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MEMORANDUM

To: Donna E. Shalala, President

From: Richard L. Williamson
Chair, Faculty Senate

A handwritten signature in blue ink, appearing to read 'Richard L. Williamson'.

Date: October 27, 2011

Subject: Faculty Senate Legislation #2011-17(B) – Establish a Global Executive Master of Business Administration Program (Global EMBA)

At its October 26, 2011 meeting, the Faculty Senate unanimously approved the establishment of a Global Executive Master of Business Administration Program and suspension of the Master of Science in Professional Management (MSPM). The Global EMBA is based on the exiting MSPM.

The Global EMBA program will be offered in Spanish and its emphasis will be on the global perspective. The curriculum mirrors that of the Executive MBA and may be completed in 18 months. This proposal comes as a result of an in-depth evaluation of input received from students, alumni and faculty.

The supporting materials are enclosed for your reference.

This legislation is now forwarded to you for your action.

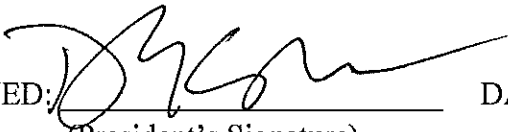
RW/rh

Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost
Eugene Anderson, Dean, School of Business Administration
Anuj Mehrotra, Presenter, Vice Dean, School of Business Administration
Teresa Scandura, Dean, The Graduate School
Office of Planning, Institutional Research and Assessment
Office of the Registrar

CAPSULE: Faculty Senate Legislation #2011-17(B) – Establish a Global Executive Master of Business Administration Program (Global EMBA)

PRESIDENT'S RESPONSE

APPROVED:  DATE: 11/1/11
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: DEAN ANDERSON

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS
ADMINISTRATION



MEMORANDUM

TO: GENERAL WELFARE COMMITTEE
FACULTY SENATE

FROM: Anuj Mehrotra, Vice Dean Graduate Business Programs

Cc: Eugene Anderson, Dean of the School of Business Administration

Date: October 3, 2011

In the spirit of continuous strengthening of our programs, the School of Business Administration has enhanced the current Master of Science in Professional Management (MSPM) and the MSPM-MBA (Spanish instruction) forming the Global Executive MBA program (Spanish instruction) which mirrors our long running Executive MBA program.

The proposal for the Global EMBA was discussed and unanimously supported by the School of Business Administration's School Council on July 21, 2010. It was then presented and approved by the Graduate Council on September 16, 2010.

The School of Business Administration wishes to share all the pertinent information and seek guidance on how to fully comply with the appropriate notification and/or approval by Faculty Senate. Please find attached the letters of support from the Dean of the School and the Dean of the Graduate School, as well as the Chairs of the Academic Departments of the School of Business Administration, an Executive Summary of the Program including the Curriculum, the General Description, and the notification sent to SACS.

We are at the disposition of the General Welfare Committee and the Faculty Senate to provide any additional information that is deemed necessary for the timely approval of this program.

GLOBAL EXECUTIVE MBA Executive Summary

Overview

The School of Business Administration has been offering a Master of Business Administration Program for Executives since 1973. The School of Business Administration has also offered the Master of Science in Professional Management (MSPM) Program for Spanish speaking executives and working professionals, particularly those working in and/or with Latin America since 1996 and shortly thereafter an MSPM-MBA Program both in Spanish. As result of an in depth evaluation of the MSPM and MSPM-MBA programs including marketing, recruitment, curriculum, etc., it was decided that instead of the MSPM Program, the School of Business Administration would offer an EMBA Program in Spanish with a strengthened global perspective called Global EMBA. Market analysis indicates that there is a demand and interest from the Spanish speaking business community, as well as professionals in Latin America for an MBA program from the University of Miami to be offered in Spanish. The curriculum of this program mirrors that of the Executive Master of Business Administration. The program structure is modeled after the Master of Science in Professional Management program. The program may be completed in 18-months.

The Program will maintain the strengths of the MSPM Program such as:

- the two week on campus structure;
- the highly regarded faculty;
- Instruction in Spanish.

