



South Carolina Commission on Higher Education

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CAAL
9/4/2008
Agenda Item 4

Dr. Garrison Walters, Executive Director

September 4, 2008

MEMORANDUM

To: Dr. Bettie Rose Horne, Chair, and Members, Committee on Academic Affairs and Licensing

From: Dr. Gail M. Morrison, Director of Academic Affairs and Licensing 

Consideration of Request for Amendment to Existing License to Add a New Site in Greenville

**B.S., Business; B.S., Criminal Justice Administration; B.S., Health Administration; B.S., Human Services; B.S., Information Technology; and B.S., Management; M.B.A., Business Administration; M.H.A., Health Administration; and M.M., Management
University of Phoenix, Phoenix, AZ**

Summary

University of Phoenix (UOP) www.phoenix.edu requests approval to establish a branch in Greenville to offer programs leading to the Bachelor of Science degree in (1) Business, (2) Criminal Justice Administration, (3) Health Administration, (4) Human Services, (5) Information Technology, and (6) Management as well as programs leading to the Master's degree in (1) Business Administration, (2) Health Administration, and (3) Management. Classes will be offered in Greenville at the site; students may also choose courses online. After approval by the Commission, UOP officials expect to choose a location, build or renovate it to their specifications, and implement the programs at the new site after completion of renovations and when enrollments are sufficient.

In March 2005 CHE approved licensure for a branch campus in Columbia where UOP offers the programs it proposes for Greenville. Classes began in May 2006 in Columbia. As of August 31, 2006, UOP enrolled 190 students in Columbia, and currently enrolls 560 students.

The University of Phoenix, Inc., chartered in Arizona, is a private, for-profit wholly-owned subsidiary of Apollo Group, Inc. (Apollo). Management of Apollo holds 100 percent of the voting stock (Class B Common Stock) of Apollo. One class of non-voting stock (Class A Common Stock) is publicly traded on the NASDAQ Stock Exchange under the symbol "APOL."

In 1976 Dr. John Sperling, a Cambridge-educated economist and professor-turned-entrepreneur, founded the University of Phoenix. Sperling anticipated the confluence of technological, economic, and demographic forces that would herald the return of large numbers of working adults to higher education. UOP is designed around the learning characteristics and life situations of the working adult population. It offers undergraduate and graduate programs in business and management, nursing and health sciences, counseling and human services, education, and information technology.

The 2007 annual report shows 310,000 students enrolled in degree programs at UOP. Apollo provides programs and services at 102 campuses and 157 learning centers in 42 states, the District of Columbia, Puerto Rico, Alberta, British Columbia, Mexico, and the Netherlands. Of the total enrollment of the University, about half attend classes in a face-to-face, classroom environment; the other half attend solely online. The average age of undergraduate students is 34 and of graduate students, 36; 63 percent are female, and 37 percent are male.

The Higher Learning Commission of the North Central Association of Colleges and Schools has accredited UOP since 1978. UOP is licensed by the Arizona State Board for Private Postsecondary Education to offer programs leading to associate's, bachelor's, master's, and doctorate degrees. More than 30 other states license or approve UOP to operate branches in their states.

The following information from the U.S. Department of Education shows student loan default rates at UOP:

| OPE ID | School | Type | Control | PRGMS | | FY2005 | FY2004 | FY2003 |
|--------|---|--|-------------|--------------------------------------|-----------------------|--------|--------|--------|
| 020988 | University of Phoenix 4615 East Elwood Street Phoenix AZ 85040-1958 | Master's Degree or Doctor's Degree | Proprietary | Federal Family Education Loan (FFEL) | Default Rate | 7.3 | 7.5 | 6.5 |
| | | | | | No. in Default | 6,478 | 4,860 | 2,882 |
| | | | | | No. in Repay | 87,685 | 64,475 | 43,830 |

The University establishes offices and classrooms through long-term leases in local sites that enable a maximum number of students to reach the University within 15 to 20 minutes from their homes or places of employment. Typically a campus consists of a central site (campus) and

learning center satellites to provide specific courses or programs not able to be accommodated at the central location. In Greenville, UOP will begin a learning center that will be a satellite of the Columbia campus. A learning center typically houses two or three classrooms, a coffee bar, sitting areas, and a large common area for students to meet together, access computers, and use their laptops. The University has established criteria for a Greenville site that include: Class A building location, excellent visibility from public thoroughfares, 10,000 – 30,000 square feet, contiguous space, ten classrooms of 750-900 square feet each, first floor preferable, major tenant preferable, additional administrative and clerical space, close proximity to local corporate headquarters, after-hours climate control, after-hours building services, and building signage. The institution will add classrooms and other space based on needs.

