

**BRYAN SCHOOL OF BUSINESS AND ECONOMICS
REQUEST FOR DIFFERENTIAL TUITION FOR NEW PROGRAM:
MASTER OF SCIENCE IN INTERNATIONAL BUSINESS PROGRAM**

The Bryan School requests a \$200/SCH tuition increase starting in Fall 2018 for the new online Master of Science in International Business (MSIB) program. The need to provide critical student services and staff expected in a graduate business program and the advanced technology and student support required for online instruction make the implementation of the tuition differential crucial for the success of the program. The \$200/SCH tuition differential is the same level approved and charged for our three similar professional business master's degree programs, the Master of Business Administration, Master of Science in Accounting, and Master of Science in Information Technology and Management.

1. Brief Description of the Program and Rationale

The MSIB program is a new online degree program targeted to North Carolina resident students and students outside of the United States. The program is designed to teach students the knowledge and skills needed to excel in the international business arena, including working in global virtual teams. Students are expected to develop intercultural skills and teamwork skills required to work on global projects involving diverse teams located throughout the world. The major rationale for the differential tuition increase is to support crucial services and staffing expected in graduate business programs and to provide the additional technology and support needed for a distance program. These include a well-staffed Graduate Program Office including the Program Director, Career Services Office, and the Graduate Program Recruitment Office. The Graduate Program Office and the Program Director provide much needed services relating to admissions, course scheduling, student advising, registration, and graduation of the students. The Graduate Career Services Office coordinates activities focused on building relationships with organizations and industry for the benefit of the students in the program. This office provides career counseling and placement services directly for the students and helps find industry partners to provide real world consulting projects for the student teams. The Graduate Program Recruitment Office provides services related to recruitment and program marketing which is critical to making sure the program has a diverse group of global students.

The differential tuition funding is also to support the additional technology needs associated with an online program. The funds will be used to support instructional technology personnel needed to develop and maintain online courses and assist with the required course projects. It is also planned that the additional funds from the tuition differential will be used for faculty development for teaching online courses.

2. Fee information, if any

There are no fees charged in addition to those charged by the University for all graduate students except for a \$25 graduation fee assessed at the time of graduation for all Bryan School students.

3. Peer comparison data as to cost, and other factors, if available

While there is not another graduate International Business program in the UNC system, there are other distance specialized masters programs in business. Below is a comparison to our competing schools based on tuition, fees and differential tuition for a 30 hours distance based graduate program. Note that some of these business schools charge by the credit hour and others charge by the term. The data are based on the costs for students enrolled for thirty total hours and assuming two semesters at 12 credit hours each term and one summer term of six hours. The proposed \$200 per credit hour differential tuition for our program places the total cost of the program in the middle of the costs for other business programs in the UNC System.

Table 1: Tuition and Fees for Distance Programs in UNC System Fall 2017

	Regular Tuition and Fees	Differential Tuition	Total Cost
UNCG (30 hour MS in International Business)			
NC Resident	\$8,357	\$6,000	\$14,357
Nonresident	\$28,531	\$6,000	\$34,531
Appalachian State (30-hour distance Program in Business)			
NC Resident	\$7,995	\$5,280	\$13,275
Nonresident	\$21,588	\$5,280	\$26,868
UNC Charlotte (30 hour distance Program in Business)			
NC Resident	\$7,314	\$8,820	\$16,134
Nonresident	\$27,084	\$8,820	\$35,904
East Carolina University (30 hour distance Program in Business)			
NC Resident	\$7,478	\$3,750	\$11,228
Nonresident	\$26,815	\$3,750	\$30,565
North Carolina State University (30 hour distance Program in Business)			
NC Resident	\$10,365	\$16,608	\$26,973
Nonresident	\$34,698	\$17,184	\$51,882

Source: Various University websites: October 2017. This assumes other programs will not increase their tuition and fees in 2018-19.

In our program proposal we provide five leading programs in the IB area that we reviewed in the development of our program. The comparison of tuition and fees at these programs with the

Bryan School's differential tuition of \$200 per SCH is shown in the table below. The data indicate that our program cost is very competitive with the requested \$200 per SCH tuition differential request. If approved, our program would have the lowest cost for residents and second lowest cost for nonresidents among these programs.

