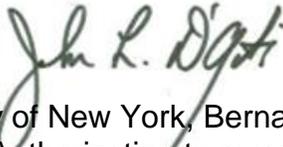




TO: The Honorable the Members of the Board of Regents

FROM: John L. D'Agati 

SUBJECT: The City University of New York, Bernard M. Baruch College: Regents Authorization to award the Doctor of Philosophy (Ph.D.) Degree and Master Plan Amendment to offer a Ph.D. in Business

DATE: March 3, 2014

AUTHORIZATION(S):


SUMMARY

Issue for Decision (Consent Agenda)

The City University of New York seeks approval to authorize Bernard M. Baruch College to offer its first program leading to the Doctor of Philosophy (Ph.D.) degree and for master plan amendment to offer a Ph.D. degree program in Business which will represent the College's first doctoral degree program in the disciplinary area of Business.

Reason(s) for Consideration

Required by State regulation.

Proposed Handling

This question will come before the full Board at its March 2014 meeting where it will be voted on and action taken.

Procedural History

A master plan amendment is required because this would be the College's first doctoral program. Regents Authorization is required to authorize the College to award the Doctor of Philosophy (Ph.D.) degree.

Background Information

Baruch College of The City University of New York (55 Lexington Avenue, New York City) seeks authority to award a Ph.D. in Business jointly with the CUNY Graduate School and University Center. The award would be attached to the existing Ph.D. in Business program, for which the CUNY Graduate School alone now awards the degree. While the program has been offered for more than 40 years under the aegis of the Graduate School, master plan amendment is needed because the inclusion of Baruch College would make this the College's first doctoral program.

Purpose and Goals: Graduates are prepared to work in academia, and virtually all students are placed in academic positions upon graduation. The College's significant role in delivering this existing Ph.D. program, along with its undergraduate and master's degrees in a variety of business fields, suggests the proposed authorization aligns well with the College's comprehensive business programs. This proposed change is not expected to be accompanied by any internal operational changes.

Curriculum: This is a 60-credit doctoral program. Its requirements include 12 credits of foundation courses in business and 9 credits of statistics. Five academic specializations are available: Accounting, Finance, Information Systems, Marketing, and Management. Program courses are almost entirely taught by Baruch College faculty, with the exception of some first-year economics classes delivered by Graduate Center faculty. Students are expected to complete the program in seven years.

Admissions and Enrollments: The admissions committee consists of doctoral faculty who represent the five academic specializations. Admissions decisions will continue to be made by faculty with Baruch College/Graduate Center joint appointments. The applicant must have earned an acceptable bachelor's or master's degree from an accredited institution whose requirements for the held degree are substantially equivalent to those of similar CUNY programs. The mean GMAT score of accepted students is 700 out of a maximum of 800. Over the past eight years, 15-18 students per year have enrolled. The program has about 75 students overall. All students are full-time and fully funded.

Faculty: Current faculty, who are housed at Baruch College, will continue to run the program. All joint faculty appointments between Baruch College and the Graduate Center will remain intact. The program is supported by extensive full-time faculty in each of the five academic specializations. Over the past 10 years, all Business dissertations have been chaired by doctoral faculty at Baruch College. With few exceptions, the remainder of these committees consist of Baruch faculty or faculty within CUNY.

Facilities and Resources: The academic demands of the program require access to financial information unique to the field. To meet that demand, the Baruch College library spends over \$150,000 per year to purchase data and software used in teaching and research. Non-academic services such as admissions, registration, financial aid, and human resources are supported by Baruch College. Functions related to the allocation of payments from the Graduate Center will continue to be handled through the Graduate Center.

Program Need and Demand: CUNY expects that the market will continue to remain strong for program graduates. The proposal also represents an institutional need to promote the continuing development and recognition of the College's business programs. In its Zicklin School of Business, the College has the only accredited business school in CUNY. Formal recognition of the College's role in the Ph.D. program, through this authorization, will help the College to attract top faculty and to be ranked with peer business schools that have doctoral degree authority.

Canvass Results: The Department canvassed all degree-granting institutions in the New York City Region and all institutions statewide that grant doctoral degrees. Four institutions responded that the program would not affect their programs; one of those offered its support for approval. No institutions objected to the proposed action.

Department Review: The Department has determined that the proposed program meets the standards for registration set forth in the Regulations of the Commissioner of Education.

Recommendation

It is recommended that the Board of Regents authorize The City University of New York, Bernard M. Baruch College to award the Doctor of Philosophy (Ph.D.) degree and approve a master plan amendment for the College to offer its first doctoral program, a Ph.D. in Business.

Timetable for Implementation

If the Board of Regents approves the master plan amendment, the Department will transmit it to the Governor with a recommendation for favorable action. Following gubernatorial approval, the Department will register the program.