



- PUBLIC
 INDEPENDENT

NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW

When finished, please save and email to: he.academicprogramactions@dhe.mo.gov

Sponsoring Institution: Northwest Missouri State University

Program Title: General MBA

Degree/Certificate: MBA-Master of Business Administration

If other, please list: Click here to enter text

Options:

Delivery Site: On campus and Online

CIP Classification: 520201

Implementation Date: 1/2/2020

Is this a new off-site location? [ ] Yes [x] No

If yes, is the new location within your institution's current CBHE-approved service region? [ ]

\*If no, public institutions should consult the comprehensive review process

Is this a collaborative program? [ ] Yes [x] No

\*If yes, please complete the collaborative programs form on last page.

Please list similar or comparable programs at Missouri public institutions of higher education.

\*For public institutions only

Click here to enter text

CERTIFICATIONS:

- [x] The program is within the institution's CBHE approved mission. (public only)
[x] The program will be offered within the institution's CBHE approved service region. (public only)
[x] The program builds upon existing programs and faculty expertise
[x] The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
[x] The program can be launched with minimal expense and falls within the institution's current operating budget. (public only)

AUTHORIZATION

Table with 3 columns: Name/Title of Institutional Officer, Signature, Date

## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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.  
2.50 undergraduate GPA, GMAT 440 or GRE with verbal 143, quantitative 142
- Characteristics of a specific population to be served, if applicable.  
There is general interest in MBA programs from business undergraduate degree completers as well as prospective students that want to increase their business and management acumen and decision making skills. In 2016 the General MBA emphasis was changed to "General Management" and that has been a popular program (over 130 students). Marketing research, as well as input from aspiring students, is that a true "General" emphasis is still desired, in addition to "General Management." The School of Business is adding that emphasis back with this proposal.

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate. The program is accredited by ACBSP and the MBA faculty hold terminal degrees in their respective business subfields/disciplines.
- 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% of SCH are in courses with full-time faculty.
- Expectations for professional activities, special student contact, teaching/learning innovation.  
MBA graduate faculty are tenure-track and ranked and will have the expectation for student engagement, instructional delivery, and professional development that is expected of ranked faculty in Chapter Two of the Faculty Handbook at Northwest Missouri State University.

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
~70 FTE
- Percent of full time and part time enrollment by the end of five years.  
About 20% full-time, 80% part-time.

#### STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time	10	10	15	15	15
Part Time	20	35	60	65	65
Total	30	45	75	80	80

### 4. Student and Program Outcomes





and long-term analyses.

Societal demand

We will continue to attract international students to the Maryville campus with emphases like Marketing and Business Analytics which is a contributor to economic development in the state and region.

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

*On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.*

## COLLABORATIVE PROGRAMS

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- **Sponsoring Institution One:**
- **Sponsoring Institution Two:**
- **Other Collaborative Institutions:**
- **Length of Agreement:**
- **Which institution(s) will have degree-granting authority?**
- **Which institution(s) will have the authority for faculty hiring, course assignment, evaluation and reappointment decisions?**
- **What agreements exist to ensure that faculty from all participating institutions will be involved in decisions about the curriculum, admissions standards, exit requirements?**
- **Which institution(s) will be responsible for academic and student-support services, e.g., registration, advising, library, academic assistance, financial aid, etc.?**
- **What agreements exist to ensure that the academic calendars of the participating institutions have been aligned as needed?**

*Please save and email this form to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*