

New Program Planning Summary

CLEMSON UNIVERSITY
REQUESTING TO MODIFY AN EXISTING PROGRAM
MASTERS OF SCIENCE
IN
MANAGEMENT
NEW OFF-CAMPUS SITE

Submitted to the South Carolina Commission on Higher Education

College of Business and Behavioral Science
Clemson University

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Proposed Program Modification: M.S. in Management, new delivery site proposed

Proposed date of implementation: Fall 2007

Justification of Need for the Proposed Modification

The Department of Management at Clemson University proposes to offer 18 or more credit hours of the M.S. in Management degree program in Brussels, Belgium through the Thomas Green Clemson Brussels Center (TGCBC). The TGCBC, Clemson's portal into Europe, is an educational association between Clemson and the ICHEC Business School in Brussels, Belgium, one of Europe's elite business schools.

This program modification will allow European students to complete the first 18 hours of program content in Brussels then complete the second 18 hours of program content on the Clemson University campus. The required for-credit internship (1-3 credit hours) may be completed in the US or in Europe. Since the 1-3 credit hour internship may take place away from the Clemson University campus – taking the total credit hours delivered away from Clemson University to 19-21 - we seek CHE approval for this modification.

Anticipated Program Demand and Productivity

Many European engineering students are interested in receiving a one-year MS in Management degree immediately following their equivalent of an undergraduate degree. Engineers often seek a one-year general management program that will better prepare them for industry. They choose not to pursue a full 2-year MBA at this point in their career – preferring to reserve that option for later after completing several years of job experience.

The ICHEC Business School has determined there is an opportunity for Clemson University to participate in this market by offering a program that is offered on both continents and marketed to engineering graduates. Since all of the accounting content, much of the finance content, and much of the organization behavior/human resource management content (labor laws, etc.) will be taught in Europe from a European perspective, the concepts will be highly relevant for European students or students who plan to live and work in Europe.

This modified MS in Management will be offered to non-US students who are interested in a program offered in Europe and the US. The program is designed to be completed within 12 months and draws on courses that are offered within existing on-campus MBA and MS programs. We anticipate that the program will start small and will complement enrollments in existing courses on campus. We believe we will receive 3-5 students during the first year and ultimately grow to 10-12 students in subsequent years.

ICHEC will manage the marketing and recruitment for the program, but all admission decisions will be made following the graduate admissions processes of the Department of Management and Clemson University. The first 18 credit hours will be taught in Brussels at the Thomas Green Clemson Brussels Center by faculty approved by Clemson University's Department of Management and who meet AACSB criteria of "supporting, professionally qualified" faculty.

The grouping of Brussels-based and CU-based courses has been designed to make maximum use of current program schedules, with no new sections of courses created on the Clemson campus exclusively for students in this modified program. They will be fully accommodated in the current on-campus course offerings.

Relationship to Existing Programs at Clemson University

The proposed MS in Management program modification builds on several courses currently offered by the Clemson University MBA program, but provides another degree option that better serves the target market. The Clemson University MBA program is offered through two curricula – (1) Career Launch, a 62-64 credit hour curriculum for non-business undergraduate students with limited job experience and (2) Career Accelerator, a 33-44 credit hour program (depending upon foundation or prerequisite course needs) for students with significant job experience. This proposed modified M.S. in Management program will serve a specific niche that is not served by the current MBA program – a 12 month, 37-39 credit hour program, with summer internship, for straight-through engineering students with no post-degree job experience.

Extent to which the proposed program duplicates existing programs in the state:

The University of South Carolina International MBA program combines study at a European university (30 credit hours, the core curriculum) with study on their South Carolina campus during the second half of the program. This proposed modification of Clemson's existing M.S. in Management program, which is targeted toward European engineering students, is similar to but not a duplicate of the USC program. The USC program, like Clemson's MBA program, provides a longer, more in-depth curriculum – and is targeted toward students with industry experience. This proposed modification is shorter and more focused, providing an opportunity for recent engineering graduates to attend a program that provides an introduction to business concepts. Students are then eligible to attend an MBA program later in their career.

Relationship of the proposed program to other institutions via inter-institutional cooperation:

As noted above, this proposed program will be offered in collaboration with ICHEC, Clemson University's partner university in the Thomas Green Clemson Brussels Center. A third partner in the Center, [UCL - Université catholique de Louvain](#), one of the top business schools in Europe, will participate in course delivery as well.

Program Costs

The cost of course delivery in Brussels will be off-set by the tuition charged. Unless there is a legitimate cohort of students that creates sufficient tuition to pay for the program, the courses will not be offered. On the Clemson campus, students will participate in classes that are already scheduled for MBA and MS students, thus there will be no new course delivery costs. There will be some costs of administration of the new program, which will be absorbed by the College of Business and Behavioral Science through its normal administrative activities and by the office of the Vice-Provost for International Programs.