



**EXTENSION OF AN EXISTING PROGRAM NOTICE OF INTENT
(LOCATION NOI)**

Program Information

Program Name: Executive MBA Program

Institution Name: Washington State University

Degree Granting Unit: College of Business
(e.g. College of Arts and Science)

Degree: MBA Level: Masters Type: Business Administration
(e.g. B.S. Chemistry) *(e.g. Bachelor)* *(e.g. Science)*

Major: NA CIP Code: 52.0201
(e.g. Chemistry)

Minor: _____
(if required for major)

Concentration(s): _____
(if applicable)

Proposed Start Date: 08/25/2008

Projected Enrollment (FTE) in Year One: 21 At Full Enrollment by Year: 2010 : 40
(# FTE) *(# FTE)*

Proposed New Funding: NA

Funding Source: State FTE Self Support Other:

Mode of Delivery / Locations

Single Campus Delivery Spokane
(enter location)

Off Site _____
(enter location(s))

Distance Learning Web-based and Study Abroad
(enter formats)

Other

Flexible Scheduling

Evening Classes

Weekend Classes

Other *(describe)*

Attendance Options

Full-Time

Part-Time

Substantive Statement of Need

(Attached)

Contact Information (Academic Department Representative)

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June 16, 2008

Endorsement by Chief Academic Officer

Date

The WSU College of Business proposes to co-locate the Pullman-based MBA with Spokane with course offerings at the Spokane Riverpoint campus. The EMBA program targets business executives and mid-level managers with significant work experience. Given this market segment, the EMBA program will offer courses that address topics in a practical manner appropriate for executives while delivering course content via mechanisms tailored to working professionals.

Offering a WSU Executive MBA program in Eastern Washington is an important strategic initiative for the College of Business and (more generally) WSU. Such a high-profile program will allow deeper connections and enhanced visibility of WSU within Spokane business community. There is a reasonable basis for excitement regarding an EMBA program in Spokane given the community's interest and we see tremendous strategic value in offering such a degree in Eastern Washington.

The College of Business has done considerable analysis on the feasibility of an EMBA program in terms of the CB's ability: (1) to deliver the program; and (2) to make the program financially viable with a self-sustaining model. Although the program will require the use of overload teaching for more than a dozen WSU business faculty members, the ability to deliver the program will be greatly enhanced in Spokane due to relatively close proximity of the WSU Pullman campus (the primary location of qualified business faculty) and a positive civic and university environment supporting the program.

One of the most commonly expressed concerns is the overall depth of demand in the Spokane market for an EMBA program. In fact, no such program is offered in the region today. Our proposal for the WSU EMBA program is very mindful of this risk. You will note our recommended approach is to take a fairly long-term approach to building the awareness and demand for the program. Like all situations where something is totally new, it will take time for local businesses to adjust their human resource strategy to include such a program as part of their standard executive development practice. You will also note that our course offering is being provided on a modular basis that will have a standard section of required courses but will also allow a student to select options from the remaining modules that best fit their (and their employer's) needs. We believe this approach will maximize the potential relevance of and demand for our program.

Research on WSU EMBA Program

The CB leadership team has evaluated the concept of an EMBA program and possible locations for such a program with a variety of audiences. We have collected information from:

1. CB's National Board of Advisors (during September 2007 Fall meeting and follow-ups);
2. 12 business leaders (i.e., CEO/Presidents/senior-level managers) in the Spokane/Cd'A corridor (via personal interviews conducted during summer 2007);
3. Other business leaders in Spokane and Vancouver (focus groups organized by NBoFA leadership were conducted in both locations in November and December 2007);
4. The national Executive MBA Council (national conference October 2007).

Results of this research indicate that the primary benefits of a Spokane-based EMBA include little or no competition, a sense of civic pride associated with having an EMBA program, and a supportive environment at WSU-Spokane. This will be the only Executive MBA program in the Spokane area.

As a follow-up to the aforementioned research, leadership in the College of Business conducted additional interviews with eight Spokane business leaders in January 2008. The purpose of this research

was to determine the general economic conditions in the Spokane community and further assess the community's interest in the program. The interviews indicated a generally positive economic outlook in Spokane and basic support for offering an EMBA in the community.

Highlights of Proposed EMBA Program:

The proposed EMBA program is consistent with typical EMBA offerings in the US and Canada (as based upon 2006 industry data from the Executive MBA Council). The proposed program, to begin Fall 2008 at the WSU Riverpoint campus includes:

- Curriculum comparable to other EMBA programs (see Appendices 1 & 2 for more details) and includes 44 credits distributed among 5 modules (approximately 12 courses). Modules could be offered separately as executive education. The curriculum includes a study abroad experience. The EMBA will be of an 18 month duration.
- Five modules are focused on core business knowledge (22 credits) and delivery of innovation in a global society (22 credits). The program would allow the addition of specialized modules over time in order to customize the curriculum to different markets or changing market demand.
- Courses that will be predominantly staffed by tenured faculty in the CB on an overload basis.
- Coursework (and compensation) that have been designed to take advantage of our best faculty members' expertise and encourage participation in the program.
- Courses that include face-to-face and online dimensions (approximately 60%/40% respectively).
- Face-to-face content will be delivered during 7 alternating weekend meetings for each module. Each weekend consists of 3 course delivery sessions (one on Friday night and two on Saturday).
- Online dimensions of the coursework will be supported by the WSU Center for Distance and Professional Education and include state-of-the-art delivery mechanisms.
- Tuition - \$50,000 (incl. books, food, orientation, and study abroad excluding airfare).

This program was officially endorsed in April 2008 by the Riverpoint Campus Coordinating and Planning Council (EWU-WSU-Community). It was also discussed with Presidents Bill Robinson, Whitworth, and Robert Spitzer, Gonzaga, and presented at the Higher Education Leadership Group.