Table 2: Comparison of Tuition and Fees for Five Leading Programs With The Bryan School's Program Including The Proposed Differential Tuition (Based on Fall 2017 Data, Total Program Cost)

	Resident	Nonresident
UNCG MS in International Business	\$14,357	\$34,531
University of South Carolina Master of International Business	\$15,300	\$18,360
Arizona State University Master of Global Management	\$31,000	\$51,600
Georgetown University MA in International Business & Public Policy	\$75,000	\$75,000
Florida International University Master of International Business	\$33,000	\$36,000
Georgia State University Master of International Business	\$37,500	\$42,500
University of Miami Master of International Business Studies	\$68,600	\$68,600

Source: Various University websites: October 2017. This assumes other programs will not increase their tuition and fees in 2018-19.

4. Student Input

The MS in International Business program is a new program that will not commence until the Fall of 2018. As a result, there is no existing group of students to receive input form about the proposed tuition differential. However, the proposed \$200/sch tuition differential amount is the same for our similar master's degree programs in business (MS in Information Technology Management, MS in Accounting, MBA) and this program will share many services and central administration with those programs. When the \$200/sch tuition differential was implemented for those programs we did receive student input and the students were supportive of that amount to support the proposed services. In addition, in planning the program we did conduct market research on expected price points and services for such a program that included the additional tuition differential charge and services and found them to be consistent with market expectations.

5. Estimate Tuition Differential Sources and Uses

The program is a new program and as such we expect it to take a few years to reach the total enrollments goals. As a result, the total revenues and expenses will increase over the first three years reaching a steady state in year three of the programs. The table below details the expected revenues and uses.

SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM					
INSTITUTION	UNC Greensboro				
Program (CIP, Name, Level)	52.1101				
Degree(s) to be Granted	Master of Science				
		Year 1	Year 2	Year 3 and Beyond	
Differential tuition requested per student per academic yr		\$6,000	\$6,000	\$6,000	
Projected annual FTE students		22.5	30	37.5	
Projected annual differential tuition		\$135,000	\$180,000	\$225,000	
Percent differential tuition for financial aid		0%	0%	0%	
Differential tuition remainder		135000	180000	225000	
		Projected Differential Tuition Year 1	Projected Differential Tuition Year 2	Projected Differential Tuition Year 3 and Beyond	
EPA/SPA Regular Salaries					
Administrative Support Staff		\$ 39,000.00	\$ 39,000.00	\$ 39,000.00	
Instructional Tech Consultant (0.5)			\$ 32,500.00	\$ 65,000.00	
Career Services (0.50)		\$ 28,000.00	\$ 28,000.00	\$ 28,000.00	
Director Stipend		\$ 16,176.00	\$ 16,176.00	\$ 16,176.00	
Director Course Buyout		\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
EPA Academic Salaries					
Faculty (2 FTE)		\$ -	\$ -	\$ -	
Adjunct Faculty		\$ -	\$ -	\$ -	
Social Security(7.65%)		\$ 6,732.00	\$ 9,639.00	\$ 12,546.00	
State Retirement		\$ 6,683.04	\$ 6,683.04	\$ 17,821.44	
Medical Insurance		\$ 5,869.00	\$ 5,869.00	\$ 11,738.00	
Graduate Stipends					
(Identify number, amount)		\$ -	\$ -	\$ -	
Supplies and Materials					
Office Supplies		\$ 500.00	\$ 4,550.00	\$ 3,719.00	
Current Services					
(Identify)		\$ -	\$ -	\$ -	
Travel		\$ 11,000.00	\$ 15,000.00	\$ 9,000.00	
Communications		\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	
Printing and Binding		\$ 6,040.00	\$ 7,583.00	\$ 7,000.00	
Advertising					
Fixed Charges					
(Identify)		\$ -	\$ -	\$ -	
Capital Outlay (Equipment)					
(Identify)		\$ -	\$ -	\$ -	
Libraries		\$ -	\$ -	\$ -	
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TOTAL ADDITIONAL COSTS		\$ 135,000.04	\$ 180,000.04	\$ 225,000.44	

6. Any other information to support the need for differential increase in tuition

As can be seen from the comparative cost data, the Bryan School's tuition and fees are similar to those of other business programs in the UNC system and less than almost all of the similar programs at comparative schools. Including the differential tuition of \$200/sch still leaves us cost effective compared to other programs.