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Chair of the Assembly and the Academic Council
Faculty Representative to the Board of Regents
University of California
1111 Franklin Street, 12th Floor
Oakland, California 94607-5200

April 12, 2013

AIMÉE DORR
PROVOST AND EXECUTIVE VICE PRESIDENT

Dear Aimée:

I am pleased to inform you that at its teleconference meeting on April 10 the Assembly of the Academic Senate accepted the recommendation of the Coordinating Committee on Graduate Affairs that the Santa Barbara campus be authorized to offer the new degree of Master of Technology Management (M.T.M.). Because this is a new degree title, Assembly approval is required under Senate Bylaw 116.C, which directs the Assembly to "consider for approval proposals for the establishment of new graduate degrees received from the Coordinating Committee on Graduate Affairs and requiring approval by the President."

I am enclosing CCGA's report of its review of the proposal and recommendation that it be accepted. I understand that your office will complete the process of obtaining the President's approval of this new degree.

Sincerely,

Robert L. Powell, Chair
Academic Council

Cc: Todd Greenspan, Chief of Staff, Provost's Office
       Hilary Baxter, Interim Director, APPC
       Academic Council
       Martha Winnacker, Senate Executive Director

COORDINATING COMMITTEE ON GRADUATE AFFAIRS (CCGA)
Ruth Mulnard, Chair
ramulnar@uci.edu

ACADEMIC SENATE
University of California
1111 Franklin Street, 12th Floor
Oakland, California 94607-5200

March 28, 2013

ROBERT POWELL
ACADEMIC COUNCIL CHAIR

Dear Bob:

Following its March meeting, CCGA voted (8-0-2) to approve the UC Santa Barbara (UCSB) proposal for a new professional Masters of Technology Management (MTM) degree program. This program will leverage existing strengths in engineering and technology innovation at UCSB with the goal of nurturing exceptional and innovative technology leaders. The MTM program is intended primarily for students interested in non-academic careers; has a stronger focus on practical training as opposed to theory; and will include a PDF. The design and intent of the proposed program is to provide an alternative to the M.B.A. for early-career technical students. The coursework is designed to take advantage of the strong quantitative skills of the technical student, allowing for a rapid pace in numerical content, with extra attention on addressing gaps in their training.

While several new professional Masters programs are beginning to appear in other Engineering colleges within the UC system, the proposed plan for UCSB is distinct in several important respects. UCSB is one of only two UC campuses without a business/management school (along with UC Santa Cruz, and not counting UCSF). Most UC campuses now have significant research and degree activities in areas relating to Technology Management and Entrepreneurship, offering either a professional M.B.A .or some other formalized management curriculum. Seven of the ten UC campuses now have professional schools of business or management. UC San Francisco offers a combined D.D.S.-M.B.A. through a partnership with the University of San Francisco, and has recently launched an entrepreneurship program for M.D.s. Of the two remaining campuses, UCSB stands alone without an academic department or degree program in this area. UC Santa Cruz recently established a program called "Technology and Information Management" within its Baskin School of Engineering, and now offers master's and doctoral degrees in that discipline (with some similarity to the unit and degree proposed herein). UC Berkeley has just launched a new set of fee-bearing professional degree programs under the title of "Master of Engineering". UC Irvine will launch a new Master of Engineering Management degree in this fall; other UC campuses are reportedly planning similar degree programs within their respective engineering programs.

Consistent with CCGA practices, external program reviews were obtained from experts in the field including two from within the UC system and three from outside. Overall, the committee members agreed with the reviewers that this is a very strong proposal and that this new program should be implemented. However, in the discussion in CCGA, members identified a few issues worthy of special attention on the part of the proposers which were adequately addressed by the program.

I am enclosing CCGA's final report on this proposal. CCGA has now completed all steps in its review and we commend it to you. However, the MTM degree represents a new degree title at UCSB. As you know, CCGA's approval is usually the last stop of the Academic Senate side of the systemwide review and approval process except when the new degree title (for a particular campus) must be approved by the President, under delegated authority from the Board of Regents (SOR 110.1). According to Academic Senate Bylaw 116.C., the Assembly of the Academic Senate (or the Academic Council if the Assembly is not meeting within 60 days of CCGA's approval) must approve new degree titles. If you have any questions, please let me know.

Please do not hesitate to contact me if you have any questions pertaining to this review.

Sincerely,

Ruth A. Mulnard, DNSc, RN, CNRN, CIP, FAAN
Chair, CCGA

Copy: Martha Winnacker, Academic Senate Executive Director
       Kum-Kum Bhavnani, Santa Barbara Division Chair
       Gale Morrison, Dean, Graduate Division
       Prof. Bob York, Director, Technology Management Program
       Prof. Divy Agrawal, UCSB Representative to CCGA
       Prof. Jutta Heckhausen, CCGA Lead Reviewer
       Hilary Baxter, Assistant Director, Academic Planning, Programs and Coordination
       Todd Giedt, Academic Senate Associate Director
       Clare Sheridan, Academic Council Analyst

Enclosure