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| **Vancouver Island University** | **Faculty of Management** |
| **Summative Program Assessment Template 2012** |  |
| **Program:** Master of Business Administration | |

***Context***

The MBA program was the first Masters level program offered at VIU and continues to be the biggest Masters program at VIU. The program develops managers ready to operate in an international context. Most of the students entering the program are international students, but the program also serves a significant local demand for management training at the graduate level. Many of the international students who graduate from the program choose to remain in Canada and seek Canadian permanent residence status. Therefore the program is helping the Canadian government’s goal of attracting skilled labour to Canada. The program is a cost recovery program, so does not rely on any base funding from the provincial government.

***Relevance***

Demand for the program has increased strongly since the program inception in 2007 (previous to 2007 we offered the University of Hertfordshire MBA). Applications have grown from 346 (2008); 450 (2009) to 721 in 2010. Enrollment has grown from 222 (2008); 271 (2009) to 309 in 2010. Similarly, FTE generation has grown from 165.5 (2008); 186.4 (2009) to 217 in 2010

The net revenues provide significant resources to the university to aid in offering other programs and services. The program provides $40,000 annually to the Library; professional development funds of $35,000 annually to School of Business faculty and an annual Faculty of Management Initiatives fund of approximately $130,000. The loan default rate for MBA students/graduates from 2006-11 is nil.

***Access***

The MBA program has had relatively few aboriginal (2 in 2008-10), disabled students (1 in 2008-10) and students on financial aid (45 in 2008-10). However, many of the domestic students are new Canadians who are looking to obtain Canadian education and experience in order to successfully enter the Canadian job market. This program provides an important conduit for new Canadians and for students who will subsequently become new Canadians to achieve a Canadian credential acceptable by Canadian employers. A majority of our students are visible minority students in Canada and so they contribute to the diversity of students on campus.

***Financial Performance***

Program Revenues have grown from 1,659,293 in 2007-8 to 4,641,363 in 2010-11. Net Revenues were as follows: 2007-8 315,542; 2008-9 1,013,066; 2009-10 1,630,665; 2010-11 1,385,037

***Quality***

The MBA program enables many students to enter careers in the business field or to move up in their chosen field to a management level. All students in the program take part in an internship in the final four months of the program. Our cumulative graduation rate for the program is strong (2007 – 93%; 2008 – 90%; 2009 – 89%).

***Institutional Priorities***

The MBA Program supports the institutional priorities of the university in many areas.

We support the objective of promoting ‘student leadership and the application of intellectual and practical skills’. The MBA program is developing leaders in the business field through the development of intellectual skills in the classroom complemented by practical skills learned in the mandatory internship.

We support the objective of promoting ‘awareness of global cultures, issues and conditions’. The MBA program is a dual degree program with a Master of Science in International Business being the second degree obtained by our graduates. The program has a focus on global issues and the conduct of global business throughout its courses.

We support the objective of building ‘relationships with international organizations’ with our partnership with the University of Hertfordshire. This partnership is probably the most significant relationship that VIU is engaged in and resulted in numerous faculty and staff visits of VIU from UH and vice versa.

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|  | ***Dean’s Recommendation*** | Expand | | |  |  |
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|  | Due to strong student demand, we expect to expand the program to six cohorts from five cohorts while continuing to enhance the program quality. This will provide additional program surplus to support the Program, the Faculty and the University. | | | | |  |
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|  |  | | ***2013-14*** | ***2014-15*** | ***2015-16*** |  |
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|  | ***FTE Targets*** | | 240 | 240 | 240 |  |
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|  | ***Estimated Budget Increases or (Decreases)*** | | n/a | n/a | n/a |  |
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