At UOP, technology is interwoven into the degree programs for local campus students and those attending online. The center of the student experience is the rEsourceSM online portal, the source for class assignments and electronic learning tools. The portal includes eBook, virtual organizations, simulations, center for writing excellence, center for mathematics excellence, and the University library. Full-time librarians and research specialists oversee the online collection and assist students.

Initially, the proposed Greenville location will be administered from the Columbia campus. Personnel serving in Columbia include directors of the campus, academic affairs, student and financial services, and enrollment. Additionally, the Greenville center will employ managers of academic affairs, the learning center, and enrollment, a technical support person, and three to four enrollment counselors. Additional staff will be added based on needs for services and support of the Columbia campus in conjunction with the needs for services and support of the Greenville center. Students also access student services by telephone 24 hours a day, excluding some holidays.

Most classroom-based courses meet four hours each week and are held primarily in the evening and on weekends. Graduate courses at UOP meet for six consecutive weeks and undergraduate courses meet for five weeks. In addition to regular course instructional sessions, classroom-based students meet for approximately five hours each week in groups of three to six students. The group sessions appear on each student's class schedule as regularly scheduled course meetings. When a course ends, the next course usually begins the following week. Students take one course at a time and may earn in a 12-month period a maximum of 39 undergraduate credits or 33 graduate credits.

UOP officials project that approximately 137 students will enroll at the Greenville site the first year in its undergraduate programs and approximately 27 students will enroll in its graduate programs.

Undergraduate tuition is \$334 per credit hour and \$418 per credit hour for graduate courses. Total tuition for a B.S. degree is \$40,080 (120 credit hours times \$334 per credit hour) and for a

master's degree \$16,302 (39 credit hours times \$418 per credit hour for business administration) to \$22,572 (54 credit hours times \$418 per credit hour for business administration/accounting).

PROGRAMS LEADING TO UNDERGRADUATE DEGREES

Members of the UOP faculty possess master's or doctoral degrees earned at regionally accredited or international equivalent institutions of higher education. All candidates for the faculty complete screening, assessment, training, and mentoring. Faculty members typically have a minimum of five years of experience in the discipline in which they teach.

To enter an undergraduate program, an applicant must have a high school diploma, General Educational Development (GED) certificate or foreign secondary school equivalent, and access to an organizational environment that allows application of the concepts learned in UOP courses. Any applicant entering with fewer than 24 transferable credits must also have one year of full-time work experience.

Students must have 60 credits to enroll in the major or have completed 24 credits to enroll in a required course. Students may transfer only lower-division courses from two-year institutions. Students may transfer credit for courses in which they have earned a grade of "C" or better from an institution accredited by an organization recognized by the Council for Higher Education Accreditation (CHEA). UOP assesses prior college-level learning with guidelines set forth by the Council for Adult and Experiential Learning (CAEL). The University grants credit for the College Level Examination Program (CLEP) and uses the American Council on Education (ACE) recommendations for credit for prior training. Students must fulfill through courses at UOP a minimum of 30 semester credits of the required course of study. The maximum enrollment period for baccalaureate students is seven years.

B.S., Business; B.S., Management

The curriculum for the program leading to the B.S. degree in Business is shown below except for the accounting specialization.

| Bachelor of Science in Business Curriculum | Semester Credit Hours | Totals |
|--|------------------------------|---------------|
| Liberal Arts: communication arts, math, social sciences, humanities, science/technology | 33 | |
| Interdisciplinary: additional general education or courses other than those in the major field | 30 | |
| Total General Education | | 63 |
| ACC 300 Principles of Accounting | 3 | |
| BUS 415 Business Law | 3 | |
| BUS 475 Integrated Business Topics | 3 | |
| CIS 319 Computers and Information Processing | 3 | |
| ECO 365 Principles of Microeconomics | 3 | |
| FIN 370 Finance for Business | 3 | |
| GEN 300 Skills for Professional Development | 3 | |
| MGT 330 Management: Theory, Practice, and Application | 3 | |
| MGT 344 Organizational Behavior and Ethical Responsibility | 3 | |
| MGT 350 Critical Thinking: Strategies in Decision Making | 3 | |
| MKT 421 Marketing | 3 | |
| RES 341 Research and Evaluation I | 3 | |
| RES 342 Research and Evaluation II | 3 | |
| Total Major Courses | | 39 |
| Specializations: Administration, Communications, e-Business, Finance, Global Business Management, Hospitality Management, Information Systems, Integrated Supply Chain and Operations Management, Management, Marketing, Organizational Innovation, Public Administration, Retail Management | | 18 |
| Total Curriculum | | 120 |

