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

May 25, 2023

**KATHERINE S. NEWMAN
PROVOST AND EXECUTIVE VICE PRESIDENT
UNIVERSITY OF CALIFORNIA**

Re: Approval of Master of Management (MM) at UC Davis

Dear Katherine:

In accordance with the *Universitywide Review Processes For Academic Programs, Units, and Research Units* (the "Compendium"), and on the recommendation of CCGA, the Academic Council has approved UC Davis's proposal to establish a Master of Management (MM) self-supporting graduate and professional degree program (SSGPDP).

Because this is a new degree title, and the Assembly of the Academic Senate is not meeting within 30 days of CCGA's approval, Council must approve the program per Senate Bylaw 125.B.7.

I am enclosing CCGA's report on its review of the new program, and respectfully request that your office complete the process of obtaining the President's approval.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan Cochran".

Susan Cochran, Chair
Academic Council

Cc: Academic Council
IRAP Analyst Procello
UCD Senate Director Arevalo
Executive Director Lin

**COORDINATING COMMITTEE ON GRADUATE AFFAIRS (CCGA)**

Erith Jaffe-Berg, Chair
erithj@ucr.edu

ACADEMIC SENATE

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

May 12, 2023

ACADEMIC COUNCIL CHAIR SUSAN COCHRAN

Dear Chair Cochran,

At its May 3 meeting, the Coordinating Committee on Graduate Affairs (CCGA) voted unanimously (with one abstention) to approve a proposal from the Davis campus for a self-supporting Masters of Management (MM).

The MM program is designed to provide students with any academic background or level of work experience with the basics of general Business Administration. The program addresses the needs of students looking to gain a one-year Masters in general business, and undergraduate students who may not be ready for the professional workplace immediately after graduating.

Students may take the degree full or part-time. Only full-time students will be admitted in the first years of the program, and the part-time option will be added later if market demand warrants it. When taken full-time, the program will be completed in three consecutive quarters. When the online program offering starts, courses will be offered every quarter, with the option to start the program during any quarter.

The two external reviewers felt that the proposed program is academically rigorous, and recommended approval of the proposal. There is sufficient demand for the program, and the GSM has a strong record of job placement. With the addition of three new faculty hires and four new staff hires, there will be sufficient faculty to provide the program. There is a low likelihood of harm to the existing MBA program, given that it draws on a different pool of applicants, and the facilities, funding model, and budgets are adequate.

The reviewers had a few concerns about the proposal, and these were addressed by the proposers. The details of the concerns and the campus response are in the Lead Reviewer's report, attached.

The proposed program is designed to follow the UC Davis Graduate School of Management Strategic Plan for Diversity and Inclusion of June 2019. Consistent with a plan priority, the proposal creates an opportunity to enhance the diversity of the student body by admitting students not traditionally entering graduate business programs.

UCPB noted some concerns with the proposal related to the offering of both online and in-person options and how quality across modalities would be assessed and ensured. The proposers revised the proposal to address these concerns.

As you know, CCGA's approval is the last stop of the Academic Senate side of the Systemwide review and approval process except when the new degree title must be approved by the Academic Council. I submit this for your review and have enclosed the Lead Reviewer's report. Please do not hesitate to contact me if you have further questions regarding the proposal.

Sincerely,



Erith Jaffe-Berg
CCGA Chair

cc: James Steintrager, Academic Council Vice Chair
CCGA Members
Monica Lin, Academic Senate Executive Director
Michael LaBriola, Academic Senate Assistant Director
Chris Procello, Academic Planning and Research Analyst
Jean-Pierre Delplanque, UCD Dean of Graduate Studies
Edwin Arevalo, UCD Senate Executive Director
Kelly Adams, UCD Senate Analyst

Final review report 5/11/23

By Tanya Nieri

The Coordinating Council on Graduate Affairs conducted a review of the proposed Master of Management program at UC Davis. The program would be the first Master of Management program in the UC system. It would be housed in the Graduate School of Management (GSM). The program aims to serve students with bachelor's degrees who do not have a business undergraduate background or work experience, and thus, it aims to provide the necessary training to facilitate employment in business. The proposed program is designed to follow the UC Davis Graduate School of Management Strategic Plan for Diversity and Inclusion of June 2019. Consistent with a plan priority, the proposal creates an opportunity to enhance the diversity of the student body by admitting students not traditionally entering graduate business programs.

Students in the program may choose to participate in an in-person track or an online track. The program is 36 units, to be completed over a 9-month period for full-time students or over a 15-month period for part-time students in the online track. Because the courses will be offered every quarter, as they already are with the existing two-year MBA program, students can begin the program in any quarter.

Two external reviewers – Paul Maglio from the Master of Management Professional Degree Program, UC Merced and Kristine Kawamura from the Drucker-Ito School of Management, Claremont Graduate University -- recommended approval of the proposal. There is sufficient demand for the program. With the addition of 3 new faculty hires (2 Senate faculty and .66 of a lecturer) and four new staff hires, there will be sufficient faculty to provide the program. As with other GSM faculty, the new faculty will teach across programs, not exclusively in the MM program. There are sufficient job opportunities for graduates of the program, and the GSM has a strong record of job placement. There is a low likelihood of harm to the existing MBA program, given that it draws on a different pool of applicants, specifically, those with several years of work experience. The online program management company is same as the one in their other two online masters in business programs. They provide “student success counseling.”

The reviewers were in agreement on several positive aspects of the proposal:

- There is a need for this type of program, and the program will not have difficulty recruiting students.
- The program is academically rigorous, as it will offer courses that currently exist as part of the other business programs at UC Davis.
- The program will adequately prepare students for employment.
- The facilities, funding model, and budgets are adequate.

Both reviewers also raised questions about several aspects of the proposal.

- Will the marketing budget be sufficient?
- Will the students have sufficient opportunity for applied and/or specialized learning?
- Is the program affordable, given the target student population has little employment experience?

The proposers responded to these concerns.

- The program will rely on existing marketing practices employed by UC Davis's other business programs, which have a track record of success, and also be supported by the third-party vendor which will run the online component of the program.
- The program will offer various extra-curricular options for obtaining applied experience such as the Big Bang Competition (<https://innovate.ucdavis.edu/bigbang>). In addition, its career services staff will help students find internships, if desired.
- The price of the program is lower than some other programs and is justified by the fact that the program graduates will earn significant salaries upon employment.

One concern raised by reviewers and the University Committee on Planning and Budget, and discussed by the Council, persisted even after the proposers initially responded to the reviewers; it related to the offering of both online and in-person options and how quality across modalities would be assessed and ensured. In response to CCGA's preliminary review comments, the proposers revised the proposal, adding Appendix J, to address the outstanding concern. It appears now that the program will engage in sufficient and regular data collection and evaluation to properly assess process and outcomes across the two modalities.

Tanya Nieri, PhD
Lead Reviewer, Coordinating Council on Graduate Affairs
Associate Professor, Sociology, UC Riverside