



## *Academic Senate*

### **GRADUATE COUNCIL**

November 7, 2022

To: Sang-Hee Lee, Chair  
Riverside Division

From: Christiane Weirauch, Chair  
Graduate Council

Re: [Campus Review] Proposed Degree Program: 2nd Round - Online Master of Business Administration (OMBA-SSGPDP)

Graduate Council reviewed the revised proposal for an Online MBA program at their October 20, 2022 meeting. The Council was alarmed by the clarifications provided regarding the scope of involvement of Everspring. In particular, Graduate Council would like to better understand why a third-party provider is paid a substantial portion of revenue of the proposed program for marketing, recruitment, reporting and analytics, and especially "support for students and faculty advising" rather than supporting additional staff at the Graduate Division.

The Council argues that virtual social events are not equivalent to in-person residences or required internships and suggests exploring other avenues, specifically academic ones, to "develop a deeper sense of belonging to the UCR academic community".

The Council would also like clarification on the comment that "we will require Online MBA students to have more work experience than students who are accepted to our on-campus MBA programs". Will this fact be made available to applicants, and what are the benchmarks?

Will the assessments for the OMBA program be the same as the MBA program so that comparisons between the programs can be made? In response to the previous comments, it was mentioned that the proposed OMBA is identical to the PMBA/MBA programs, except for the internship requirement and the format (online vs. in person).

The Council is still hesitant about the high proportion of asynchronous and "Evergreen" content (~50%) in this program. A content review every 5 years seems not frequent enough.

Graduate Council is still concerned about the possibility of the cannibalization of the MBA program and wonders if the assumption of a 10% cannibalization rate is realistic. Online course options have become very popular among all student demographics and so it seems unrealistic to expect no interest from students who traditionally enroll into in-person degree programs.