

INPUT FROM THE CONTINUOUS IMPROVEMENT COMMITTEE

Continuous Improvement Input (From the minutes of the 2/14/17 meeting):

MBA: External reviewers indicated The Mission Statement may want to be re-crafted since it is overarching for the school and not individual programs. Consider balance between university mission elements and degree specific elements.

INPUT FROM THE DEAN

Dean Review Input:

The MBA program has been steady in admissions, course enrollment, and continues to be financially self-sustaining. After initial years of struggling, the Goleta location is now developing a sustainable student population. Although the national market for MBA programs seems to be down, the MBA in Thousand Oaks has benefited greatly from the double MS Biotechnology degree program. Also, a change of schedule to the traditional semester may help with successfully attracting more international students. One of the challenges for the MBA has been administrative load for the Director, and the need for more tenure track faculty. As a result, EU has committed funding for a new tenure track position which will also take on the Director responsibilities. Overall, the MBA is a solid special sessions degree program which continues to serve the local community.

INPUT FROM THE PROVOST

Provost Input:

Following are my notes on the MBA program review.

The program review highlighted the strong academic program delivered by the MBA. This program represents a successful partnership between the MVS School of Business and Economics and Extended University. The program fills an important community need and represents a significant value to both the regional business community and MBA students.

The MVS School may wish to consider reexamination of a mission statement for the MBA that provides differentiation from its undergraduate programs. The school may also consider ways to better identify and assess learning outcomes for the program.

As with the undergraduate program, the school will benefit from additional clarity about criteria for faculty assignments in the MBA program. A more formal structure for regular communication, assessment of teaching performance, and faculty consultation may be useful. Bill Cordeiro has already taken steps to address some areas identified in the review, including collaboration with Extended University to identify resources to support hiring of a tenure track faculty member to coordinate MVS programs offered through EU (including the MBA program).