

BRYAN SCHOOL OF BUSINESS AND ECONOMICS
REQUEST FOR AN INCREASE IN DIFFERENTIAL TUITION
FOR THE MBA, MSITM and MSA PROGRAMS

We hereby request an increase of \$80/sch from the current level of \$120/sch with effect from Fall 2012 for the following three programs in the Bryan School: MBA (Master of Business Administration), MSA (Master of Science and Accounting) and MSITM (Master of Science in Information Technology and Management). This increase is to be phased in two annual increments of \$40/sch each in academic years 2012-13 and 2013-14 respectively. Thus if approved, the total differential tuition charged to students would be \$160/sch in 2012-13 and \$200/sch from 2013-14 onwards. Decreasing state budgets and the need to sustain and expand critical support services and staff make an increase in the tuition differential crucial for the continued success of these programs.

1. Brief Description of the Programs and Rationale For Increase

MBA (Master of Business Administration). The Bryan MBA program has two tracks, a full-time, day track for students with less executive level experience and a part-time, evening track for students with more executive level experience. There are approximately 178 students enrolled in the two tracks (one program) including about 15 in associated certificate programs as of fall 2011, making it one of the largest graduate programs at UNCG. In recent years, the program has achieved national recognition as per the rankings compiled by *Princeton Review*, *Business Week*, and the *U.S. News & World Report*. There has been an upswing in the student enrollment in the Bryan MBA program in Fall 2011 semester compared to the declining trend over the previous 4 years that has unfortunately been concomitant with sharply decreased state funds to support the program.

The major rationale for the differential tuition increase is to support crucial services and staffing for the MBA students that are expected in such programs. These include a well-staffed MBA Office including the Program Director, MBA Career Services Office, and the MBA Program Recruitment Office. The MBA Office and the Program Director provide much needed services relating to admissions, course scheduling, student advising, registration, and graduation of the Bryan MBA students. The MBA Career Services Office coordinates activities focused on building relationships with local organizations and private industry for the benefit of the Bryan MBA graduate students. This office also provides career counseling, permanent placement services, and places students in and coordinates internship positions for students. The MBA Program Recruitment Office provides services related to recruitment and program marketing. Due to the intense competitive pressures, it is also essential to market our MBA Program in the region and beyond.

The differential tuition funding is also to support three courses, namely the “Leadership Assessment and Career Enhancement” (LACE) course, the “Organizational Internship” course,

and the “Creating and Sustaining Competitive Advantage” (also called as the Capstone Consulting) course. The LACE course includes the use of a range of standardized instruments to assess the managerial strengths and development needs of students in both the full-time day track and the part-time evening track of the Bryan MBA program. The Internship course is required to be taken by all students in the full-time day track. The training for the full-time day track students culminates in the capstone consulting course, which involves economic development projects for regional firms. Two Professors of Practice with substantial experience in business and industry teach the three courses.

It is also planned that the additional funds from the tuition differential will be used for faculty development and support for teaching “on-line” courses in the summer semesters so as to guarantee MBA students a reasonable time to graduation, enhancing the student experience inside (and outside of) classes and increasing financial aid to deserving MBA students.

Prior to recommending the increase, the MBA Program Office including the program Director has sought feedback from MBA students via email and through a specially arranged forum for students.

Master of Science in Accounting: The mission of the program is to provide an opportunity for students to pursue intensive studies in accounting and related subjects. The program also provides students with a foundation for successful careers in public accounting and industry and serves as the department's primary vehicle for preparing students to seek qualifications such as the Certified Public Accountant (CPA). This includes satisfying the 150 hour-educational requirement for certification and licensure as a CPA. The accounting program is only one of 177 programs that have earned a separate AACSB accreditation in the world.

The main rationale for the additional differential tuition is to provide enhanced student services and improve the quality of the program. Specifically, the funds will be used to (1) Sustain and expand the Graduate Accounting Office for professional relations and student affairs, (2) Offer a wider variety of courses in accounting, (3) Offer courses and other types of assistance to help with student success on the CPA exam, and (4) Offer additional scholarships and graduate assistantships to deserving students in the MSA Program.

Prior to recommending the increase, the MSA Program sought the feedback of students via an anonymous survey of the students in the program.

Master of Science in Information Technology and Management: This program combines technological and managerial components to train graduates who can deal effectively with the variety and complexity of issues involved in applying information technology successfully within organizations.

The differential tuition increase will be used to provide financial aid to deserving students in the MSITM program; provide staff and technical support for administration of the program which is completely online; offering state-of-the-art electives for students during summer to ensure

their technical competence and time to graduation; enhancing the recruitment efforts of the MSITM and derivative certificate programs. In addition, it is also envisioned that these funds will be used for faculty development and support to enable the development and delivery of course and curriculum in the program.

Prior to recommending the increase, the MSITM Program Office surveyed its students regarding the potential incremental tuition increase for the above mentioned support and services.

