June 27, 2024

To: Rami Zwick, BUS Associate Dean for Graduate Programs and Professor of Marketing

Re: Proposed Online Master of Business Administration (OMBA-SSGPDP) - 5th Round

Dear Rami,

On Monday, June 24, 2024, the Academic Senate Executive Council discussed the fifth-round proposal for an Online Master of Business Administration self-supporting graduate professional degree program (OMBA-SSGPDP) and noted concerns about the lack of clear academic oversight of the program in the proposal as it is currently written; and echoed many of the concerns raised by other reviewing committees whose feedback is attached herewith.

Council agreed that it would be helpful to the program and those reviewing the proposal if the future revision included a cover that clearly responds to questions and concerns, outlines and discusses changes made, and indicates how they are reflected in the revised proposal. Proposed SSGPDPs are submitted for review and consideration to the local Division and Systemwide Councils.

Please review this letter and attached committee feedback in consideration of the revised OMBA-SSGPDP proposal.

Yours,

Sang-Hee Lee
Chair, Academic Senate

Cc: BUS FEC Chair Goodman
    Director Cortez
    Executive Council

Attachment
The Graduate Council reviewed the revised proposal for a self-supporting Online MBA Program at their June 6, 2024 meeting. While the Council appreciates that the School of Business has made many revisions in response to previous concerns, the Council found it very difficult to evaluate all the changes without a cover letter describing these revisions in detail. In particular, the Council noted that the proposal no longer relies on a contract with the private company Everspring to handle much of the program. While the use of Everspring was indeed one of the major concerns that the Council had expressed, we would like more details on how its former contributions (which were previously considered so crucial) will be handled by other, on-campus offices and service providers.

Other concerns that Graduate Council expressed include:

- Section 8 regarding governance is very vague and brief; we would appreciate some expansion in this section.
- The financial working model in Appendix 5 was somewhat confusing to the members of the Council.
- There was some concern that admissions criteria and decisions were too concentrated in the Faculty Executive Committee and the Master Level Committee.

The Council would appreciate another submission with a detailed cover letter describing and justifying the changes since the prior submission, as well as revisions and responses to our additional concerns. Thank you very much for your work.
The Committee on Diversity Equity and Inclusion reviewed the revised proposal for a self-supporting Online Master of Business Administration degree program (OMBA-SSGDP) and discussed the potential impact on diversity. While the program aims to increase access to MBAs, members commented that the online format could hinder the educational experience, especially for underrepresented groups. One such example is the program’s elimination of the internship requirement, which can be a valuable networking opportunity for students. Further, the program intends to target individuals with 3-5 years of work experience, potentially excluding those with less experience who might benefit most from diversity initiatives. The proposal should be revised to include a more comprehensive strategy for achieving diversity and inclusion within the program.

The Committee identified additional areas for further consideration:

- The proposal calls for hiring 5 staff FTE to manage the program. While the committee recognizes the need for staffing support, the reliance on staff for program management raises questions about the level of academic oversight.
- The program does not provide for teaching assistantships among UCR graduate students, who may benefit from the instructional experience or financial support.
- Further clarity is needed on how the program aligns with the School's mission and strategic goals.
Committee on Information Technology

June 13, 2024

To: Sang-Hee Lee, Chair
   Riverside Division

From: Ilya Brookwell, Chair
       Committee on Information Technology

Re: 23-24. CR. 5th Round - Online Master of Business Administration (OMBA-SSGDP)

The committee reviewed the proposal and recommended that the course should be supported by existing campus technology rather than outsourcing to third-party tools.
To: Sang-Hee Lee, Chair
Riverside Division

From: Reza Abbaschian, Chair
Committee on Planning and Budget

RE: [Campus Review] Proposed Degree Program: 5th Round - Online Master of Business Administration (OMBA-SSGDP)

CPB reviewed the revised proposal for the Online Master of Business Administration self-supporting graduate professional degree program (OMBA-SSGDP). CPB is generally supportive of the revised proposal and encourages UCR’s School of Business to also attempt to strongly recruit students nationally, versus strictly targeting prospective students locally (from Southern California).