

UNIVERSITY OF RHODE ISLAND
The Graduate School

Curricular Report from the Graduate Council to the Faculty Senate
Report No. 2007 – 2008-5A

Dual Masters of Business Administration and Masters of Oceanography Degree

At Meeting No.425 held on 29 February 2008, the Graduate Council approved the following proposal that is now submitted to the Faculty Senate.

SECTION I

BACKGROUND INFORMATION

ABSTRACT

The Graduate Council approved a proposal from the College of Business Administration and the Graduate School of Oceanography for a new program leading to dual MBA and MO degrees. The proposed program is built on two existing programs and would specialize in ocean and climate science and technology. A target audience of undergraduates with science/ engineering degrees is cited in the proposal, and it is stated that the program will be one of the first such programs in the U.S. The Graduate Council recommends approval of the proposal in the class of programs that require no new resources.

BACKGROUND

From the proposal:

This proposal is built around a central overarching theme: the business of global climate change. Strategic management of climate change risk represents a substantial challenge to a broad range of businesses that focus on the many and varied aspects of global climate change. This graduate degree is directed at training future business leaders to work in existing and new “green” businesses as they adapt to climate change. By combining the reputation of the GSO and the existing strengths of the CBA, this unique “niche” business-science graduate degree will educate students in the application of strategic management, leadership, and science skills to important real-world problems.

The Council of Deans unanimously supported the proposal and indicated that the proposal could serve as a model for intercollegiate collaboration. The Budget Office reviewed the proposal with the understanding that no additional budgetary resources will be required for its implementation. Comments and recommendations are on file in the Graduate School.

SECTION II

RECOMMENDATION

The Graduate Council approved the proposal for the dual MBA/ MO degree program at its meeting number 425 held on 29 February, 2008 and forwards it to the Faculty Senate with a recommendation for approval in the class of programs that require no new resources.

Dual Masters of Business Administration and Masters of Oceanography Degree

A. Program Information:

1. Name of institution. University of Rhode Island
2. Name of department, division, school or college: Graduate School of Oceanography, and College of Business Administration
3. Title of program and federal Classification of Instructional Programs (CIP) code.
4. Intended initiation date of program change: Fall 2008 start
Anticipated date for granting first degrees: December 2009
5. Intended location of program: Kingston/Bay Campuses
6. Description of institutional review and approval process. Both degrees currently exist. Both colleges have approved the dual degree.

Department/College Approval	DATE APPROVED
Graduate School of Oceanography	October 11, 2008
College of Business Administration	October 24 2007
Graduate Council	February 29, 2008
Faculty Senate	
President	

7. Summary description

The proposed program is a dual Master of Business Administration (MBA) and Master of Oceanography (MO) degree program to educate future leaders in global change. Students will be accepted to both the MBA and the MO programs and complete courses required by both degrees resulting in a 16 month program.

8. Signature of President

Robert L. Carothers, President

9. No additional resources are required.

10. Name of Person(s) to contact during the review:

GSO		CBA	
David C. Smith	Brad Moran	Deborah Rosen	Lisa Lancellotta
Associate Dean	Professor	Associate Dean	MBA Coordinator
874-6172	874-6530	874-4393	874-4241
dcsmith@gso.uri.edu	moran@gso.uri.edu	drosen@uri.edu	mba@uri.edu

11. Signed agreements for any cooperative arrangements made with other institutions/agencies in support of the program. N/A

B. Rationale:

Program Objectives: The goal of this proposal is to develop an MBA/MO dual degree at URI to educate future leaders in global change opportunities.

Needs Addressed:

This proposal is built around a central overarching theme: the business of global climate change. Climate change is happening and with that businesses need to adapt to this change. Strategic management of climate change risk represents a substantial challenge to a broad range of businesses and the global economy. There is a growing opportunity for businesses that focus on the many and varied aspects of global climate change. In turn, there is an increasing demand for individuals with both the business and science skills necessary to manage and capitalize on global change opportunities.

The University of Rhode Island proposes to develop, market, and deliver the dual degree, an MBA/MO, specializing in ocean and climate science and technology, to start in Fall 2008. This graduate degree is directed at training future business leaders to work in existing and new “green” businesses as they adapt to climate change. This includes businesses involved in energy, ocean technology and engineering, hazard risk management, water resources, fisheries and related ecosystem businesses, carbon emission mitigation/sequestration, and ocean and human health. By combining the world-class reputation of the GSO and the existing strength’s of the CBA, this unique “niche” business-science graduate degree will educate students in the application of strategic management, leadership, and science skills to important real-world problems.

