

Contact: Rachel Boon

REQUEST FOR A PROGRAM NAME CHANGE AT THE UNIVERSITY OF NORTHERN IOWA: EXECUTIVE MASTER OF BUSINESS ADMINISTRATION AT SHANGHAI

Action Requested: Consider recommending approval of the request by the University of Northern Iowa to change the name of the Master of Business Administration at the Shanghai location to Executive Master of Business Administration (Executive MBA), part of the College of Business Administration. The Council of Provosts and the Board Office reviewed this request and recommend approval.

Background

Description of program. Students complete the 10 MBA courses sequentially, learning through a mix of online activities and intensive weekend meetings. A business capstone brings the content together in an application experience in a simulated global business environment. Courses vary from eight to 11 weeks, depending upon the need for pre-requisites, and business professionals are able to complete their MBA within 24 – 28 months without disrupting their work schedules.

Proposed name. Executive Master of Business Administration

Reason for proposed name change. The College of Business Administration has offered the MBA program at several international locations, including cohorts in Shanghai, China. In an effort to present the program most effectively across international contexts, in some instances the program should be called Executive MBA. This designation carries additional connotations in the U.S., but international use focuses primarily on the weekend scheduling of courses. The Shanghai location meets the standards and expectations of an Executive MBA program already but this name has not used, to date.

Consistency with accreditation requirements. The change in name of the program will have no impact on Higher Learning Commission or AACSB International accreditation.

Effect on students. This change in terminology has no effect on existing MBA curriculum, scheduling or admission requirements. The change in program name relates primarily to more accurate marketing of the delivery model that is well established in China.

Effect on resources. This change does not require significant additional resources. Only minor changes related to updating website information and other minimal resources will be required.

Date of implementation. Upon approval by the Board of Regents.

Letters of Support



College of Business
Robert H. Cox Dean's Suite
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Ames, Iowa 50011-2027
515 294-2422
FAX 515 294-6060
www.business.iastate.edu

December 14, 2017

Dear Dale Cyphert:

Thank you for reaching out to us regarding your proposal to change the name of your International Master of Business Administration (MBA) programs to Executive MBA programs. This name change is not expected to significantly impact the operation and marketing of our MBA programs. Therefore, we support the name change.

Best regards,

A handwritten signature in blue ink, appearing to read "Scott Grawe".

Scott Grawe
Associate Dean of
Strategy and
Engagement
Debbie and Jerry
Ivy College of
Business Iowa
State University

Cc: David Spalding
Leslie Wilson



Office of the Dean

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January 8, 2018

Dean Leslie K. Wilson
College of Business
Administration University of
Northern Iowa
325 Curris Business
Building Cedar
Falls, IA 50614-
0123

Dear Leslie,

I received your request for support to change the name of the UNI Executive MBA Program in Shanghai, which has been offered in several international locations in the past and has no effect on existing MBA curriculum, scheduling, or admission requirements to just "Executive MBA." The Henry B. Tippie College of Business at the University of Iowa supports this name change.

Sincerely,

A handwritten signature in black ink that reads "Sarah Fisher Gardial". The signature is written in a cursive, flowing style.

Sarah Fisher Gardial
Henry B. Tippie College of Business