Based on analysis and student and alumni feedback, program will be strengthened:

- Offer the 48 credit MBA as one cohesive program rather than two programs;
- Seven two week sessions instead of the current 8 for the MSPM and MSPM-MBA;
- One session will take place abroad this trip to incorporate a Global Perspective;
- A new Global Entrepreneurship course throughout the program requiring the elaboration of a Business Plan;
- Ending date permits the graduates' participation in the May University Commencement Ceremony;
- MSPM alumni may obtain their MBA degrees by attending three sessions of the Global MBA;
- In line with Executive MBA program, will offer electives based on student selection and faculty availability;

Degree Requirements

The Global Executive MBA Program is a "lock-step" program. Students progress together through a sequential pattern of courses; each course is three credit hours, except for MGT 628 Global Entrepreneurship which runs throughout the program and totals six credit hours. The students will obtain their Master of Business Administration after successful completion of the 48 credit curriculum with a GPA average of B or above that can be completed in 7 sessions. Each session is comprised of 2 weeks. Students take two courses each session for a total of six credit hours per session plus the

ongoing Global Entrepreneurship course. The curriculum offers a blend of case studies, lectures, and group discussions.

The target enrollment for the Global EMBA program is 25 to 35 students entering every November. As in our other programs, the program will be taught on our main campus in Coral Gables, Florida by the same full-time qualified faculty who teach in our other programs. These faculty members have extensive experience teaching in Spanish both at University of Miami and institutions abroad. Classes will be held Monday – Friday from 8:00AM to 4:30PM and Saturdays at an arranged schedule during the two week session, allowing students to continue their regular employment. One of the 7 modules will be taught abroad in collaboration with one of our partner institutions which may change from year to year. However, our faculty will travel for that module and deliver an elective course there.

General Information

The proposal for the Global Executive MBA was a result of an in-depth evaluative process which accommodated the input that was received from the students, alumni, faculty who regularly teach in these programs, and met the approval of the Chairs of the Academic Departments in the School of Business Administration. The result built upon the already existing programs and reflects the required curriculum of the Executive MBA program. It was approved by the SBA School Council in June 2010 and by the Graduate School Council on September 16, 2010.

When consulted, the PIRA (Planning, Institutional Research, and Assessment) office advised that we did not need to report this restructuring to form a new Global MBA program to Southern Association of Colleges (SACS) at that time because it so closely reflected the long-since established Executive MBA program. However, they recently revised their opinion after further consultation with the SACS liaison due to the Spanish language element. The Graduate Business Programs office has sent all relevant information to our PIRA office that is proceeding with the official notification to SACS.

Due to this revisiting of the procedural aspects related to the program and in an effort to uphold all current University internal procedures, we formally present the Global EMBA for notification and potentially seek approval, if so warranted, from the Faculty Senate.

The Global EMBA program is revenue neutral and will not require the hiring of new staff or faculty.

**Curriculum Comparable between Current MSPM & MSPM/MBA,
 Executive MBA and Global EMBA**

<u>Required Courses</u>	MSPM & MSPM/MBA	EMBA	GLOBAL EMBA
ACCOUNTING	ACC 607 ACC 603	ACC 607 ACC 608	ACC 607
BUSINESS LAW	BSL 696 BSL 612	BSL 695	BSL 696
CIS	CIS 621	CIS 621	CIS 621
ECONOMICS	ECO 675 ECO 691	ECO 690	ECO 675
FINANCE	FIN 602 FIN 631	FIN 602	FIN 602
MANAGEMENT	MGT 651 MGT 658 MGT 659 MGT 653	MGT 600 MGT 653 MGT 658	MGT 651 MGT 653 MGT 658 MGT 628 (6c)
MANAGEMENT SCIENCE	MAS 612	MAS 610 MAS 641	MAS 612
MARKETING	MKT 660 MKT 665	MKT 660	MKT 660
Other	ESP 734 ESP 735		BUS 605 Residential Session abroad (3c)
<u>Elective Courses</u>		student choice: 12 credits	student choice/ faculty availability: 9 credits
All departments	None	Choice from approximately 26 courses	Possible electives: ACC603, ACC623, BSL612, CIS617, ECO691, FIN631, MGT659, MAS630, MAS661, MKT 665
Total credits	60 credits	48 credits	48 credits

