

MEMORANDUM

March 23, 2017

TO: Members of the Board of Trustees

FROM: Nancy L. Zimpher, Chancellor

SUBJECT: Degree Authorization for the State University College at Brockport

Action Requested

The proposed resolution authorizes the State University College at Brockport to confer the Master of Business Administration degree, subject to approval by the New York State Board of Regents.

Resolution

I recommend that the Board of Trustees adopt the following resolution:

Resolved that the Chancellor be, and hereby is, directed to seek the authorization of the New York State Board of Regents (Regents) for the State University College at Brockport to confer the Master of Business Administration degree.

Background

Approval of this resolution will authorize the State University College at Brockport (The College at Brockport) to confer the Master of Business Administration (M.B.A.) degree, subject to approval by the Regents. Degree authorization is necessary as the award represents the State University College at Brockport's first use of the M.B.A. degree.

The goals of the proposed Business Administration program are consistent with the mission of the State University College at Brockport and align well with SUNY's overall strategic goals. The College's current strategic plan emphasizes offering high quality, rigorous academic programs, maintaining continuous curricular development, and strengthening the graduate education profile of the College. Further, the program will strongly align with the new strategic plan being developed by the College with its focus on Community, Engagement, Excellence, and Transformation.

This Business Administration program will be the only SUNY-offered M.B.A. that is accredited by the Association to Advance Collegiate Schools of Business (AACSB) in the Greater Rochester Metro Area. The School of Business Administration and Economics at The College at Brockport is already accredited by AACSB, considered the gold standard in the field of business education, and the proposed MBA program has been designed to meet or exceed the expectations for this accreditation.

This graduate-level program is aimed primarily at a new generation of managers working in the fast-growing, small and medium-sized enterprises in the greater Rochester region. It will aid in accomplishing SUNY's objective of increasing access by serving a substantial market that is currently not met, while developing general management expertise for the nearly 5,000 enterprises in the area, the vast majority of which have been established within the last 10-15 years. The most recent data for small firms (those with fewer than 50 employees) reported an annual growth rate of over 14%. Beginning in fall 2018 with a class of 30 students and growing to 60 students within three years, this program will meet a growing market need and contribute to regional economic development.

Extensive consultation with industry, especially through the Dean's Advisory Board of the Business School, and market research with industry-based focus groups were conducted both prior to and during the development of the program proposal. These measures were taken to ensure that graduates of this program will be highly successful at meeting their personal objectives while satisfying the needs of their communities. They will develop competencies in a breadth of management topics, including finance, accounting, business analytics, supply chain management, leadership, organizational behavior, information management, and strategic planning. In addition, a mandatory capstone experience with a sponsoring company will also contribute to regional economic development needs, as well as provide for engaged learning by the students. This program also satisfies the Open SUNY call for technology-mediated programs in business and management. To meet the challenge of successful completion, this 36-credit M.B.A. program affords flexibility through online instruction punctuated by mandatory residential experiences. It is designed to build a strong sense of camaraderie among the students and a dedicated alumni network, while accommodating the time and location constraints of working professionals.

The proposed MBA program by The College at Brockport is consistent with the mission of SUNY, the College, the business school, and meets both local and state needs. This M.B.A.'s design for access, completion, success, and engagement are consistent with SUNY Excels. Once launched, this program will represent the evolution of the business school at the College into the select group across the country that offers AACSB-accredited M.B.A. programs.