

Informational

OFFICE OF THE VICE-PRESIDENT
FOR ACADEMIC AFFAIRS

MAY 26 1983



GLASSBORO STATE COLLEGE

State of New Jersey
GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

ADMINISTRATIVE STUDIES DEPARTMENT
(609) 445-6025

May 25, 1983

To: Herman D. James
Vice President for Academic Affairs

From: Leo C. Beebe
Dean of Administrative Studies

A handwritten signature in cursive script, appearing to read "L. Beebe".

Subj: MBA Proposal

If you agree, I would like to have Dr. Robert Lynch or one of our other faculty develop an MBA proposal along the lines indicated in the attachment. May we discuss at your convenience?

cc: Robert Lynch



State of New Jersey

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

ADMINISTRATIVE STUDIES DEPARTMENT
(609) 445-6025

May 24, 1983

To: Leo C Beebe, Dean
Administrative Studies Division

From: Robert D Lynch

Subject: MBA Program Preliminary Proposal

Attached is a preliminary proposal for a Master of Business Administration Program to be implemented by the Administrative Studies Division beginning in the fall of 1985. This proposal is submitted as part of the Glassboro State College Five Year Plan, which calls for an MBA Program as part of the Administrative Studies program for continued development and growth.

Although we currently must limit access to our program as a result of scarce resources it would be short-sighted to assume that the same strong demand will continue into the late 80's. However, we do see an increase in demand for adult education programs and it is reasonable to expect that the trend toward requirements for more MBA Degrees will continue as the complexity of business decisions increases along with the demands for greater productivity and more computerization in the workplace.

A simple extension of the growth rate of Master's degrees awarded indicates that in the late 80's one Master's degree will be awarded for every two Bachelor's degrees as compared to one for every 3.25 Bachelor's degrees in 1980.

Our goal for implementation of an MBA Program in 1985 is ambitious. For this reason we should proceed rather quickly into the formal proposal stage.

GLASSBORO STATE COLLEGE
Administrative Studies Division

PRELIMINARY PROPOSAL FOR
MASTER OF BUSINESS ADMINISTRATION

It is proposed that a Master of Business Administration (MBA) Program be developed in the Administrative Studies Division of Glassboro State College. This program would be designed to complement the undergraduate program in Business with the assumption that a buildup in FTE's in the graduate program would result in a corresponding decrease in FTE's in the undergraduate program. Initially this would be an evening program with a possibility of expansion into a weekend program or a day program if the need were established.

Implementation of the MBA Program would necessarily be gradual, possibly with just two sections the first semester and a buildup at the rate of an additional two sections each semester. The program would be designed in anticipation of 50-60 graduates per year. There would be a total of 20-25 sections each semester and 250-350 students in the program. Implementation of the program would begin in the 1985-86 academic year.

RATIONALE

From 1964 through 1980 the number of Bachelor's degrees in business and management, which has been awarded (see Appendix I) nationally, has risen from 63,639 to 186,683. At the same time the number of Master's degrees has risen from 13,142 to 55,148. In 1964 this was a ratio of only one Master's degree for each 4.8 business degrees but in 1980 there was one Master's degree for each 3.4 business degrees. In New Jersey in 1980 there were 1753 Master's degrees and 5696 Bachelor's degrees for a ratio of one to 3.25. This indicates that New Jersey is slightly ahead of the nation in terms of offering more Master's degrees per Bachelor's degree. If the number of Master's degrees awarded is examined with respect to population in 1980, New Jersey awarded one degree for every 4107 persons while nationally the number was one for every 4201 persons. Again New Jersey is slightly ahead of national statistics.

One could easily conclude that an additional Master's degree program is not necessary, especially since recently approved programs at Rutgers-Camden and at Montclair do not appear in the New Jersey numbers. However, there are two very important considerations which must be evaluated in our proposal:

- (1) Of the 1753 Master's degrees awarded in New Jersey in 1980 only 462 were awarded by a state school, Rutgers University, while 1291 were awarded by private colleges with 933 from Fairleigh Dickinson.

- (2) If the age range of the population most likely to be candidates for master degrees is 20-34 then there are 367,000 persons in this age range in the southern seven New Jersey counties. This is 21 percent of the population in New Jersey. Yet, in 1980 not one Master's degree was awarded in these same seven counties. Excluding the larger Burlington and Camden counties, the five southern counties still represent over nine percent of the population of New Jersey.

Whether one looks at Bachelor's degrees, total population, or population in the 20-34 age group it is apparent that southern New Jersey should be offering 200-300 Master's degrees each year to service the population needs. Although colleges and universities in the Philadelphia and Delaware area provide additional opportunities for graduate study the travel time from the eastern and southern sections makes it difficult for the working student to attend these evening programs.

