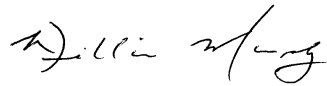





TO: The Honorable the Members of the Board of Regents

FROM: William P. Murphy 

SUBJECT: Berkeley College: Regents authorization to award the Master of Business Administration (M.B.A.) degree and Master Plan Amendment to offer a Master of Business Administration program in Management

DATE: December 30, 2021

AUTHORIZATION(S): 

SUMMARY

Issue for Decision (Consent)

Should the Board of Regents authorize the Berkeley College to award the Master of Business Administration (M.B.A.) degree and approve a master plan amendment (MPA) to authorize Berkeley College to offer an M.B.A. program in Management?

Reason(s) for Consideration

Required by State statute and State regulation.

Proposed Handling

This issue will come before the Full Board at its January 2022 meeting where it will be voted on and action taken.

Procedural History

A master plan amendment is required because the proposed program will be the first masters level program in the discipline area of business at Berkeley College. Regents authorization is also required to award the M.B.A. degree.

Background Information

As described by Berkeley College, the proposed program is “designed to assist working professionals seeking career advancement and blends management theory with real-world applications. It emphasizes the development of practical skills that

managers must have to be effective.” The College states that the program is “unique in its nature, as it focuses on further improving the lives of many of our undergraduate students who are traditionally underrepresented and/or are degree completers seeking to take the next step in improving their careers. Berkeley College is uniquely suited to prepare a diverse population for management roles in the significant industries in this region.” The program “aligns with the value that New York State places on diversity and inclusion in the workforce and economy.” The College indicates that the student cohort for the proposed program will be mostly comprised of Berkeley College’s business bachelor’s degree graduates.

The proposed program is modeled on the College’s M.B.A. program at its New Jersey campus, which was approved in 2015 and will be offered both onsite and online. The program is designed to prepare students for careers as management generalists or as functional area specialists. The program will have four concentrations of study: Financial Management, Human Resources Management, Healthcare Management, and Supply Chain Management.

Berkeley’s proposal indicates that the program will be taught by faculty who hold doctorate degrees in business disciplines and/or have extensive practitioner experience in their respective fields. The Manhattan campus has an information technology infrastructure, is fully equipped with modern teaching technology, and its library resources are available to students both locally and remotely.

The Department determined that the proposed program meets the standards for registration as set forth in the Regulations of the Commissioner of Education. Following standard protocol, the Department canvassed other institutions in the New York City region regarding the demand and need for the proposed program and the possible impact on the other institutions if the proposed program is approved. One institution, Fordham University, objected to the proposal. Fordham’s objection to the proposal raised two issues that were included in the Department’s review of the proposal (details concerning the proposed curricula and sufficiency of institutional resources to support the program) which were assessed as part of the Department’s review of the proposal before conducting the cavass. As indicated, above, the Department determined that the proposal met all program registration requirements.

Fordham also questioned the need for the proposed M.B.A. program, citing market saturation and a decrease in the job market for M.B.A. graduates. In its response, Berkeley College stated that the highly competitive M.B.A. programs offered by Fordham and other universities referenced by Fordham, have admissions requirements and acceptance rates that leave populations of students, interested in pursuing an M.B.A., unserved.

Related Regents Items

Not applicable.

Recommendation

It is recommended that the Board of Regents take the following actions:

VOTED: That the Board of Regents authorize Berkeley College to award the Master of Business Administration (M.B.A.) degree and that the Board of Regents approve a master plan amendment to authorize Berkeley College to offer a program in Management leading to the M.B.A. degree. The master plan amendment will be effective until January 11, 2023, unless the Department registers the program prior to that date, in which case the master plan amendment shall be without term.

Timetable for Implementation

If the Board of Regents approves the master plan amendment, the Department will register the proposed M.B.A. program in Management at Berkeley College.