business school has strong financial backing from Mr. Craig as well as our company and many other businesses here.

The St. Joseph area has dozens of small and medium-sized businesses who would love to hire these local MBA graduates. In turn, these businesses would have a better chance to grow and prosper with these more highly skilled employees. The result would be a benefit to the regional economy and the Missouri tax base.

Thank for considering this important step for our university.



Brian Bradley
President



David Bradley
CEO



Missouri Air National Guard
HEADQUARTERS 139TH AIRLIFT WING
705 MEMORIAL DRIVE, ST. JOSEPH, MISSOURI 64503-9307

11 February 2016

MEMORANDUM FOR: Missouri State Western University

FROM: 139th Airlift Wing

SUBJECT: Masters of Business Administration

The 139th Airlift Wing enjoys great partnerships with our local educational institution. These partnerships enhance the strength of our unit by providing higher learning opportunities to our members as we pursue our mission of National Defense. The ever changing landscape of our world requires that our members be highly flexible and adaptable, traits that are only learned thru continuous and professional educational development programs. The proposed Masters of Business Administration degree to be offered by Missouri Western State University will be a valuable addition to the menu of educational opportunities for the members of the 139th Airlift Wing.

A handwritten signature in black ink that reads "Edward E. Black".

Edward E. Black, Colonel USAF
Vice Commander

BIOZYME®

INCORPORATED

6010 Stockyards Expressway
P.O. Box 4428
St. Joseph, Missouri 64504-0428
800-821-3070 • Fax 816-238-7549
support@biozymeinc.com
www.biozymeinc.com

January 15, 2016

Dear Members of the Coordinating Board for Higher Education:

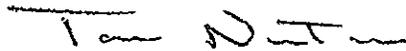
BioZyme® Incorporated is an innovative company in the agricultural fields of livestock nutrition and animal microbiology. In order to accomplish our mission we are committed to developing well trained personnel dedicated to meeting the needs of our customers — from nutrition consultation to ration development — and helping to link cattlemen with tools and resources.

We are very supportive of the establishment of an AACSB Accredited MBA Program at Missouri Western State University. We see two significant advantages to having this program at MWSU. First, these programs will provide us with a pool of highly qualified graduates from an AACSB Accredited program to fill needed jobs in Missouri. Second these programs will provide an opportunity for our employees to continue their education at an AACSB Accredited MBA Program to enhance their skills and abilities within our organization.

Adding an MBA program with a concentration in Animal and Life Sciences would be beneficial to BioZyme® and its employees. The program will provide employees and prospective employees with important knowledge in animal science as well as important managerial skills. This program would provide a high-quality candidate pool to serve not only our organization, but the many animal health companies in the region.

Thank you for your consideration. If you have questions about BioZyme® and our need for a program such as this, please feel free to reach out to me.

Sincerely,



Tom Norton
Chief Financial Officer
BioZyme® Incorporated

Improving animal health and performance, naturally



Commerce Bank

St. Joseph Banking Center
Post Office Box 1119
St. Joseph, Missouri 64502-1119
(816) 236-5700 • 328 Fellx
(816) 236-5800 • 3606 Frederick
(816) 236-5900 • 3303 Ashland
www.commercebank.com

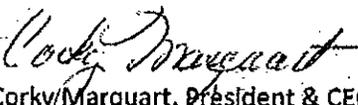
February 11, 2016

Members of the Coordinating Board of Higher Education:

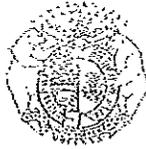
Commerce Bank is a regional community bank headquartered in Missouri with locations throughout our Midwest footprint. We have created a culture for sales, service and risk management that is highly valued and constantly refined and updated.

Fraud prevention is an area that has become increasingly important in banking and something that we take very seriously at Commerce. Almost every area of our company is at risk for fraud with some departments being especially vulnerable. It requires constant monitoring and employee training to minimize exposure to the company and our customers. It is not easy to find qualified applicants to fill the ever increasing need for expertise in fraud detection. Establishing an MBA program with a concentration in forensic accounting at Missouri Western State University would help fill that employment gap.

Forensic accounting is an area of expertise where the need is only going to expand as technology advances and the opportunities for fraud. Students in that discipline will be highly recruited by all financial institutions as well as many other industries. I strongly support Missouri Western State University in their request to be approved for the program.


Corky Marquart, President & CEO
Commerce Bank - St. Joseph Market

201 West Capitol Ave.
Jefferson City, MO 65101
pat.conway@house.mo.gov



Legislative Assistant
Beth Hollis
beth.hollis@house.mo.gov

PAT CONWAY
MISSOURI HOUSE OF REPRESENTATIVES
DISTRICT 10

January 13, 2016

Missouri Coordinating Board for Higher Education
205 Jefferson Street
P.O. Box 1469
Jefferson City, MO 65102

To Members of the Coordinating Board for Higher Education:

As a member of the Missouri General Assembly, it is my honor and privilege to represent the citizens of St. Joseph and the 10th District at the state level. When I meet with my constituents, I often hear the need for highly qualified graduates to fill jobs that are vital to Missouri's economy.

As both an alumnus and proud supporter of Missouri Western State University, I support the University's proposal for a Master of Business Administration (MBA) program. The Craig School of Business, accredited by the AACSB, currently offers high-quality degree programs, and the addition of the proposed MBA options will be no exception. The proposed concentrations in Animal and Life Sciences, Forensic Accounting, and Enterprise Resource are not only unique, but specifically requested and built in collaboration with business partners in the St. Joseph area to meet the demands of their industries.

It is my belief that the additional education and training that the MBA program provides for students will not only provide personal benefit, but benefit the businesses in my district that contribute to Missouri's future economic success. If I can be of further assistance on this matter, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Rep. Pat Conway".

Rep. Pat Conway
District 10



AGRI LABORATORIES, LTD.

P.O. BOX 3103, ST. JOSEPH, MO 64503
20927-STATE ROUTE K, ST. JOSEPH, MO 64505

January 19, 2016

Members of the Coordinating Board for Higher Education

This is a letter of support for the creation of MBA programs at Missouri Western State University, specifically in Animal and Life Sciences.

Programs such as this will provide us with a pool of highly qualified graduates in Animal and Life Sciences from an AACSB Accredited program to fill needed jobs here at AgriLabs, as well as, allow our current employees the opportunity to continue their education to enhance their skills and abilities within our organization.

Sincerely,

Lou Pascarella
Chief Financial Officer