RESOURCES

If the MBA program were phased in with a corresponding decrease (it is assumed that adjustments would take into account differences in class size and teaching loads so that there would not necessarily be a direct exchange of FTE's) in the undergraduate program, existing classroom space, office space, and computer facilities should be adequate as currently planned. Minor adjustments such as a slight shift of more sections to the evening program may be necessary. In most cases, faculty qualified to teach undergraduate programs should be qualified to teach at the graduate level.

CURRICULUM

Curriculum would be designed to meet the needs of two distinct groups of students. The first group would be those students who had undergraduate degrees in business. This program would be designed so this student could complete their MBA requirements with 33 graduate credit hours. The second group of students would be the non-business professional, ie. engineers, teachers, computer scientists, liberal arts graduates, and others from the technical areas such as chemistry. This latter group of students would have to take, or have completed, an undergraduate core of 27 credit hours.

A number of curriculum models both within the state and in other parts of the country have been examined. Several of these models are shown in Appendix II. Foundation courses shown are courses which are required prior to admission to the MBA program and may be waived if the subjects have been covered in equivalent undergraduate

courses. Core requirements are required for all students in the program and Electives are normally chosen from a group of courses or a particular specialization. The maximum number of credit hours shown include all foundation courses while the minimum number of credit hours is based upon the waiver of all foundation courses. There appears to be little or no uniformity among these models, even if the school has AACSB accreditation. However a total of 60 or more credit hours, including undergraduate prerequisites is not unusual.

Following are preliminary recommendations based upon the review of these models:

	Credit Hours
FOUNDATION COURSES	
Accounting	6
Calculus	3
Statistics	3
Computer Programming	3
Finance	3
Marketing	3
Economics	3
Organization Behavior	3

Total	27
CORE COURSES	Credit Hours
Managerial Economics	3
Managerial Accounting	3
Financial Management	3
Marketing Management	3
Quantitative Methods	3
Management Info. Systems/Applications	3
International Management	3
Business Policy	3

	24
ELECTIVES	9

It is recommended that the program include no more than three specializations, Information Processing, Finance, and Marketing. Courses in these specializations would have to be determined and would likely be advanced versions of existing undergraduate courses.

SUMMARY

This preliminary proposal has been prepared as a basis for an in-depth study and preparation of a final proposal. This in-depth study would have to include the following tasks:

1. Review of additional MBA models and visits to other colleges, especially within the state, to review

- their programs.
2. Development of a needs survey, conducting of the survey, and analysis of results.
 3. Development of curriculum and new course proposals.
 4. Detailed analysis of cost and resource requirements.
 5. Development of implementation plan.

It is recommended that release time be provided for this purpose during the 1983-84 academic year. It is estimated that 3 hours of release time would be necessary each semester with a time goal for submission to the Department of Higher Education being September 1984.

APPENDIX IA

DEGREES AWARDED IN BUSINESS AND MANAGEMENT(1)

NATIONAL TOTALS FOR MEN AND WOMEN

YEAR	BACHELOR'S DEGREES	MASTER'S DEGREES
1956	42613	3280
1960	52110	4814
1962	52139	5401
1964	59198	6513
1966*	63639	13142
1968	80592	18101
1970	106054	21599
1972	122009	30433
1974	132384	32763
1976	143436	42620
1978	161271	48484
1980	186683	55148

NEW JERSEY TOTALS FOR MEN AND WOMEN

YEAR	BACHELOR'S DEGREES	MASTER'S DEGREES
1977	4953	1528
1978	5133	1519
1979	5325	1578
1980	5696	1753
1981	5972	1740

*The method of reporting Master's degrees changed beginning in 1966.

Appendix IB

DEGREES AWARDED IN BUSINESS AND MANAGEMENT (2)
NEW JERSEY STATE COLLEGES AND UNIVERSITY

STATE COLLEGE	BACHELOR'S DEGREES		MASTER'S DEGREES	
	1980	1981	1980	1981
Glassboro	269	268	-	-
Jersey City	59	132	-	-
Kean	241	244	-	-
Montclair	491	507	-	-
Ramapo	143	195	-	-
Stockton	213	234	-	-
Trenton	216	199	-	-
Paterson	360	355	-	-
NJIT	36	-	-	-
Edison	30	-	-	-
Totals	1992	2137		
Rutgers University				
Camden	246	243	-	-
Newark	279	385	401	-
New Brunswick	428	440	61	-
Totals	1053	1068	462	

DEGREES AWARDED IN BUSINESS AND MANAGEMENT
NEW JERSEY PRIVATE COLLEGES AND UNIVERSITY

PRIVATE SCHOOLS	BACHELOR'S DEGREES		MASTER'S DEGREES	
	1980	1981	1980	1981
Bloomfield	142	184	-	-
Caldwell	16	12	-	-
Centenary	11	17	-	-
Fairleigh Dickenson	945	979	933	979
Georgian Court	12	27	-	-
Monmouth	188	188	105	105
Rider	506	497	67	68
St. Elizabeth	22	17	-	-
St. Peter's	338	331	-	-
Stevens	-	-	34	-
Seton Hall	289	288	152	125
Upsala	116	140	-	-
Total	2585	2680	1291	1277
New Jersey Total	5696	5972	1753	1740

