

## APPENDIX N

### **The University of North Carolina at Charlotte Request to Plan a Doctoral Program in Business Administration with a Major in Finance and Financial Management Services**

#### **Introduction**

The University of North Carolina at Charlotte requests approval to plan a doctoral program in Business Administration with a major in Finance and Financial Management Services. (CIP: 52.0201).

#### **Program Description**

The foremost mission of the Ph.D. in Business Administration will be to provide a research-oriented program in business that is designed to prepare graduates for teaching and research careers in academia. The program will include core courses covering all business specialties, combined with an in-depth study in both theoretical and empirical aspects of the major and minor field. Students will also be provided with training in pedagogy. Students will be expected to demonstrate mastery of the existing body of knowledge in their major and minor field and be able to develop new knowledge through original independent research. With the educational background provided by the program, graduates will be qualified for tenure-track assistant professor positions at both national and international research and teaching universities and other educational institutions.

The proposed Ph.D. in Business Administration may eventually encompass majors in other business fields. ***However, this proposal is focused on the proposed initial major within the Ph.D. in Business Administration; namely, a major in Finance and Financial Management Services (referred to as Finance hereafter).*** The program in Finance will include an in-depth study of both theoretical and empirical/statistical aspects of the fields of finance, mathematical finance, and financial economics.

In the past three decades, there has been a tremendous increase in demand—within the corporate, banking, insurance, real estate, financial services, and government financial sectors—for highly trained Ph.D.s in Business Administration with majors in Finance who are able to provide leadership in financial research, research in public policy, risk management, portfolio management, and investment strategies. Therefore, an additional goal of the Ph.D. in Business Administration with a major in Finance will be to prepare graduates for careers in the private sector. The curriculum of the program will be designed to provide the strong analytical training necessary to provide graduates with the option to choose career paths in either academia or private and government sectors.

From an educational perspective, the goals of the Ph.D. in Business Administration with a major in Finance can be summarized as follows:

- to provide students with educational opportunities in finance, economics, and mathematical finance, culminating in a research-oriented Ph.D. in Business Administration with a major in Finance
- to prepare students for careers in finance and financial management services who will lead in developing advances in the fields of finance, mathematical

finance, and financial economics through theoretical and empirical/statistical research

- to involve students in the support and expansion of the base of research in rapidly growing fields related to business finance and financial management services in the Charlotte region, North Carolina, and across the nation and world
- to enhance the educational experience in business, finance, economics, applied mathematics and mathematical finance for all students, graduate and undergraduate, at UNC Charlotte.

### **Program Review**

The review process for requests to plan is designed to determine if the proposal is developed to the stage appropriate for taking to the Graduate Council and, if so, what are the issues that may need further attention. Proposals to plan doctoral programs are reviewed internally. The concerns from the reviewers were summarized in a letter to the Chancellor prior to the presentation to the Graduate Council. That summary follows:

*The internal review process did not surface any major concerns. One issue that might be considered is whether the program could take any steps to make it more likely that its graduates would choose an academic career since there appears to be a strong need to produce more finance professors, and the competition is stiff to keep them in academia. It was also suggested that some attention might be given to linkages with related programs at UNC CH and UNCG.*

### **Graduate Council**

The Graduate Council had, as a basis for its consideration, the proposal to plan the program, the summary letter to the Chancellor, and a presentation to the Council by representatives of the program. In addition to the issues raised previously, the following concerns were expressed by Council members: The need for a clear account of how the program will be structured in light of the fact that the finance focus is embedded in a general business administration degree program, and concern was expressed about what the approval process would be if additional areas (such as marketing or accounting) were proposed for approval.

### **Response**

UNC Charlotte indicated that their program was constructed to meet a need and that this more general training combined with a focus on finance and financial management services was what they intended.

### **Need for the Program**

The program is designed to serve the banking and financial services industry and to prepare faculty for positions in colleges and universities. There is a shortage of faculty for business schools and Charlotte, as a center of banking and financial services, provides significant regional opportunities for placing graduates.

**Recommendation by the Graduate Council**

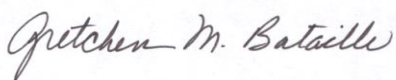
After consideration of the issues raised by previous reviewers and Council members, the Graduate Council voted, without dissent, to recommend approval for the University of North Carolina at Charlotte to plan a doctoral program in Business Administration.

**Further Discussion with UNCC Representatives and the Office of the President**

It was not possible to resolve the issues of how future concentrations at the doctoral level would be addressed. A subsequent meeting occurred on November 1 and involved Dean Claude Lilly of the Business School, Dean Tom Reynolds of the Graduate School at UNCC and Alan Mabe of the Office of the President. One issue was whether UNCC wanted the program to be classified as solely a finance doctorate or whether they wanted it embedded in a general business administration degree. It was clear the latter was what UNCC's College of Business wanted. In their judgment, that approach would best serve the students they expected to attract to the program. Regarding the other issue, it was agreed that any expansion at the doctoral level to other disciplinary areas within business administration would also be brought to the Board of Governors for approval.

**Recommendation**

The Office of the President recommends that the Board of Governors approve the request from the University of North Carolina at Charlotte to plan a doctoral program in Business Administration with a major in Finance and Financial Services Management. It is understood that any additional majors at the doctoral level within Business Administration would also require Board approval.

**Approved to be Recommended for Planning to the Committee on Educational Planning, Policies, and Programs**

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Senior Vice President Gretchen M. Bataille

January 4, 2005