The target audience for this program will be undergraduates with science/engineering degrees. Each year approximately 12% of all GRE test takers (roughly 39,000) are science majors. In addition, 20% of all GMAT test takers (roughly 40,000) have science or engineering undergraduate degrees. This represents a substantial target audience for this program.

The timeline for offering this dual degree is to enroll students for Fall 2008. The curriculum for the MBA/MO by semester is listed in Section E.

C. Institutional Role:

By leveraging the existing strengths of the CBA and GSO, the MBA/MO dual degree will provide URI with a timely opportunity to educate science majors to be future leaders in business as they adapt to global change opportunities.

Specifically, the MBA/MO provides individuals with science and business skills to meet global change opportunities,

- creates a “niche” business-science MBA program,
- leverages strengths and maximizes use of existing resources at CBA and GSO,
- promotes strengths of GSO, CBA in broader context which enhances external funding opportunities, and
- provides increased interaction between Bay and Kingston campuses.

The Graduate School of Oceanography (GSO) is one of the largest and most widely known graduate schools of oceanography in the United States, with approximately 90 students currently enrolled and more than 600 alumni. It is the cornerstone of an array of marine programs at the University of Rhode Island, providing the opportunity for students in several other graduate programs to conduct research in marine-related areas. In 1989, the Graduate School of Oceanography was named a National Oceanic and Atmospheric

Administration (NOAA) Center of Excellence in coastal marine studies. The National Research Council ranked the Graduate School of Oceanography's Ph.D. program one of the best in the country and fifth among oceanographic institutions.

The College of Business Administration (CBA) has been educating future business and government leaders for over 80 years. The College is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB), the major accrediting agency for programs in business administration and accounting. AACSB accreditation is highly sought after by universities, which has been achieved by fewer than 15% of the institutions teaching management education. Today, with more than 1,600 undergraduate students, over 250 graduate students, 47 full-time faculty and more than 13,000 alumni, the College of Business Administration is considered one of the best in the region. The CBA serves Rhode Island and selected national and international communities, and alumni hold leadership positions throughout the world.

Aligning these two programs creates synergy for GSO and CBA and will

enhance the reputation of the University as a whole. Neither program is currently at capacity so that servicing additional students will not require additional resources.

D. Interinstitutional Considerations:

The proposed MBA/MO dual degree program at URI will, in fact, be one of the first such programs to be offered by any higher-level U.S. education institution. This dual degree will not impact other state higher education institutions in any way.

E. Program

Taking into consideration the available resources at URI, this program takes advantage of existing resources and increases the effectiveness and efficiency of the use of these resources.

Specifically, this program combines the requirements of the full-time MBA program:

FALL 1	SPRING I	SUMMER
MBA 500	MBA 504	MBA 555
MBA 502	MBA 505	MBA 565
MBA 503	MBA 510	Internship and/or Electives (6 credits)
MBA 530	MBA 560	
ECN 590	MBA 572	

With the existing courses in the current MO program:

FALL	SPRING
OCG 501	OCG 521
OCG 561	OCG 540
OCG 695	OCG 592
OCG 695	

Plus: 3 credits scientific tools (statistics, data analysis or scientific writing) 9 credits of electives (6 in oceanography, 3 in policy, management or economics)

This results in the combined course work that would be mapped as follows:

FALL I	SPRING I	SUMMER	FALL II
MBA 502 (3)	MBA 505 (3)	MBA 510 (3)(online)	MBA 555 (3)
MBA 503 (3)	MBA 504 (3)	MBA 550 (3)(online)	MBA 565 (3)
MBA 530 (3)	MBA 560 (3)	MBA Internship/Directed Study (3 Credits)	OCG 561 (4)

OCG 695 (1)	OCG 521 (3)	OCG Internship/Directed Study (3 credits)	OCG electives (6 credits)
OCG 501 (3) ECN 590 (3)	OCG 540 (3) OCG 695 (1)		
16 credits	16 credits	12 credits	16 credits

This program of study takes advantage of the MBA program to accept the oceanography electives (6 credits of OCG courses) and the MO program to accept business courses as fulfilling the data analysis and elective requirements (6 credits MBA 555 for data analysis and ECN 590 for economics). We anticipate that students in this program will have completed two undergraduate statistics courses prior to entering the dual degree program.

F. Faculty and Staff

Faculty and staff for this program are those currently assigned to the MBA in the CBA and MO in the GSO. No additional faculty and staff will be required.

G. Students

The MBA/MO would be directed towards students with a pure science, environmental science, or engineering undergraduate degree that want to broaden their career towards business. Science and engineering students are expected to be successful in both the GSO science courses and accredited MBA courses. Conversely, business majors generally lack the necessary science background to pass the GSO science courses. For this reason, a background in science or engineering is required.