2. Trends in student enrollment

Graduate Enrollment Trends*

	2005	2006	2007	2008	2009	2010	2011
MBA	268	236	197	169	163	154	178
MSA	101	95	84	79	93	83	73
MSITM	76	87	80	65	83	65	95

(*) The figures are based on the records maintained by the respective program offices. Derivative certificate programs are included for MBA and MSITM.

3. Tuition History

For the MBA Program the first differential tuition began in fall 2004 at \$30 per student credit hour. It was increased to \$70 beginning in fall 2005 and thereafter to \$120/sch in Fall 2011.

For the MSITM Program the first tuition differential began in fall 2004 at \$30 per student credit hour and was increased to \$50 in fall 2005. It was increased to \$70 to match that of the MBA Program in fall 2007 and thereafter to \$120/sch in Fall 2011. However, since the program went online from Fall 2011, students are charged distance education fees which are less than the traditional fees.

The Master of Science in Accounting Program was first approved to establish a differential tuition of \$35 per student credit hour to begin in fall 2007 and was increased to \$70 per student credit hour in fall 2008 and thereafter to \$120/sch in Fall 2011.

4. Fee information, if any

There are no fees charged in addition to those charged by the University for all graduate students.

5. Peer comparison data as to cost, and other factors, if available

Below is a comparison of the differential between the tuition of students in MBA programs at our competitive schools and that of their students in their other master's programs. The data are based on the tuition for students enrolled full time for 9 student credit hours as some business schools have a variable scale for the differential tuition.

Table 1: Tuition and Fees for Selected MBA Programs In UNC System
Fall 2011

	MBA			Standard			Difference	Average Difference per SCH
	Tuition	Fees	Total	Tuition	Fees	Total		
Bryan School UNCG (9 Hours)								
NC Residents	3064.50	715.00	3779.50	1984.50	715.00	2699.50	1080.00	120.00
Nonresidents	9177.50	715.00	9892.50	8097.50	715.00	8812.50	1080.00	120.00
NC State (9+ Hours)								
NC Residents	7441.50	938.10	8379.60	2979.00	938.10	3917.10	4462.50	495.83
Nonresidents	13708.00	938.10	14646.10	9003.00	938.10	9941.10	4705.00	522.78
East Carolina (9+ Hours)								
NC Residents	2678.50	1008.00	3686.50	1778.50	1008.00	2786.50	900.00	100.00
Nonresidents	8075.50	1008.00	9083.50	7175.50	1008.00	8183.50	900.00	100.00
UNC Charlotte (9+ Hours)								
NC Residents	4344.50	1099.00	5443.50	1844.50	1099.00	2943.50	2500.00	278.00
Nonresidents	10113.00	1099.00	11212.00	7613.00	1099.00	8712.00	2500.00	278.00

The comparison of tuition and fees with the proposed increase in the Bryan School's differential tuition to \$200 per SCH is shown in the table below.

Table 2: Tuition and Fees for Selected MBA Programs In UNC System With Proposed Increase In Differential Tuition (*,**) (Based on Fall 2011 Data, 9 ch load)

	MBA			Standard			Difference	Average Difference per SCH
	Tuition	Fees	Total	Tuition	Fees	Total		
Bryan School UNCG								
NC Residents	3784.50	715.00	4499.5	1984.50	715.00	2699.5	1800.00	200.00
Nonresidents	9897.50	715.00	10612.5	8097.50	715.00	8812.5	1800.00	200.00

	MBA			Standard			Difference	Average Difference per SCH
NC State								
NC Residents	7441.50	938.10	8379.60	2979.00	938.10	3917.10	4462.50	495.83
Nonresidents	13708.00	938.10	14646.10	9003.00	938.10	9941.10	4705.00	522.78
East Carolina								
NC Residents	2678.50	1008.00	3686.50	1778.50	1008.00	2786.50	900.00	100.00
Nonresidents	8075.50	1008.00	9083.50	7175.50	1008.00	8183.50	900.00	100.00
UNC Charlotte								
NC Residents	4344.50	1099.00	5443.50	1844.50	1099.00	2943.50	2500.00	278.00
Nonresidents	10113.00	1099.00	11212.00	7613.00	1099.00	8712.00	2500.00	278.00

* Source: Various University websites: October 2011

**Tuition differential increase of \$80/sch to \$200/sch will be phased in over 2 years. This assumes other programs will not increase their tuition and fees until 2013-14.

Table 3: Tuition and Fees for Two Competing Private MBA Programs With Proposed Increase In Differential Tuition (*,**) (Based on Fall 2011 Data, 9 ch load)

	In-State Tuition and Fees	Out-of-State Tuition and Fees
Bryan School, UNCG	\$4499.5	\$10612.5
Elon University	\$6273.00	\$6273.00
Wake Forest University	\$10965.42	\$10965.42

* Source: Various University websites: October 2011

** Tuition differential increase of \$80/sch to \$200/sch will be phased in over 2 years. This assumes other programs will not increase their tuition and fees until 2013-14.

6. Any other information to support the need for differential increase in tuition

As can be seen from the comparative cost data, the Bryan School's tuition and fees are less than most of our comparative schools. Raising the differential tuition from \$120/sch to \$200/sch over two years still leaves us cost effective compared to other programs.