The curriculum for the program leading to the B.S. degree in Business with a specialization in Accounting is shown below.

| Bachelor of Science in Business Curriculum | Semester Credit Hours | Totals |
|--|--------------------------------------|---------------|
| Liberal Arts: communication arts, math, social sciences, humanities, science/technology | 33 | |
| Interdisciplinary: additional general education or courses other than those in the major field | 21 | |
| Total General Education | | 54 |
| ACC 340 Accounting Information Systems I | 3 | |
| ACC 349 Cost Accounting | 3 | |
| ACC 362 Financial Accounting I | 3 | |
| ACC 363 Financial Accounting II | 3 | |
| ACC 421 Intermediate Financial Accounting I | 3 | |
| ACC 422 Intermediate Financial Accounting II | 3 | |
| ACC 423 Intermediate Financial Accounting III | 3 | |
| ACC 440 Advanced Financial Accounting | 3 | |
| ACC 460 Government and Non-Profit Accounting | 3 | |
| ACC 483 Income Tax - Individual | 3 | |
| ACC 491 Contemporary Auditing I | 3 | |
| ACC 492 Contemporary Auditing II | 3 | |
| ACC 497 Advanced Topics in Accounting Research | 3 | |
| BUS 421 Contemporary Business Law I | 3 | |
| BUS 422 Contemporary Business Law II | 3 | |
| ECO 365 Principles of Microeconomics | 3 | |
| ECO 372 Principles of Macroeconomics | 3 | |
| FIN 320 Corporate Finance | 3 | |
| GEN 300 Skills for Professional Development | 3 | |
| MGT 330 Management: Theory, Practice, and Application | 3 | |
| MGT 344 Organizational Behavior and Ethical Responsibility | 3 | |
| MGT 350 Critical Thinking: Strategies in Decision Making | 3 | |
| Total Major and Specialization Courses | | 66 |
| Total Curriculum | | 120 |

The curriculum for the program leading to the B.S. degree in Management is shown below.

| Bachelor of Science in Management Curriculum | Semester Credit Hours | Totals |
|--|--------------------------------------|---------------|
| Liberal Arts: communication arts, math, social sciences, humanities, science/technology | 33 | |
| Interdisciplinary: additional general education or courses other than those in the major field | 39 | |
| Total General Education | | 72 |
| COMM 470 Communicating in the Virtual Workplace | 3 | |
| FIN 324 Financial Analysis for Managers | 3 | |
| GEN 300 Skills for Professional Development | 3 | |
| GEN 480 Interdisciplinary Capstone | 3 | |
| MGT 300 Management: Theory, Practice, & Application | 3 | |
| MGT 350 Critical Thinking: Strategies in Decision Making | 3 | |
| PHL 323 Ethics in Management | 3 | |
| PSY 320 Human Motivation | 3 | |
| PSY 428 Organizational Psychology | 3 | |
| PSY 430 Team Dynamics for Managers | 3 | |
| RES 320 Fundamentals of Research | 3 | |
| SOC 315 Cultural Diversity | 3 | |
| TEC 401 Human Factors in Technology | 3 | |
| Upper-division major electives | 9 | |
| Total Major Courses | | 48 |
| Total Curriculum | | 120 |

The Association to Advance Collegiate Schools of Business (AACSB) and the Association of Collegiate Business Schools and Programs (ACBSP) are the specialized accrediting organizations for business and business-related programs. ACBSP accredits the undergraduate and graduate programs in business, accounting, and management at UOP. Practitioner licensure or certification is not required for employment in business or management.

