

APPENDIX Q

Summary of Visit of Team of Examiners for University of South Carolina

Background Information

The University of South Carolina in Columbia (USC), South Carolina is over 200 years old. The Columbia campus, its flagship campus, offers over 350 degree programs, through 15 degree-granting colleges and schools. The University of South Carolina has senior campuses in Aiken, Beaufort, and Upstate (Spartanburg-Greenville). Additionally, there are four regional campuses in Lancaster, Sumter, Salkehatchie (Allendale and Walterboro), and Union. At the Columbia campus, there were approximately 27,000 students enrolled, with 1,450 full-time faculty, and 6,474 degrees awarded in the 2004-2005 fiscal year.

The University of South Carolina is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). Moreover, the University of South Carolina has numerous other accreditations for its colleges and schools. The Moore School of Business is accredited by the American Assembly of Collegiate Schools of Business. The School of Law is accredited by the American Bar Association and the Association of American Law Schools. The School of Medicine is accredited by the Association of American Medical Colleges, and the School of Music is accredited by the National Association of Schools of Music.

Founded in 1919, the Moore School of Business is the state's largest business college with more than 3,600 students enrolled. The school claims 33,000 living alumni from nine undergraduate concentrations, five master's degree programs, and two doctoral programs. In 1998, the name of the school was changed in honor of its benefactor Darla Moore, a New York financier and graduate of USC. The Moore School of Business emphasizes internships, study abroad programs, entrepreneurial opportunities, and global perspectives.

The Application and Site Visit

On September 2, 2005, The University of South Carolina submitted an application and related documents to offer the Professional Master's of Business Administration (PMBA) program in Charlotte, North Carolina. As delineated in the *Rules and Standards*, the purpose of the application and documentation is to demonstrate that the University of South Carolina is in compliance for the proposed degree program. At the request of representatives of the University of South Carolina, Dr. Howard-Vital conducted a preliminary review of the application and sent a written communication of this initial review to Dr. Tom Madden on September 8, 2005. A revised application was submitted to General Administration by representatives of the University of South Carolina as a result of Dr. Howard-Vital's review.

Shortly thereafter, a team of examiners was assembled by Dr. Howard-Vital. Specific team members were appointed because of their expertise in specific disciplines relating to the application. Particular attention was paid to identifying team members who represented public and private institutions in North Carolina (as stated in the *Rules and Standards*). The team included Dr. Richard Neel (chair), Dean Emeritus, Belk College of Business Administration, and Professor of Economics Emeritus, The University of North Carolina at Charlotte; Charles J. Popovich, Head Librarian, Business Library, and Associate Professor, Ohio State University, Columbus, Ohio; Dr. Matthew Valle, Chair, Department of Business Administration, The Martha and Spencer Love School of Business, Elon University, Elon, North Carolina; and Dr. Michelle Howard-Vital (ex-officio), Associate Vice President for Academic Affairs, The University of North Carolina, Chapel Hill.

According to the *Rules and Standards of the Board of Governors of The University of North Carolina Relating to the Issuance to Nonpublic Educational Institutions to Confer Degrees* [G.S. 116-15] an institution is subject to review of licensure by the Board, or its designee, prior to commencing new degree programs. Thus, the team's task was to review the application and to participate in a site visit to determine if the institution demonstrated compliance with licensure standards. On February 13, 2006, the team of examiners visited The University of South Carolina in Columbia, South Carolina to review its compliance with the *Rules and Standards* for the proposed Professional Master's Degree in Business Administration.

During the visit, the team of examiners met with numerous faculty, staff, and students at The University of South Carolina. These meetings included Joel A. Smith, III, Dean; Dr. Thomas J. Madden, PMBA Director; Elizabeth H. Shropshier, PMBA Recruiting Manager; Paul Yazel, PMBA Operations Manager; PMBA Program; Reena Lichtenfeld, Director of Graduate Admissions and Enrollment Management; Karen Brown, Reference Librarian/Distance Education, Thomas Cooper Library; Adam Shambaugh, Assistant Department Head, Elliott White Springs Business Library; Dr. Rodney L. Roenfeldt, Associate Dean of Academic Affairs; Dr. Tatiana Kostova, International Business; Dr. Thomas O. Moliterno, Management Department; Dr. Dennis H. Oberhelman, Management Science; Dr. Elizabeth C. Ravlin, Management Department; Dr. Martin S. Roth, IMBA Director, International Business; Rory Anderson, PMBA Student; Shelley Dempsey, PMBA Alumni; Mike Griffin, PMBA Alumni; Jenny Jones, PMBA Alumni; and David Kirkpatrick, PMBA Student.