Leading Effective Organizations	
Session I Nov. 2011	ACC 607 Financial Accounting & Reporting (3c) MGT 651 Behavioral and Organizational Systems (3c) MGT 628 Global Entrepreneurship (6c: 1st Sat, 2nd Sat)
Session II Feb. 2012	FIN 602 Fundamentals of Finance (3c) MKT 660 Foundations of Marketing Management (3c) MGT 628 Global Entrepreneurship (6c: 1st Sat)
Maximizing Business Performance	
Session III May. 2012	ECO 675 Economic Problems of Latin America (3c) CIS 621 Management Information Systems (3c) MGT 628 Global Entrepreneurship (6c: 1st Sat)
Session IV July/Aug.	MAS 612 Advanced Quantitative Analysis (3c) Elective Course (3c) MGT 628 Global Entrepreneurship (6c: 1st, 2nd Sat)
The Global Executive Perspective	
Session V Nov. 2012	BUS 605 Residential Session Abroad (3c) Elective Course (3c) <i>Course dependent on trip selected.</i>
Session VI Feb. 2013	MGT 653 Operations Management (3c) Elective Course (3c) MGT 628 Global Entrepreneurship (6c: 1st Sat)
Session VII May. 2013	MGT 658 Strategic Management (3c) BSL 696 Legal & Ethical Implications in Exec. Decision Making (3c) MGT 628 Global Entrepreneurship (6c: 2nd Sat)

Total Credits: 48

Global Executive Master of Business Administration General Description

Overview

The University of Miami School of Business Administration has been successfully offering a highly regarded Master of Business Administration program since 1948 and a Master of Business Administration for Executives and Professionals since 1973. As a result of an extensive evaluation of the Master of Science in Professional Management (MSPM) and the MSPM-MBA Programs taught in Spanish, the decision to establish the Global EMBA program in line with our other longstanding EMBA Program was made in order to continue to offer the high quality education to executives in the community and also in the wider regional community of Latin America.

Purpose and Goals

The mission of the University of Miami School of Business Administration is to provide an environment in which the creation and dissemination of business knowledge can flourish. The mission of University of Miami School of Business Administration conforms closely to the mission of the University of Miami as they pertain to teaching, the dissemination of useful knowledge, and service to community and region. Specifically, the School's mission is similar to the University's mission in that it emphasizes both the creation (through research) and dissemination (through publications and teaching) of knowledge.

University of Miami School of Business Administration strives to continually meet the advanced educational needs of Professionals in regional and international business communities by offering a variety of off-campus Executive MBA Programs as well as this MBA in Spanish. Therefore, these programs are designed in a manner that is consistent with the above mission/vision of knowledge creation and transfer in both the classroom and the community. The primary Executive MBA Program objective is to provide an academic program that prepares executives and professionals to become more effective business leaders – whose knowledge, expertise, and professionalism will advance their careers as well as benefit the community.

The Global Executive Master of Business Administration is taught on the main campus of the University of Miami in Coral Gables, Florida, to serve professionals in the local community, Spanish speaking business professionals in the United States, as well as in the Latin American and Caribbean region. The curriculum for this program is modeled after the University's highly successful Executive MBA Program.

Market Analysis and Demand

In an effort to strengthen all of our Graduate Business Programs, we continuously review and evaluate each program. In this context, an in-depth analysis was done regarding all aspects of the Master of Science in Professional Management (MSPM) and the MSPM-MBA program taught in Spanish. The analysis results guided the decision to create a Global Executive MBA program in Spanish. Namely, there continues to be strong demand and interest from the Spanish speaking business community and professionals in Miami, South Florida, Latin America and the Caribbean for graduate level business education for executives.

The analysis concluded that the Master in Business Administration would suit the needs of this group of professionals. Supporting arguments include:

- An MBA degree provides a strong level of preparation;
- The MBA degree is widely recognized worldwide;
- The MBA brand obtained by a MBA graduate is of great value in the business labor market.