The U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook* lists management employment opportunities for holders of business administration credentials in a variety of settings including administrative services; advertising, marketing, promotion, and sales; advocacy, grantmaking, and civic organizations; banking; construction; education; facilities; finance; government; human resources; insurance; labor relations; medical and health services; public relations; and real estate.

Twelve public and 25 private colleges and universities in the State offer bachelor's degree programs in business administration, management, or business-related fields; also for consideration by the Committee on Academic Affairs and Licensing (CAAL) at its September 4

meeting is a proposal from ECPI to offer a program leading to the B.S. degree in Business Administration.

B.S., Criminal Justice

The curriculum for the program leading to the B.S. in Criminal Justice is shown below.

| Bachelor of Science in Criminal Justice Administration Curriculum | Semester Credit Hours | Totals |
|--|------------------------------|---------------|
| Liberal Arts: communication arts, math, social sciences, humanities, science/technology | 33 | |
| Interdisciplinary: additional general education or courses other than those in the major field | 24 | |
| Total General Education | | 57 |
| CJA 303 Foundations of Criminal Justice | 3 | |
| CJA 313 Contemporary Issues in Criminal Justice | 3 | |
| CJA 323 Criminology | 3 | |
| CJA 333 Policing Theory and Practice | 3 | |
| CJA 343 Criminal Law | 3 | |
| CJA 353 Criminal Procedure | 3 | |
| CJA 363 Interpersonal Communication | 3 | |
| CJA 373 Criminal Court Systems | 3 | |
| CJA 383 Institutional and Community Corrections | 3 | |
| CJA 393 Criminal Organizations | 3 | |
| CJA 403 Juvenile Justice Systems and Processes | 3 | |
| CJA 413 Ethics in Criminal Justice | 3 | |
| CJA 423 Cultural Diversity in Criminal Justice | 3 | |
| CJA 433 Research Methods in Criminal Justice | 3 | |
| CJA 443 Organizational Behavior and Management | 3 | |
| CJA 453 Criminal Justice Administration | 3 | |
| CJA 463 Criminal Justice Policy Analysis | 3 | |
| CJA 473 Managing Criminal Justice Personnel | 3 | |
| CJA 480 Interdisciplinary Capstone Course | 3 | |
| CJA 483 Futures of Criminal Justice | 3 | |
| GEN 300 Skills for Professional Development | 3 | |
| Total Major Courses | | 63 |
| Total Curriculum | | 120 |

There is no specialized programmatic accreditation for criminal justice. Practitioner licensure or certification is not required for employment.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, opportunities in local police departments will be excellent for individuals

who meet psychological, personal, and physical qualifications. Employment of probation officers and correctional treatment specialists is projected to grow as fast as the average. In addition to openings from employment growth, many openings will be created by the need to replace workers who retire and those who leave local agencies for Federal jobs and private sector security jobs.

Other colleges and universities in the State that offer bachelor's degree programs in criminal justice are The Citadel, Lander, South Carolina State, U.S.C.-Columbia, U.S.C.-Upstate, Anderson, Benedict, Claflin, Coker, ITT Technical, Limestone, Morris, South, Troy, Virginia College, and Voorhees.

B.S., Health Administration

The curriculum for the program leading to the B.S. in Health Administration is shown below.

| Bachelor of Science in Health Administration Curriculum | Semester Credit Hours | Totals |
|--|------------------------------|---------------|
| Liberal Arts: communication arts, math, social sciences, humanities, science/technology | 33 | |
| Interdisciplinary: additional general education or courses other than those in the major field | 27 | |
| Total General Education | | 60 |
| GEN 300 Skills for Professional Development | 3 | |
| HCS 310 Health Care in the United States | 3 | |
| HCS 320 Health Care Communication Strategies | 3 | |
| HCS 330 Introduction to Health and Disease | 3 | |
| HCS 405 Health Care Financial Accounting | 3 | |
| HCS 413 Health Care Management Strategies | 3 | |
| HCS 427 Human Resources: Principles and Practices in Health Care | 3 | |
| HCS 430 Legal Issues in Health Care: Regulation and Compliance | 3 | |
| HCS 435 Ethics: Health Care and Social Responsibility | 3 | |
| HCS 438 Statistical Applications | 3 | |
| HCS 440 Economics: The Financing of Health Care | 3 | |
| HCS 446 Facility Planning | 3 | |
| HCS 449 Health Administration Capstone | 3 | |
| HCS 451 Health Care Quality Management and Outcomes Analysis | 3 | |
| HCS 455 Health Care Policy: The Past and The Future | 3 | |
| HCS 457 Public and Community Health | 3 | |
| HCS 475 Leadership and Performance Development | 3 | |
| HCS 483 Health Care Information Systems | 3 | |
| HCS 490 Health Care Consumer---Trends and Marketing | 3 | |
| MGT 331 Organizational Behavior | 3 | |
| Total Major Courses | | 60 |
| Total Curriculum | | 120 |

