

FLORIDA ATLANTIC UNIVERSITY™

Graduate Programs—PROGRAM CHANGE REQUEST

UGPC APPROVAL _____

UFS APPROVAL _____

CATALOG _____

DEPARTMENT: MBA PROGRAMS	COLLEGE: BUSINESS
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PROGRAM NAME: MASTER OF SCIENCE IN MUSIC BUSINESS ADMINISTRATION	EFFECTIVE DATE (PROVIDE TERM/YEAR) SPRING 2016
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PLEASE EXPLAIN THE REQUESTED CHANGE(S) AND OFFER RATIONALE BELOW AND/OR ATTACHED:

TERMINATE THE PROGRAM FOR LACK OF ENROLLMENT.

THERE ARE FIVE STUDENTS REMAINING IN THE PROGRAM. THE COURSES REQUIRED ARE OFFERED AS PART OF OTHER PROGRAMS, SO THE REMAINING STUDENTS ARE ACCOMMODATED.

THE PRIMARY ADMINISTRATION OF THE PROGRAM HAS BEEN THROUGH THE DEPARTMENT OF MUSIC. THEIR PAPERWORK IS ONE MONTH AHEAD OF OURS GOING THROUGH THE UGPC, UGC, SENATE, ETC. MUSIC AND BUSINESS MUTUALLY APPROVE OF THE TERMINATION. THE PROGRAM TERMINATION FORM WAS THEIRS TO PROCESS, WHICH MUSIC IS IN PROCESS OF ACCOMPLISHING.

Faculty contact, email and complete phone number: Anita Pennathur, (954) 236-1272	Consult and list departments that might be affected by the change and attach comments.
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Approved by: Department Chair: <u>MAK</u> College Curriculum Chair: _____ College Dean: _____ UGPC Chair: _____ Graduate College Dean: _____ UFS President: _____ Provost: _____	Date: <u>2-15-16</u> _____ _____ _____ _____ _____
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College of Business
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MEMORANDUM

TO: Dr. William McDaniel, Chair – Graduate Council

FROM: Dr. Marc A. Rhorer, Assistant Dean

DATE: February 11, 2016

SUBJECT: MS IN MUSIC BUSINESS STATUS

As the COB graduate council considers the discontinuance of the MS in Music Business (a joint Master's program with the College of Arts & Letters), I would like to provide a brief overview of the program. Developed approximately 10 years ago, with leadership from Dr. Marilyn Wylie (Finance) and Professor Michael Zager (Music), the program was aimed at supporting the growing entertainment industry in south Florida. The curriculum consists of 10 required courses (a combination of music and business, with most of the business classes from the MBA), an internship, 2 program electives (all from business) and a thesis. The program was fully approved and endorsed by AACSB under our last accreditation review.

A program goal was to have a constant enrollment of approximately 10 students, graduating 4-5 per year. Unfortunately that aim was never attained, as the program never exceeded 7 students at any point, with typically less than 2 students graduating annually. Additionally, the thesis was an obstacle for several students; approximately 3 students finished their coursework but never successfully defended their theses.

FAU receives regular reports from the Board of Governors (BOG) highlighting degree programs with low productivity (for Master's programs, the "low productivity" threshold is fewer than 20 degrees in a 5 year period). The MS in Music Business program produced 4 MS degrees in the past 5 years and has been on several low productivity reports, even after implementation of an earlier action plan to increase enrollment.

Though the program has relatively low costs, because it utilizes mostly existing MBA courses, the lack of student interest and low completion rates merit a reevaluation of the offering. After much consideration, the COB administration, in agreement with Arts & Letters, feels that the program should be discontinued so that we can concentrate our efforts and resources on other offerings that are in more demand and in closer alignment to our College's mission. If the faculty concur with this recommendation, all 5 current students in the program will be allowed to finish their degrees and supported in the process. Admission to the program has been on hiatus since January 2015, knowing that the degree's future was being evaluated.