


**PLANNING AND BUDGET**

November 27, 2024

To: Kenneth Barish, Chair  
Riverside Division

From: Juliann Allison, Chair   
Committee on Planning and Budget

**RE: [Campus Review] Proposed Degree Program: 6th Round - Online Master of Business Administration (OMBA-SSGDP)**

The Committee on Planning and Budget (CPB) reviewed and discussed the revised proposal for an Online Master of Business Administration self-supporting graduate degree program (OMBA-SSGDP). CPB members had the following questions:

- CPB raises an issue/question that is much deeper than this one proposal: Will UCR eventually have only self-funded online graduate degree programs?
- How does this self-supporting degree differ from the standard degree from a financial perspective?
- What is the source of the initial investment for this degree program? Specifically, where does the .6 Million and .7 Million in preparation and in year one come from?
- CPB understands that the OMBA shall be under the purview of the UCR Graduate Council and the Graduate Division to ensure adequate progress of students according to campus criteria. Yet, how will “financial success” be measured? What additional resources will be required to attempt to ensure the financial success of this degree program?
- Will there be an audit to examine whether the degree program is meeting its financial projections?
- If this OMBA-SSGDP does not turn out to be as financially lucrative as projected, what are the potential financial risks/implications to UCR as a whole?