There is no specialized accrediting agency for the health administration bachelor's program. Practitioner licensure or certification is not required for employment.

The U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, predicts that job opportunities will be good in the field of medical and health services management as the health care industry continues to expand and diversify, requiring managers to help ensure smooth business operations. Hospitals employ the most medical and health services managers. Employment will grow fastest in practitioners' offices and in home health care agencies as many services previously provided in hospitals will shift to these settings.

Other colleges and universities in the State offer bachelor's degree programs in health administration or similar majors. U.S.C.-Columbia and Benedict offer programs leading to the B.S. degree in Public Health; Clemson, Coastal Carolina, Morris, and South offer programs leading to the B.S. degree in Health Science; South offers a program leading to the B.S. degree in Healthcare Management; and Webster offers a program leading to the B.A. degree in Management, Health Care Administration. Also for consideration by the Committee on Academic Affairs and Licensing (CAAL) at its September 4 meeting is a proposal from ECPI to offer a program leading to the B.S. degree in Healthcare Administration.

B.S., Human Services

The curriculum for the program leading to the B.S. degree in Human Services is shown below.

| Bachelor of Science in Human Services Curriculum | Semester Credit Hours | Totals |
|--|------------------------------|---------------|
| Liberal Arts: communication arts, math, social sciences, humanities, science/technology | 33 | |
| Interdisciplinary: additional general education or courses other than those in the major field | 24 | |
| Total General Education | | 57 |
| BSHS 301 Introduction to Human Services | 3 | |
| BSHS 311 Models of Effective Helping | 3 | |
| BSHS 321 Communication Skills for the Human Services Professional | 3 | |
| BSHS 331 Professional, Ethical, and Legal Issues in Human Services | 3 | |
| BSHS 341, 411, 491 Field Experience I, II, III | 9 | |
| BSHS 351 Technology in Human Services | 3 | |
| BSHS 361 Child Development | 3 | |
| BSHS 371 Adult and Family Development | 3 | |
| BSHS 381 Research and Statistics for the Social Sciences | 3 | |
| BSHS 391 Lifelong Learning and Professional Development | 3 | |
| BSHS 401 Case Management | 3 | |
| BSHS 421 Cultural Diversity and Special Populations | 3 | |
| BSHS 431 Dependency and Addictions | 3 | |
| BSHS 441 Advocacy and Mediation | 3 | |
| BSHS 451 Program Design and Proposal Writing | 3 | |
| BSHS 461 Building Community in Organizations | 3 | |
| BSHS 471 Mental Health and Crisis Intervention Practices | 3 | |
| BSHS 481 Working with Groups | 3 | |
| GEN 480 Interdisciplinary Capstone Course | 3 | |
| Total Major Courses | | 63 |
| Total Curriculum | | 120 |

The Council for Standards in Human Service Education (CSHSE) accredits human service degree programs. UOP does not hold and does not plan to seek specialized accreditation. Practitioner licensure or certification is not required for employment as a social and human service assistant. Human services personnel serve as human service worker, case management aide, social work assistant, community support worker, mental health aide, community outreach worker, life skills counselor, or gerontology aide. They usually work under the direction of licensed professionals from a variety of fields, such as nursing, psychiatry, psychology,

rehabilitative or physical therapy, or social work. The institution will provide a disclosure to each applicant that the program does not lead to social worker or counselor licensure.

According to the U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, job prospects are expected to be excellent, particularly for applicants with appropriate postsecondary education. Demand for social services will expand as the elderly population grows and increases the need for services such as adult day care, meal delivery, and support during medical crises. In addition, social and human service assistants provide services to the homeless, the mentally disabled or developmentally challenged, pregnant teenagers, and substance abusers.

