

Contact: Rachel Boon

**REQUEST TO TERMINATE THE EXECUTIVE MASTER OF BUSINESS ADMINISTRATION
AT THE UNIVERSITY OF IOWA**

Action Requested: Approve the request by the University of Iowa to terminate the Executive Master of Business Administration in the Tippie College of Business.

The Council of Provosts and Board office staff reviewed the proposal and recommend approval.

Description of program. The Executive MBA (EMBA) program was first offered in 1978 and serves students who are advanced in their careers and working full-time. The EMBA is a 16-month, 48 semester hour program. The cohort begins in fall and graduates the following fall semester.

Reason for proposed termination. The Tippie College of Business is a national leader in making market-driven decisions to provide educational programs students want. Prior to the pandemic, Tippie observed a softening in the Executive MBA market as students chose alternative MBA options that are more flexible and cost less, such as the Iowa MBA (a part-time program for working professionals). Additionally, fewer companies are providing sponsorship for the EMBA program, which leaves students paying the cost personally. Because students have alternative options that are more flexible and cost less, it is more challenging to recruit to the EMBA. Following the pandemic, recruiting for the in-person EMBA program became still more challenging as students have expressed a clear preference for the convenience and flexibility that online MBA programs offer. In addition, EMBA graduates have consistently said one of the best parts of the EMBA experience at Iowa is the cohort of executives they go through the program with and the long-term networking opportunities this cohort provides. The college is not confident future cohorts will have enough students to guarantee a viable program. This request is for permanent closure of the EMBA program.

Effect on current students. Current students would be able to complete their degree in December 2023 with the same coursework and experience as originally planned.

Application, Enrollment and Completion Trends. The EMBA is a cohort program with a fall semester start.

	Applications	Enrollment	Completions
2022	38	24	35
2021	53	39	3
2020	No cohort	No cohort	35
2019	42	39	37
2018	21	20	37

Impact on resources. Because the EMBA program utilizes Tippie's most experienced faculty and class sizes are small, the program is projected to lose funds annually at a steady state. Faculty would be allocated to other programs and locations, including the Iowa MBA, which continues to grow and needs more resources. One staff position would be impacted after the last EMBA students graduate in December 2023. Marketing dollars and recruiting efforts will be redirected to focus on other programs.

Impact on workforce. Tippie would continue to provide an MBA to Iowa's workforce through the Iowa MBA. The Iowa MBA provides students and employers with greater flexibility, at a lower cost, and with access from all of Iowa's 99 counties through the online option.

Alternative programs. The Iowa MBA has admitted many students who meet the EMBA criteria (268 admitted in 2021, 205 admitted in 2022) and will continue to serve executive level students after the closure of the EMBA. The Iowa MBA provides more choice in coursework, greater flexibility and at a lower cost than the EMBA, making it an attractive option for busy executive students.

Additionally, Iowa State University offers an 18-month EMBA for experienced professionals in food, agriculture and biosystems that is 80% in-person and 20% online.

Effective date of termination. Upon approval by the Board of Regents.