

## APPENDIX N

### **Request for Authorization to Establish a Master of Business Administration Degree at Winston-Salem State University**

#### **Introduction**

Winston-Salem State University notified the UNC Office of the President of its intent to plan a Master of Business Administration degree (CIP# 52.0201) on July 25, 2001. The university requests authorization to establish the program in August 2002.

#### **Program Description**

Winston-Salem State University requests authorization for a Master of Business Administration degree program in the School of Business and Economics that will be developed in accordance with AACSB International (The Association to Advance Collegiate Schools of Business) guidelines and with recent trends in MBA programs. (The School of Business and Economics achieved AACSB accreditation recently.) The proposed program will develop business graduates who have analytical expertise, excellent oral and written communication skills, and appreciation of cultural diversity, and who can work well in groups. The curriculum will emphasize the universal traits of management and their use in for-profit and not-for-profit organizations. Basic management concerns and problems will be examined from economic, legal, cultural, and behavioral viewpoints. Concentrations will be offered in financial services, health care management, and management information systems.

#### **Program Need**

The proposed MBA program aligns well with the goals of WSSU to expand its enrollments and to serve its region of NC. Winston-Salem has a pressing need for a state-sponsored MBA program to serve the needs of local health care, financial services, and other industries. Appalachian State University, which has previously offered an MBA program in Winston-Salem (enrolling cohorts of students every third year), is ending its distance program at this location. WSSU's status as an HBCU will provide an increased pool of African American managers to serve the diversity needs of the state. The accounting program has traditionally been one of the strongest undergraduate programs at WSSU. A recent requirement for students to accumulate 150 hours of post-secondary academic credit prior to CPA certification places these accounting students at a disadvantage. The proposed program would permit accounting majors to accumulate the academic credit needed while completing the MBA. By the fourth year of program operation, it is anticipated that 10 full-time students and 40 part-time students will be enrolled.

#### **Resources**

No new state resources are requested. Program growth will be funded from enrollment increase funds.

#### **Recommendation**

It is recommended that the Board of Governors approve the request to establish a Master of Business Administration degree at Winston-Salem State University effective August 1, 2002.