Based on the above, it was determined that recruiting for the Global Executive would be facilitated as the MBA is a widely recognized degree, particularly in comparison to other graduate degrees. Marketing for the Global EMBA also becomes easier because multiple materials are readily prepared for our MBA programs avoiding the need for extremely specialized material. In addition, recruitment for the MSPM-MBA (optional second part of the degree) has posed a challenge as the MBA portion has been dependent on the cohort's decision to continue or not. Finally, the School of Business Administration's vision to become a global preeminent institution provides another supporting argument in favor of the Global EMBA program.

Further analysis has indicated that despite the general economic downturn, Latin America has stood up to the global economic crisis with resilience. All economic indicators make it apparent that Latin America is rebounding from the shock more rapidly than the majority of developed economies. Most importantly, it is doing so without compromising its significant progress towards its long-term development goals. Indicators for 2010 and 2011 reveal growing real GDP and lowering unemployment rates in almost all countries in the region. Growth in the region is projected to average 5.7 percent in 2010 and 4 percent in 2011. There is also evidence that most countries in Latin America have begun to reap the long-term benefits of globalization relying on trade and financial openness accompanied by the building of resilience mechanisms that bolster the ability to withstand negative shocks. (according to IMF and OECD data).

The Latin American and Caribbean Spanish speaking region encompasses 16 countries and 1 Associated State with the approximate population of 344 million according to World Bank data from 2010. The region represents a huge diversity in economic production ranging from industrial, financial, commerce, telecommunications, agriculture, etc. and is also host to numerous multinational corporations many which have a link to Miami. The MSPM program has already welcomed students from at least 13 of these territories in addition to Spanish speaking students from the United States and Europe. The region's demographics and current economic condition match the audience that the University of Miami School of Business will target with its Global EMBA in Spanish. This audience includes senior level and mid-level executives, managers and business owners who seek to further their education with institutions that are fully accredited and have strong reputation.

Some of the driving forces behind our decision to strengthen our offer to this audience by providing the option of the Global EMBA include the current economic strength of the region paired with the trend to embrace globalization. Also, there is the generalized vision that the economic and political leadership in Latin America need to understand global issues from a global perspective. Finally, another determining factor our location, naturally situated to serve the Latin American region.

The School of Business faculty and key program administrators were involved in the needs assessment, evaluation, and planning process of the GMBA program in Spanish. As noted above, it was determined that an adequate number of professionals in the Spanish speaking Latin American and Caribbean region are potentially interested in the University of Miami Master of Business Administration Program in Spanish; and that this program was appropriately designed to meet the educational needs of these professionals. Also, by incorporating one module abroad into the curriculum of the program, as well as

Integrating the global perspective into the coursework, the Global EMBA provides the more important element of the global perspective addressing one more of the needs of this group of professionals.

Library Collections

At the institutional level, students and faculty at the University of Miami have access to appropriate collections and other learning resources that support all educational programs wherever they are offered and at the appropriate degree level. The University of Miami Libraries maintain collections that effectively support the research, teaching, preservation, and learning needs of the University community. The Libraries include extensive print and electronic resources, including state of the art discovery, preservation, digital development and bibliographic management tools.

The Otto G. Richter Library, the University of Miami's main library, houses collections that serve the arts, architecture, humanities, social sciences, and the sciences, including the Spanish language. It is a depository for federal and state government publications. Rare books, maps, manuscript collections, and the University Archives are housed in the Special Collections Division and in the Cuban Heritage Collection much of which is in the Spanish language.

The School of Business Administration houses the Judi Prokop Newman Business Information Resources Center. This Center functions as a "virtual" or "paper-less" library. Students have unlimited access to the Information Center from home or office via the Internet using a logon ID and password. Students are able to access a multitude of business research databases including Bloomberg, Compustat, Disclosure, Hoover's, Lexis/Nexis, etc. The Resource Center also provides linkage to databases which allow for research to be conducted in the Spanish language as well as others which provide the possibility for data to be translated into Spanish. The Center is staffed by a Spanish speaking full-time Business Information Specialist and team of research assistants. Additionally, the Center's Information Specialist offers a workshop in Spanish, during the orientation, for the students in the MBA programs on topics such as company, industry, and legal research.