H. Administration

Administrative needs of program will be a part of current operations. Students will apply to both the MO in the GSO and the MBA in the CBA as is the case now for the separate programs. No additional administrative resources are required.

I. Instructional Resources

There will be no additional instructional resources required.

J. Facilities and Capital Equipment

There will be no additional facilities and capital equipment required.

K. Financial Considerations

There will be no additional financial considerations outside of current expenditures.

L. Evaluation

Both of the existing programs remain unchanged with this dual degree so evaluating the individual program will not be necessary. We will monitor the dual nature of the program through exit surveys of students and surveys of employers of the graduates of this dual program.

Course Descriptions:

MBA 502 Organizational Behavior (3) Examination of the theory, research, and practice of organizational behavior in work settings, focusing on individual differences, communications, group dynamics, motivation, and leadership in the workplace. (Lec. 3)

MBA 503 Financial Accounting (3) Covers basic accounting principles, accounting systems design, and financial reporting issues. Focusing on financial statement analysis techniques necessary to accurately assess a company's financial position and results of operations. (Lec. 3) Pre: 500 and 506.

MBA 504 Financial Management (3) Functions and responsibilities of financial managers. Examination of financial statement analysis, cost of capital, capital structure, valuation, markets, capital budgeting, working capital, mergers, bankruptcy, multinational finance. (Lec. 3) Pre: 500, 503, 506 (or equivalent), ECN 590.

MBA 505 Managerial Marketing (3) Analysis of marketing problems and determination of marketing policies in product development, promotion, pricing, channel selection, legal aspects. (Lec. 3) Pre, 500, 506 or permission of instructor.

MBA 510 Managerial Accounting (3) Determination of accounting information for the purposes of decision making, control, and evaluation with emphasis on decision models using accounting information. (Lec. 3) Pre: 500, 503, 506.

MBA 530 Legal Environment of Business (3) Coverage includes both substantive and procedural rules of law in the civil and administrative law field with emphasis on business, regulation, societal, and ethical issues. (Lec. 3) Pre: graduate standing.

MBA 550 Managing with Information Resources (3) Concepts of information technologies and systems as they relate to the information-age organization.

Major focus is on how the various information resources can be managed to facilitate organizational effectiveness. Topics include information and communication technologies, decision support and information systems, technology-enabled process re-engineering, and information architecture. (Lec.

MBA 555 Managerial Economics (3) The applications of economic theory and methodology to business problems. (Lec. 3) Pre: 504, 520, 550, and 560 or permission of instructor.

MBA 560 Operations and Supply Chain Management (3) The management of manufacturing and service operations. Topics include flow processes, inventories, scheduling, capacity, and operations strategy. (Lec. 3) Pre: 500, 501, 520.

565 Strategic Management (3) Case studies of management problems and evaluation of alternative solutions by integrating functional areas of business. Discussion of ethical, social, and regulatory environments in domestic and multinational firms. Includes the M.B.A. written comprehensive examination. (Lec. 3) Service learning. Pre: all MBA 500 first level courses or equivalent and a minimum of 21 MBA credits, which must include 502, 503, 504, and 505, or permission of instructor.

OCG 501 Physical Oceanography (3) Basic course covering physical properties of seawater, heat budget, distribution of variables, dynamics, water masses and general circulation, waves and tides. (Lec. 3) Pre: PHY 213 and MTH 141.

OCG 521 Chemical Oceanography (3) Processes regulating the composition of seawater and the distribution of chemical species. The interaction of marine chemistry with the ocean floor, atmosphere, and marine organisms. (Lec. 2, Lab. 2) Pre: CHM 101 and 112 and PHY 213.

OCG 540 Geological Oceanography (3) Origin and evolution of the ocean basin and its margin: morphology, structure, plate tectonics, volcanism, geochemistry, stratigraphy, sedimentation, and paleoceanography. (Lec. 2, Lab. 2) Pre: GEO 103 or permission of instructor.

OCG 561 Biological Oceanography (4) Dynamics of marine ecosystems; patterns of production and distribution of plankton, benthos, and nekton in relationship to their environment. (Lec. 3, Lab. 2) Pre: general ecology.

OCG 695 Seminar in Oceanography (1 each) Students give seminar reports on problems and current research in various areas of oceanography. (Seminar) Attendance and registration are required of all graduate students in residence, but no more than 2 credits are allowed for a program of study. S/U credit.

ECN 590 Principles of Economics (3) Survey of micro- and macroeconomic theory. (Lec. 3) Pre: graduate standing in accounting, labor and industrial relations, or M.B.A. program.