

Contact: Rachel Boon

**REQUEST FOR A PROGRAM CHANGE AT THE UNIVERSITY OF IOWA:
PROFESSIONAL MASTER OF BUSINESS ADMINISTRATION ONLINE IN THE TIPPIE
COLLEGE OF BUSINESS**

Action Requested: Consider recommending approval of the request by the University of Iowa to add a fully online option for the Professional Master of Business Administration degree in the Tippie College of Business. The Council of Provosts and the Board Office reviewed this request and recommend approval.

Background

Description of program. The proposed program is an online expansion of the existing Professional MBA (PMBA) program that has been offered in Cedar Rapids and the Quad Cities since the 1960's, and Des Moines since the early 1990's. In the past four years, the number of PMBA courses available online has increased from four in 2013-14 to nine planned for 2018-19. There is demand from existing students for further expansion of online offerings in the PMBA program. Implementing this proposal will allow delivery of the entire PMBA program online.

Reason for proposed change. This proposal is to add complete online-delivery modality to the in-person PMBA program which does not conflict with or duplicate any programs at the University of Iowa. It extends the reach of the PMBA program beyond the three current physical sites and enables individuals who cannot meet the schedule of in-person courses to earn an MBA at Iowa. The "Online Learning Center" will join the existing in-person Learning Centers of Cedar Rapids, Des Moines and Quad Cities in the Professional MBA Program of Study.

Research conducted for the College by Hanover Research found that: "Statewide in Iowa, the target market for an online MBA is likely between 330 to 550 students per year. This range depends on the GMAT score used as a cutoff for prospective students: a cutoff of 550 produces the higher estimate, and a cutoff of 600 produces the lower. Overall, however, those scoring at least 550 on the test only represent half of the approximately 1,100 Iowa test-takers each year." Given that anticipated faculty resources will constrain us to an incremental increase of 200-250 students in steady-state the market appears to be more than adequate.

Consistency with accreditation requirements. There is no impact on HLC or AACSB accreditation.

Effect on resources. This offering will use the University of Iowa Distance and Online Education (DOE) facilities and staff for course development. DOE staff works with Tippie faculty and staff to develop a framework and common platform for delivery of online courses. After investigation of external online program management and course development firms, the college concluded that DOE is well equipped to provide the support needed. They provide maximum flexibility for course maintenance to ensure currency of content. Tippie already successfully delivers 12 PMBA courses online via ICON/Zoom. Additional courses will use the same approach.

Phasing out of the Full Time MBA program frees up faculty capacity that can be redeployed to provide more PMBA courses online. To offer the entire PMBA program online, additional faculty and/or adjuncts may be required. Expanding online classes requires some immediate incremental staff resources, ramping up as the number of online courses increases.

Projected Enrollment. Below are projections of incremental student enrollments in addition to the ~950 active students already in the PMBA program. Projections hinge on incremental growth in student enrollment (i.e. beyond the students currently enrolled in the Tippie PMBA program).

Incremental students over and above current enrollment:

2019-2020 90

2020-2021 180

2021-2026 240 (growth constrained by faculty and course capacity)

Date of implementation. August 2019