As described above, many of the Libraries' resources are available electronically. This important feature supports the research need of the Global EMBA students by providing access to an array of digital research products by remote access. Furthermore, Information Technology at the University of Miami enhances the academic environment and supports student success by providing a number of services that can be utilized by the students while they are in session and while they are back at home.

Budget

The faculty teaching in the Global Executive MBA program are full-time faculty in the School of Business Administration at the University of Miami with one or two visiting professors from accredited higher learning institutions from partner institutions abroad. The impact of this program on faculty workload and faculty performance (in the areas of teaching, research, and community service) is minimal since this program follows the same schedule as the existing Master of Science in Professional Management (MSPM) program taught in two week modules approximately every 2½ months.

Between ten and thirteen faculty members are assigned to teach in the Global Executive MBA program in Spanish. With approximately 25 students projected to enroll in the program, the student-faculty ratio would be approximately 2:1.

The Global EMBA program takes place in the modern facility of the McLamore Executive Education Center in the School of Business Administration building complex. More specifically, the classes are held in the building's large classrooms with seating for up to 37 students. The classroom is equipped with a ceiling mounted LCD projector, screen, instructor PC, Internet access, audio and video capabilities, whiteboard and markers, podium, and tables and chairs to accommodate 37 students. Technical consultants are on call to ensure that the networking and computing resources are working properly. Students are provided with breakfast, lunch and coffee breaks in the Executive Dining Room. Students are also assigned Conference Rooms for their group projects. They are provided Cane ID student identification like all other student at the University of Miami. These physical facilities have no impact on other University of Miami School of Business related programs and services, as they have been used in the Master of Science in Professional Management and MSPM-MBA programs.

Because the Global Executive MBA program will be run instead of the current MSPM and MSPM/MBA programs at this time, the restructured program will be revenue neutral.

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS
ADMINISTRATION




Eugene W. Anderson
Dean

P.O. Box 248027
Coral Gables, Florida 33124

Ph: 305-284-4643
Fax: 305-284-6526
genea@bus.miami.edu

MEMORANDUM

TO: Richard Williamson
Chair, Faculty Senate

FROM: Eugene Anderson
Dean 

SUBJECT: Global Executive MBA Program

DATE: September 30, 2011

This letter is forwarded to you to document my support for the establishment of the Global Executive Master of Business Administration which has resulted from the restructuring of the current Master of Science in Professional Management (MSPM) and the MSPM-MBA in Spanish to reflect our Executive MBA program.

This program was discussed and unanimously approved by the School of Business's School Council in July 21, 2010. It was then presented and unanimously approved by the Graduate Council on September 16, 2011.

I enthusiastically support the approval of this program and look forward to continuing to strengthen the graduate business programs currently in place as well as other initiatives.

EWA:

UNIVERSITY OF MIAMI
GRADUATE SCHOOL



Terri A. Scandura, Ph.D.
Dean of the Graduate School

Graduate School
P.O. Box 248125
Coral Gables, FL 33124-3220

Phone: 305-284-4154
Fax: 305-284-5441
graduateschool@miami.edu

MEMORANDUM

DATE: September 27, 2011

TO: Richard Williamson
Chair, Faculty Senate

FROM: Terri A. Scandura *TS Scandura*
Dean, The Graduate School

SUBJECT: New Global Executive MBA

At the September 16, 2010, meeting of the Graduate Council, the new Global Executive MBA was approved unanimously by those present.

cc: Eugene Anderson, Dean
Anuj Mehrotra, Vice Dean
Office of Planning, Institutional Research and Assessment




University of Miami
Department of Accounting
301 Kosar/Epstein Building
School of Business Administration
5250 University Drive
Coral Gables, Florida 33146-6531
305-284-5428 • 305-284-5492
Fax: 305-284-5737

MEMORANDUM

DATE: September 29, 2011

TO: Richard Williamson
Chair, Faculty Senate

FROM: Andrew Leone 
Chair of Accounting Department

SUBJECT: GLOBAL EXECUTIVE MBA

The Accounting Department in the School of Business Administration supports the restructuring of the current MSPM and MSPM-MBA programs in Spanish to form the Global EMBA which reflects the curriculum for our EMBA program. Our department will offer the required Accounting course (ACC 607), and elective classes as needed.

