

October 5, 2006

MEMORANDUM

To: Dr. Layton R. McCurdy, Chairman, and Members, Commission on Higher Education

From: Dr. Betty Rose Horne, Chair, and Members, Committee on Academic Affairs and Licensing

Consideration of Request to Amend License
South University, Savannah, GA, at Columbia
M.B.A. and M.S., Criminal Justice

Summary

South University <<http://www.southuniversity.edu>> requests approval of an amendment to its license to offer at its Columbia campus programs leading to the Master of Business Administration degree to be implemented in January 2007 and the Master of Science degree in Criminal Justice to be implemented in October 2007.

South University of Carolina, Inc., a South Carolina corporation, is a 100 percent subsidiary and branch campus of South University, Inc., in Savannah, Georgia, and is owned by Education Management Corporation (EDMC), a Pennsylvania company. Other branches of South University are in Montgomery, Alabama; Tampa, Florida; and West Palm Beach, Florida.

The Commission licenses South University to offer at the Columbia location programs leading to the Master of Arts degree in Professional Counseling, the Bachelor of Business Administration degree; the B.S. degree in Criminal Justice, Healthcare Management, Information Technology, and Legal Studies; the Associate of Science degree in Accounting, Business Administration, Computer Information Systems,

Information Technology, Medical Assisting, and Paralegal Studies; and a Post-Baccalaureate Certificate in Paralegal Studies.

South University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS) to award associate's, bachelor's, master's, and doctoral degrees.

The institution offers the programs on-line and will initiate them on-ground at its Montgomery and West Palm Beach locations in the fall 2007. In Columbia classes will be offered on-ground in a traditional classroom setting with a projected instructor/student ratio of one to 12. Tuition will be \$425 per credit hour.

Previously in the Eau Claire community, in August 2006 the institution will relocate to Carolina Research Park (near I-277 at Parklane Road), #9 Science Court, Columbia. The facility is approximately 40,000 square feet of space for 13 lecture classrooms, a medical lab, a drawing classroom/lab, three computer labs, psychology/counseling lab, student services, library, and administrative and faculty offices.

To qualify for admission to a master's-level program, an individual must have a baccalaureate degree from an institution accredited by an accrediting agency recognized by the U.S. Department of Education with (1) a GPA of 2.7 or better on a 4.0 scale on degree-required courses; (2) GRE minimum of 450 verbal, 450 quantitative, and 3.5-4.0 analytical; or (3) Miller Analogies Test (MAT) minimum of 44.

Faculty members who teach graduate-level courses must hold a terminal degree in the field in which they teach. Full-time program chairs/directors for each program are already on staff; each holds a terminal degree in his or her discipline.

Officials at South University project enrolling eight new students in the first year in each program and thereafter 15-20 new students in each program each year. The primary target audience will be current South University baccalaureate graduates who want to seek a graduate degree.

Other institutions in the Columbia area that offer similar programs are: USC-Columbia offers a program leading to the Executive International M.B.A. and the International M.B.A. It also offers a program leading to the Master of Arts degree in Criminology and Criminal Justice. Strayer University offers a program leading to the Executive M.B.A. Webster University offers a program leading to the M.B.A.

Master of Business Administration

The purpose of the Master of Business Administration is to prepare students for leadership positions in profit and not-for-profit organizations that require strong competencies in the fundamentals of business and management. After they complete the core courses, students may elect a specialization or mix courses for a more general program.

| M.B.A. Curricula Requirements | | | | |
|--|---------------|-----------------------|-------------------------|--------------------------------|
| Quarter Credit Hours | | | | |
| COURSES | M.B.A. | M.B.A. Finance | M.B.A. Marketing | M.B.A. Healthcare Admin |
| MBA5001 Organization Behavior and Communication | 4 | 4 | 4 | 4 |
| MBA5002 Microeconomics and Decision Making | 4 | 4 | 4 | 4 |
| MBA5003 Strategic Environment | 4 | 4 | 4 | 4 |
| MBA6001 Business Analysis | 4 | 4 | 4 | 4 |
| MBA6002 Firm and Market Development | 4 | 4 | 4 | 4 |
| MBA6003 Managing Firm Operations | 4 | 4 | 4 | 4 |
| MBA6004 Managing the Supply Chain | 4 | 4 | 4 | 4 |
| Electives | 16 | | | |
| MBA6999 Capstone | 4 | 4 | 4 | |
| Four of the following: MBA6101 Global Financial Management MBA6102 Entrepreneurial Finance, Venture Capital, and IPO's MBA6103 Financial Instruments and Markets MBA6104 Mergers, Acquisitions, and Corporate Restructuring MBA6105 Investment and portfolio Management | | 16 | | |
| Four of the following: MBA6201 Consumer Behavior MBA6202 Market Research MBA6203 Advertising and Promotion MBA6204 Global Marketing MBA6205 E-Commerce | | | 16 | |
| MHC6301 Healthcare Structure, Organization and Governance MHC6302 Public Health Organization and Management MHC6303 Quality Performance and Management MHC6304 Health Policy MHC6999 Case Studies in Healthcare Administration | | | | 20 |
| Program total quarter hours | 48 | 48 | 48 | 48 |

M.S. degree in Criminal Justice

The criminal justice program is designed to serve primarily the growing number of individuals employed in the criminal justice system in law enforcement, correctional, political, and legal arenas. The program is designed with limited prerequisites to enable students with baccalaureate degrees in related fields such as criminology, psychology, business, public administration, anthropology, political science, sociology or related social sciences to enroll along with students with undergraduate degrees in criminal justice.

| M.S. Curriculum Requirements Quarter Credit Hours | | |
|--|---|----------------|
| COURSE# | COURSE TITLE | CREDITS |
| MCJ5001 | Foundations in Criminal Justice | 4 |
| MCJ5002 | Advanced Techniques of Basic and Applied Research in Criminal Justice | 4 |
| MCJ5003 | Ethics and Moral Behavior in the Criminal Justice System | 4 |
| MCJ6001 | Criminal Justice Administration | 4 |
| MCJ6002 | Juvenile Justice Administration | 4 |
| MCJ6003 | Criminological Theory | 4 |
| MCJ6004 | Criminal Justice Planning and Innovation | 4 |
| MCJ6401 | Critical/Controversial Issues: Law Enforcement | 4 |
| MCJ6402 | Critical/Controversial Issues: Corrections | 4 |
| MCJ6403 | Special Topics in Criminal Justice Organizational Management | 4 |
| | <i>Choose two of the following</i> | |
| MCJ6404 | Political Terrorism (elective) | 4 |
| MCJ6405 | Organizational Leadership (elective) | 4 |
| MCJ6410 | Legal Issues in Criminal Justice (elective) | 4 |
| | Total quarter credit hours | 48 |

Recommendation

The Committee recommends that the Commission approve an amendment to the license of South University to offer at its Columbia site the programs leading to the Master of Business Administration degree to be implemented in January 2007 and the M.S. degree in Criminal Justice to be implemented in October 2007.