

WLU Board of Governors

Special Meeting

Monday, March 2, 2015 – 4:00 p.m.

Location: Shaw Hall Board Room

Please dial 866-866-2244; the conference pass code is 3871639.

- I. Call to Order/Roll Call/Quorum**
- II. Board Items**
 - A. Approval of MBA Degree Program
 - B. Honorary Baccalaureate Degree
- III. Next Meeting Date – Wednesday, April 15, 2015**
- IV. Adjournment**

West Liberty University Board of Governors
March 2, 2015

Summary of Recommended Changes to MBA Program

A review of the International MBA (IMBA) proposal (August 2012) is being made to ensure program alignment with the mission and goals of West Liberty University (WLU) and the Gary E. West College of Business (GEW COB). The review started with a formal needs assessment to determine program structure and viability. Based upon the results, the following modifications are proposed.

PROGRAM FOCUS:

A review of the needs assessment, focused on those most likely to enroll in an MBA program at WLU, suggests a need to revise the original proposal. Potential students indicate preference for a more traditional MBA with specializations. A wide range of specializations were indicated with Management and Entrepreneurship receiving the most interest. To start the program, these two specializations would be offered in the MBA program. Modification of curriculum, to be approved through the process set forth at WLU, will be necessary.

CREDIT HOURS:

The previously proposed IMBA program required 36 credit hours. The revised program is reduced to 30 credit hours. This change is based upon the WV HEPC's recommendation for master's programs (Series 11 6.2.3.1). With this revision, the MBA will consist of 21 credit hours in a common core and 9 credit hours in the chosen specialization.

PROGRAM FORMAT:

The needs assessment clearly indicates student desire for both convenience and ability to complete the program in a reasonable period of time. Changing the program from a hybrid to a 100% online program satisfies the first of these two factors. Of the three different delivery formats: online, hybrid, and classroom; online was the most favored method of deliver in the needs assessment. The second consideration, time frame to complete, would be addressed with classes taught year-round in six 8-week terms per year. The schedule for classes enables program completion in one year with full time study. A two-year schedule is an option for students not wishing to be full-time students. The proposed schedule of classes is designed to accommodate both groups with overlapping scheduling so as to increase section enrollments and optimize use of faculty each term.

TIME FRAME:

The intention is to formalize the program revisions and seek required approvals during spring 2015. Upon approval, the program would be submitted the Higher Learning Commission late spring. The proposed program start date is spring 2016.

MBA Curriculum

Hours	Core Classes
3	Social Responsibility & Business Ethics
3	Information Technology Management
3	Global Economics
3	Managerial Accounting Decision Analysis
3	Financial Management & Theory
3	Integrative Marketing Management
3	Strategic Human Resource Management
21	Credit Hours in Core
	Concentration - Management
3	Value Chain Management
3	Public & Non-Profit Management
3	Strategic Management - Capstone
9	Credit Hours in Concentration
	Concentration - Entrepreneurship
3	Legal Issues in Entrepreneurship
3	Promotional Strategies for Profit and Social Entrepreneurship
3	Financing and Developing the New Venture - Capstone
9	Credit Hours in Concentration
30	Totals Hours for MBA Degree

West Liberty University Board of Governors
March 2, 2015

HONORARY DEGREE

It is the recommendation of the Honorary Degrees and Recognition Committee and the President of the University, for the conferral of an honorary Baccalaureate degree from West Liberty University to Margaret Moninger, who received her teaching certification in 1928 from West Liberty State Teachers College.

Proposed Resolution: *Resolved*, that in affirmation of the recommendation of the Honorary Degrees and Recognition Committee and the President of the University, the West Liberty University Board of Governors authorizes the conferral of an honorary Baccalaureate degree from West Liberty University to Margaret Moninger.