Cc: Eugene Anderson, Dean SBA
Anuj Mehrotra, Vice Dean Graduate Business Programs, SBA

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS
ADMINISTRATION




Business Law Department Ph: 305-284-4633
P.O. Box 248022 Fax: 305-284-3762
Coral Gables, Florida 33124-6532

MEMORANDUM

DATE: September 29, 2011

TO: Richard Williamson
Chair, Faculty Senate

FROM: René Sacasas 
Chair of Business Law Department

SUBJECT: GLOBAL EXECUTIVE MBA

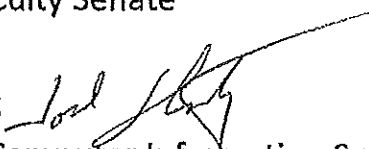
The Business Law Department in the School of Business Administration supports the restructuring of the current MSPM and MSPM-MBA programs in Spanish to form the Global EMBA which reflects the curriculum for our EMBA program. Our department will offer the required Business Law course (BSL 696), and elective classes as needed.

Cc: Eugene Anderson, Dean SBA
Anuj Mehrotra, Vice Dean Graduate Business Programs, SBA

MEMORANDUM

DATE: September 29, 2011

TO: Richard Williamson
Chair, Faculty Senate

FROM: Joel Stutz 
Chair of Computer Information Systems Department

SUBJECT: GLOBAL EXECUTIVE MBA

The Computer Information Systems Department in the School of Business Administration supports the restructuring of the current MSPM and MSPM-MBA programs in Spanish to form the Global EMBA which reflects the curriculum for our EMBA program. Our department will offer the required Computer Information Systems course (CIS 621) and elective classes as needed.

Cc: Eugene Anderson, Dean SBA
Anuj Mehrotra, Vice Dean Graduate Business Programs, SBA

MEMORANDUM

DATE: September 29, 2011

TO: Richard Williamson
Chair, Faculty Senate

FROM: Manuel Santos
Chair of Economics Department

SUBJECT: GLOBAL EXECUTIVE MBA

The Economics Department in the School of Business Administration supports the restructuring of the current MSPM and MSPM-MBA programs in Spanish to form the Global EMBA which reflects the curriculum for our EMBA program. Our department will offer the required Economics course (ECO 675), and elective classes as needed,



Cc: Eugene Anderson, Dean SBA
Anuj Mehrotra, Vice Dean Graduate Business Programs, SBA

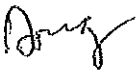


Douglas R. Emery	Department of Finance	Ph: 305-284-4430
Bank of America Scholar	514 Jenkins	Dept: 305-284-4362
Professor of Finance and	5250 University Drive	Fax: 305-284-4800
Department Chair	Coral Gables, Florida 33124-6552	demery@miami.edu

MEMORANDUM

DATE: September 29, 2011

TO: Richard Williamson
Chair, Faculty Senate

FROM: Douglas R. Emery 
Chair, Finance Department

SUBJECT: GLOBAL EXECUTIVE MBA

The Finance Department in the School of Business Administration supports the restructuring of the current MSPM and MSPM-MBA programs in Spanish to form the Global EMBA which reflects the curriculum for our EMBA program. Our department will offer the required Finance course (FIN 602), and elective classes as needed.

Cc: Eugene Anderson, Dean SBA
Anuj Mehrotra, Vice Dean Graduate Business Programs, SBA

UNIVERSITY OF MIAMI



Haresh Gurnani, Ph.D.
Professor and Chairman
School of Business Administration


Department of Management
5250 University Dr., 417 Jenkins Bldg.
Coral Gables, FL 33146

Phone: 305-284-4712
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haresh@miami.edu

MEMORANDUM

DATE: September 29, 2011

TO: Richard Williamson
Chair, Faculty Senate

FROM: Haresh Gurnani 
Chair of Management Department

SUBJECT: GLOBAL EXECUTIVE MBA

The Management Department in the School of Business supports the restructuring of the current MSPM and MSPM-MBA programs in Spanish to form the Global EMBA which reflects the curriculum for our EMBA program. Our department will offer the required Management courses (MGT 651, MGT 653, MGT 658), as well as MGT 628 and other electives as needed.