Other colleges and universities in the State offer bachelor's degree programs in human services or similar majors. South Carolina State offers a program leading to a certificate in Human Development Consultant, U.S.C.-Beaufort offers a program leading to the B.S. degree in Human Services, Columbia College offers a program leading to the B.A. degree in Child and Family Studies, Springfield College offers a program leading to the B.S. degree in Human Services, and Virginia College offers a program leading to the B.S. degree in Health Services Management.

B.S., Information Technology

The curriculum for the program leading to the B.S. degree in Information Technology is shown below.

| Bachelor of Science in Information Technology Curriculum | Semester Credit Hours | Totals |
|--|------------------------------|---------------|
| Liberal Arts: communication arts, math, social sciences, humanities, science/technology | 30 | |
| Interdisciplinary: additional general education or courses other than those in the major field | 30 | |
| Total General Education | | 60 |
| BSA 310 Business Systems | 3 | |
| BSA 375 Fundamentals of Business Systems Development | 3 | |
| CIS 205 Management Information Systems | 3 | |
| CMGT 410 Project Planning and Implementation | 3 | |
| CMGT 445 Application Implementation | 3 | |
| DBM 380 Database Concepts | 3 | |
| ENG 221 Technical Writing Fundamentals | 3 | |
| GEN 300 Skills for Professional Development General Studies | 3 | |
| NTC 360 Networking and Telecommunications Concepts | 3 | |
| POS 410 SQL for Business | 3 | |
| PRG 210 Fundamentals of Programming with Algorithms and Logic | 3 | |
| PRG 420, 421 Java Programming I, II | 6 | |
| WEB 236, 237 Web Design I, II | 6 | |
| Total Major Courses | | 45 |
| Concentration: Business Systems Analysis, Information Systems Security, Multimedia and Visual Communication, Networking and Telecommunications, Software Engineering, or Web Development | | 15 |
| Total Curriculum | | 120 |

The Accrediting Board for Engineering and Technology, Inc., (ABET) accredits college and university programs in applied science, computing, engineering, and technology. Phoenix does not hold and does not plan to seek specialized accreditation. Practitioner licensure or certification is not required for employment.

The U. S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, projects that computer scientists and database administrator occupations will grow much faster than average as organizations continue to adopt and integrate increasingly sophisticated technologies. Job increases will be driven by very rapid growth in computer systems design and related services, which is projected to be one of the fastest growing industries in the U.S. economy.

Other colleges and universities in the State that offer bachelor's degree programs in computer/information science/technology are The Citadel, Clemson, Coastal Carolina, College of Charleston, Francis Marion, South Carolina State, U.S.C.-Columbia, U.S.C.-Upstate, Winthrop, Benedict, Bob Jones, Charleston Southern, Claflin, Coker, Columbia, Converse, Furman, Lander, Limestone, Presbyterian, Saint Leo, South, Southern Wesleyan, Strayer, Voorhees, Webster, and Wofford. Also for consideration by the Committee on Academic Affairs and Licensing (CAAL) at its September 4 meeting is a proposal from ECPI to offer a program leading to the B.S. in Computer and Information Science and in Electronics Engineering Technology.

PROGRAMS LEADING TO GRADUATE DEGREES

Members of the UOP core faculty who will teach graduate-level courses in South Carolina possess terminal or doctoral degrees earned at regionally accredited or international equivalent institutions of higher education. All candidates for the faculty complete screening, assessment, training, and mentoring. The University has established other specific prerequisites for each course. For example, faculty members typically have a minimum of five years of experience in the discipline in which they teach.

For admission into programs leading to the master's degrees, applicants must hold a baccalaureate degree from an institution accredited by an accrediting agency recognized by the Council on Higher Education Accreditation (CHEA). Applicants must have obtained a minimum grade point average (G.P.A.) of 2.5 on a 4.0 scale. The maximum number of credits accepted for transfer to a master's program is six to nine semester credit hours, depending on the program. Students must graduate with a minimum G.P.A. of 3.0.

Master of Business Administration (M.B.A.) and Master of Management (M.M.)