APPENDIX IC

NEW JERSEY POPULATION STATISTICS(3)

COUNTY	AGE 20-34	TOTAL
Atlantic	44,500	194,000
Burlington	93,600	373,000
Camden	115,500	471,000
Cape May	17,700	82,300
Cumberland	30,400	132,800
Gloucester	49,600	200,000
Salem	15,700	64,700
	-----	-----
Seven County Total	367,000	1,517,800
Five County Total (Excluding Camden and Burlington)	157,900	663,800
New Jersey Total	1,753,000	7,364,000
U. S. Total	58,389,000	226,505,000

APPENDIX IIA

UNIVERSITY OF SAN FRANCISCO

MBA Program (AACSB approved)

FOUNDATION COURSES	30 credit hours		
Accounting	6	Intermed. Accounting	3
Computer Info Sys	3	Intermed. Economics	3
Organization Behavior	3	Finance	3
Statistics	3	Marketing	3
Calculus	3		
CORE REQUIREMENTS	24 credit hours		
Organization Behavior	3	Financial Management	3
Marketing Management	3	Prod/Oper. Management	3
Managerial Environ.	3	Management Science	3
Strategic Management	3	Internat'l Management	3
ELECTIVES	9 credit hours		
Maximum credit hours required	63		
Minimum credit hours required	33		

APPENDIX IIB

IDAHO STATE UNIVERSITY

MBA Program

FOUNDATION COURSES	42 credit hours		
Economics	3	Organization Behavior	3
Statistics	3	MIS	3
Quant. Techniques	3	Finance	3
Accounting	6	Production	3
Marketing	3	Law	3
Policy	3		
CORE REQUIREMENTS	24 credit hours		
Business Research	3	Seminar in Accounting	3
Quant. Techniques	3	Seminar in Finance	3
Seminar in Marketing	3	Seminar in Management	3
Sem.in Contemp Issues	3	Policy	3
ELECTIVES	6 credit hours		
Maximum credit hours required	72		
Minimum credit hours required	30		

APPENDIX IIC

RUTGERS UNIVERSITY-CAMDEN

MBA Program

FOUNDATION COURSES	12 credit hours		
Accounting	3	Economics	3
Statistics	3	Calculus	3
CORE COURSES	32 credit hours		
Management Environment	4	Acctng. for Fin. Anal.	4
Quant. Bus. Methods	4	Business Finance	4
Managerial Economics	4	Marketing Management	4
Organization Behavior	4	Management Policy	4
ELECTIVES	20 credit hours		
Maximum credit hours required	64		
Minimum credit hours required	52		

APPENDIX IID

RIDER COLLEGE

MBA Program

FOUNDATION COURSES 33 credit hours

Accounting	3	Production Management	3
Economics	3	Marketing Management	3
Math for Business	3	Management	3
Statistics	3	Business Environment	3
Information Systems	3	Business Policy	3
Financial Management	3		

CORE COURSES 18 credit hours

Managerial Accounting	3	Managerial Economics	3
Prob. in Managerial Acctg	3	Org. Theory or Pers.	3
Prob. in Marketg Mangmt	3	Strategic Plng & Pol.	3

ELECTIVES 6-12

Min of 6; 9 if all but one foundation course waived;
12 if all foundation courses waived.

Maximum credits required	57
Minimum credits required	30

APPENDIX IIE

THE UNIVERSITY OF WISCONSIN-MILWAUKEE

MBA PROGRAM (AACSB approved)

FOUNDATION COURSES	10 credit hours	
Management Math	2	Statistics 2
Computers	2	Accounting 2
Economics	2	
CORE COURSES	26 credit hours	
Statistics	2	Operations Research 2
MIS	2	Cost Anal. & Info Proc. 2
Org. Behavior	2	Org. Design 2
Managerial Economics	2	Anal. of Bus. Systems 2
Marketing Analysis	2	Financial Analysis 2
Production Analysis	2	Business Policy I 2
Business Policy II	2	
ELECTIVES	4 credit hours	
Maximum credits required	40	
Minimum credits required	30	

REFERENCES

- (1) Digest of Education Statistics, 1981, National Center for Education Statistics, US Department of Education
- (2) New Jersey Data Brief Series, ORM Volumes 1&2, Brief #2, Degrees & Other Formal Awards Conferred By New Jersey Colleges and Universities, FY 1980 & 1981, New Jersey Department of Higher Education
- (3) General Population Statistics, Part 32, New Jersey, 1980 Census of Population, US Department of Commerce, Bureau of Census, Vol 1, Characteristics of the Population