



The State University
of New York

Office of the Chancellor

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MEMORANDUM

January 27, 2026

TO: Members of the Board of Trustees

FROM: Dr. John B. King Jr., Chancellor

SUBJECT: Degree Authorization for the State University of New York at Plattsburgh

Action Requested

The proposed resolution authorizes the State University of New York at Plattsburgh to offer 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 for the State University of New York at Plattsburgh to confer the Master of Business Administration degree.

Background

Approval of this resolution will authorize the State University of New York at Plattsburgh ("SUNY Plattsburgh") to offer the Master of Business Administration (M.B.A.) degree, subject to approval by the Board of Regents. Degree authorization is necessary as the award represents SUNY Plattsburgh's first use of the M.B.A. degree.

The M.B.A. degree is a specialized graduate degree widely recognized by prospective students and employers. M.B.A. programs prepare graduates to take on new leadership responsibilities and advance their careers.

The proposed M.B.A. in Management Science at SUNY Plattsburgh is designed to provide an affordable, high-value, and accessible education that emphasizes the development of analytical, quantitative, and technical skills to prepare graduates for data-driven decision making in technology-focused industries. SUNY Plattsburgh will seek programmatic accreditation from the Association to Advance Collegiate Schools of Business. The curriculum will be offered fully online and can be completed in one year of full-time study. The M.B.A. adds to the existing business program portfolio at SUNY Plattsburgh, including baccalaureate degrees in Business Administration, Cybersecurity Management, Finance, Management, and Marketing and the master's degree in Accounting, as well as the related master's degree in Data Analytics.

Projected enrollment in the first year of the program is 20 full-time and 10 part-time students, increasing in year five to 70 full-time and 10 part-time students.

The M.B.A. will not require new instructional facilities; however, there will be need to hire one new faculty member and an assistant to the dean in year one and an additional new faculty member in year two, as well as adjuncts as needed to cover course sections as program enrollment grows.

There is modest market demand for graduates of master's level programs in management science. According to labor market analytics tool Lightcast, through 2030, demand in target occupations is projected to increase approximately 5% in the North Country region, statewide, and nationally. Additionally, data regarding student interest in management science, as represented by program completions, show significant growth, with year-on-year increases each of the past five years, and room for increasing market share of offerings by public institutions in New York State, which currently constitute 14% of the market share of program completions.

The external evaluators noted as a strength the highly qualified faculty with expertise demonstrated through both scholarship and industry experience. They also commended the curricular design as a STEM-designated program with its emphasis on analytics and technology, and its accessibility as a fully online program.

Offering the Master of Business Administration fits well within the mission of SUNY Plattsburgh. The program has been carefully reviewed by the System Provost's Office and Office of Budget and found to be sound, both academically and fiscally.