The curriculum for the program leading to the Master of Business Administration is shown below.

| Master of Business Administration Curriculum | Semester Credit Hours |
|---|------------------------------|
| MBA 500 Foundations of Problem-Based Learning | 3 |
| MBA 501 Forces Influencing Business in the 21 st Century | 3 |
| MBA 502 Managing the Business Enterprise | 3 |
| MBA 503 Introduction to Finance and Accounting | 3 |
| MBA 510 Managerial Decision Making | 3 |
| MBA 520 Transformational Leadership | 3 |
| MBA 530 Human Capital Development | 3 |
| MBA 540 Maximizing Shareholder Wealth | 3 |
| MBA 550 Resource Optimization | 3 |
| MBA 560 Enterprise Risk | 3 |
| MBA 570 Sustainable Customer Relationships | 3 |
| MBA 580 Strategies for Competitive Advantage | 3 |
| MBA 590 Strategic Implementation and Alignment | 3 |
| Total semester credit hours | 39 |

The curriculum for the program leading to the Master of Management is shown below.

| Master of Management Curriculum | Semester Credit Hours |
|---|--------------------------------------|
| MMPBL 500 Foundations of Problem-Based Learning | 3 |
| MMPBL 501 Forces Influencing Business in the 21 st Century | 3 |
| MMPBL 502 Managing the Business Enterprise | 3 |
| MMPBL 503 Introduction to Finance and Accounting | 3 |
| MMPBL 510 Implementing Organizational Initiatives | 3 |
| MMPBL 520 Transformational Leadership | 3 |
| MMPBL 530 Human Capital Development | 3 |
| MMPBL 540 Conflict Management | 3 |
| MMPBL 550 Creativity, Innovation, and Organizational Development | 3 |
| MMPBL 560 Managing in a Cross-Cultural Environment | 3 |
| MMPBL 570 Corporate Governance | 3 |
| MMPBL 580 Marketing Management | 3 |
| MMPBL 590 Strategies for Competitive Advantage | 3 |
| Total semester credit hours | 39 |

Information on specialized accreditation, practitioner licensure, and employment is provided in the section of this memorandum describing the undergraduate business and management programs.

Other colleges and universities in South Carolina that offer programs leading to master's degrees in business administration, management, and human resources are The Citadel, Clemson, Coastal Carolina, Francis Marion, South Carolina State, U.S.C.-Columbia, Winthrop, Bob Jones, Charleston Southern, Claflin, Embry-Riddle Aeronautical, Gardner-Webb, South, Southern Wesleyan, Strayer, Troy, and Webster.

Master of Health Administration (M.H.A.)

The curriculum for the program leading to the Master's degree of Health Administration is shown below.

| Master of Health Administration Curriculum | | Semester credit hours |
|---|--|------------------------------|
| HCS 504 Introduction to Graduate Study in Health Sciences/Nursing | | 3 |
| HCS 514 Managing in Today's Health Care Organizations | | 3 |
| HCS 525 Leadership | | 3 |
| HCS 531 Health Care Organizations and Delivery Systems | | 3 |
| HCS 533 Health Information Systems | | 3 |
| HCS 535 Concepts of Population Health | | 3 |
| HCS 539 Marketing for Health Care | | 3 |
| HCS 545 Health Law and Ethics | | 3 |
| HCS 549 Evaluation Methodology | | 3 |
| HCS 552 Health Care Economics | | 3 |
| HCS 567 Entrepreneurship in Health Care | | 3 |
| HCS 577 Financial Management in Health Care | | 3 |
| HCS 586 Health Care Strategic Management | | 3 |
| HCS 587 Creating Change Within Organizations | | 3 |
| HCS 588 Measuring Performance Standards | | 3 |
| Total semester credit hours | | 45 |

The Commission on Accreditation of Healthcare Management Education (CAHME) accredits professional master's degree programs in healthcare management. UOP does not hold and does not plan to seek specialized accreditation. Information on practitioner licensure and employment is provided in the section of this memorandum describing the undergraduate health administration programs.

Other colleges and universities in the State that offer master's degrees in health administration are the Medical University of South Carolina, U.S.C.-Columbia, Strayer, and Webster.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission approval of an amendment of the license of University of Phoenix to establish a site in Greenville to offer programs leading to the B.S. degree in (1) Business, (2) Criminal Justice Administration, (3) Health Administration, (4) Human Services, (5) Information Technology, and (6) Management and programs leading to the Master's degree in (1) Business Administration, (2) Health Administration, and (3) Management; the staff further recommends that the Committee commend to the Commission delegation to the staff of authority to license a site in Greenville when the facility is developed.