Professional MBA Program

The Professional MBA Program originated in 1970, according to USC documents. Generally, classes are conducted in studio classrooms on the Columbia Campus and broadcast via television to remote viewing sites at a variety of locations. Students at the viewing locations can view the class on television and can interact with the class using a telephone "talkback" system which allows live interaction while the class is being presented. Since the PMBA program's inception, there have been about 40-50 students from the Charlotte area in the program. These students have been attending classes at the viewing site in Rock Hill, South Carolina at York Technical College. The request for licensure would allow students to view classes at a location in Charlotte, North Carolina.

The Professional MBA Program consists of sixteen courses, and courses are sequenced so that different courses are offered every semester. Students attend classes on a part-time basis. Faculty, who teach the classes are graduate, tenure-track faculty from the Moore School of Business on the Columbia Campus of USC. Instructional time includes once a week session for twelve week nights for two hours, and four live sessions for three and one half hours on Saturdays in Columbia, South Carolina. Additionally, students can opt to attend the weekly sessions in Columbia. Students can pursue electives to focus on their area of choice. All students take a core of required courses in Financial Accounting, Organization Behavior, Managerial Accounting, Quantitative Methods I, Marketing Management, Financial Policies, Operations Management, Information Systems, Managerial Economics, and Strategic Management. Students may also choose six electives that meet their individual needs. Electives include Applied Economic Forecasting, Real Estate Finance, International Financial Management, Managing Cross-Border Teams, Innovation and New Venture Analysis, Supply Chain Coordination and Control, Consumer Behavior, and Product and Branding Policies.

Recommendations

Following the visit, the team submitted to General Administration a *Preliminary Report to the President of the University of North Carolina from the Team of Examiners for the Licensure Visit to The University of South Carolina Proposed Professional Master's Degree in Business Administration, in Charlotte,*

North Carolina on March 7, 2006. The preliminary report of the team's findings was immediately forwarded to The University of South Carolina, for correction of factual errors or significant omissions. Shortly thereafter, on March 20th, after appropriate changes were made, a *Final Report* was issued to The University of South Carolina and General Administration.

In the final report, the team of examiners included seven recommendations and one suggestion. The suggestion reflects the professional judgment of team members, and a suggestion does not signify that the institution is not in compliance with the *Rules and Standards*. A suggestion is written for the institution's benefit, and it does not need to be addressed by the institution; the recommendations; however; must be addressed by the institution. The institution responded to all recommendations; and the team chair indicated that the institution's responses were satisfactory on March 24, 2006.

Three of the seven recommendations concerned access to library data bases, use of the NC Live resource, and a generation of a written contractual arrangement for students participating in courses from the Charlotte site. The institution agreed to comply with the team's requests.

Two of the recommendations focused on including information in the Graduate Studies Bulletin for students in North Carolina. The institution agreed to include the requested information on the availability of health care facilities and the tuition guaranty bond. The team was satisfied with the institution's response.

The last two recommendations required the institution to furnish an appropriate tuition guaranty bond to General Administration and a certification of the bond's amount by a certified public accountant. The institution agreed to this recommendation, and the team was satisfied with the institution's response.

After reviewing the institution's responses, the team of examiners recommends that the University of South Carolina Columbia be granted licensure to establish a Charlotte viewing and examination site for the Professional Master of Business Administration degree program which will be delivered via satellite television from the main campus of the University, subject to compliance with all of the Recommendations contained in this report.

The team further states that if licensure is granted, a further recommendation is that a team of examiners review the Professional Master of Business Administration degree program at the Charlotte viewing and examination site one year from the date of licensure for compliance with all of the Recommendations contained in this report and for overall compliance with the licensure Standards.

Dr. Howard-Vital agrees with the team's review and recommendations; thus, General Administration recommends licensure of the proposed Professional Master's of Business Administration of The University of South Carolina to be offered in Charlotte, North Carolina.