Cc: Eugene Anderson, Dean SBA
Anuj Mehrotra, Vice Dean Graduate Business Programs, SBA



MEMORANDUM

DATE: September 29, 2011

TO: Richard Williamson
Chair, Faculty Senate

FROM: Edward Baker *Edward Baker*
Chair of Management Science Department

SUBJECT: GLOBAL EXECUTIVE MBA

The Management Science Department in the School of Business Administration supports the restructuring of the current MSPM and MSPM-MBA programs in Spanish to form the Global EMBA which reflects the curriculum for our EMBA program. Our department will offer the required Management Science course (MAS 612), and elective classes as needed.

Cc: Eugene Anderson, Dean SBA
Anuj Mehrotra, Vice Dean Graduate Business Programs, SBA



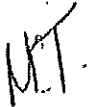
Department of Marketing
P.O. Box 248147
Coral Gables, FL 33124-6554

Phone: 305-284-5935
Fax: 305-284-5326

MEMORANDUM

DATE: September 29, 2011

TO: Richard Williamson
Chair, Faculty Senate

FROM: Michael Tsiros 
Chair of Marketing Department

SUBJECT: GLOBAL EXECUTIVE MBA

The Marketing Department in the School of Business Administration supports the restructuring of the current MSPM and MSPM-MBA programs in Spanish to form the Global EMBA which reflects the curriculum for our EMBA program. Our department will offer the required Marketing course (MKT 660), and elective classes as needed.

Cc: Eugene Anderson, Dean SBA
Anuj Mehrotra, Vice Dean Graduate Business Programs, SBA

UNIVERSITY
OF MIAMI



Office of Planning,
Institutional Research,
and Assessment

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Coral Gables, FL 33124-2923
Phone: 305-284-3856

Gables One Tower, Suite 260, Locator 2923
1320 S. Dixie Hwy., Coral Gables, FL 33146
Fax: 305-284-4081 • plra@miami.edu

September 30, 2011

Dr. Belle S. Wheelan, President
Southern Association of Colleges and Schools
1866 Southern Lane
Decatur, GA 30033

Dear President Wheelan,

The intent of this letter is to notify the Commission on Colleges of the Southern Association of Colleges and Schools (SACS) that the University of Miami's School of Business, will be implementing a "Global" Executive Master of Business Administration (EMBA) degree program, which will be primarily offered in the Spanish language, and scheduled to begin in November of 2011.

The University of Miami's School of Business has been successfully running its Executive Master of Business Administration (EMBA) program since 1973. In an effort to continue to offer a high quality of education to executives in our diverse community, we have decided to offer a Spanish version of our program through the implementation of the Global EMBA. The Global EMBA Program has been designed in a manner consistent with the School's mission and a vision of business knowledge creation and transfer in both the classroom and in the community. The idea is to provide an academic program that will make better business leaders and managers with the required knowledge, expertise, and professionalism that will allow them to advance in their careers while also benefiting the greater business community. The new Global EMBA is modeled after our Executive MBA program, and will be 48 credits long structured into seven (7) two week sessions approximately every 2 ½ months for a total of 18 months.

The faculty teaching in the Global Executive MBA program are full-time faculty of the School of Business Administration at UM. The attached Roster of Instructional Staff for the Global EMBA program presents a record of faculty members currently employed by the university to teach in this program. The Roster presents their academic preparation, course assignments, and additional notes that support their experience and ability to teach courses assigned to them in the specified language. As further evidence of the use of the proper materials, and ensuring the proper qualifications of our faculty, please review the Curriculum Vitae and comprehensive list of texts that will be used in this program, also provided along with this letter.

As an additional note, the program will be housed on our main UM campus and will not require additional infrastructure resources.

Please feel free to contact me should you have any questions or require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Andy S. Gomez', written over a white background.

Andy S. Gomez
Assistant Provost for Planning, Institutional Research, and Assessment

Cc: Dr. Mark V. Smith
Vice President, Southern Association of Colleges and Schools