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## MEMORANDUM

**To:** Julio Frenk  
University President

**From:** Tomás A. Salerno  
Chair, Faculty Senate

**Date:** February 24, 2017

**Subject:** Faculty Senate Legislation #2016-28(B) –Name Change of the “Miami EMBA for the Americas” to the “Miami Global EMBA for the Americas” for marketing purposes, School of Business Administration

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The Faculty Senate, at its February 22, 2017 meeting, had no objection to the proposal to change the name of the “Miami EMBA for the Americas” graduate degree program to the “Miami Global EMBA for the Americas” for marketing purposes.

This legislation is now forwarded to you for your action.

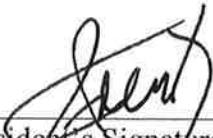
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Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost  
Anuj Mehrotra, Interim Dean, School of Business Administration  
Guillermo Prado, Dean, Graduate School  
Arun Sharma, Vice Dean, Graduate Business Programs and Executive Education, School of Business Administration

CAPSULE: Faculty Senate Legislation #2016-28(B) –Name Change of the “Miami EMBA for the Americas” to the “Miami Global EMBA for the Americas” for marketing purposes, School of Business Administration

**PRESIDENT’S RESPONSE**

APPROVED:  DATE: 3/6/17  
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Anuj Mehrotra

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

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**GRADUATE PROGRAM NAME CHANGES FOR MARKETING  
PURPOSES:**

**MIAMI GLOBAL EMBA FOR THE AMERICAS AND  
MIAMI EMBA EN ESPAÑOL**

Arun Sharma  
Vice Dean, Graduate Business Programs & Executive Education  
[asharma@bus.miami.edu](mailto:asharma@bus.miami.edu)  
305-284-1770

EXPLANATION OF ITEM

## **Relabeling Programs: Miami Global EMBA for the Americas and Miami EMBA en Español**

### **Justification**

Our current titles “Miami EMBA for the Americas” and “Global EMBA” (our Spanish language EMBA) lead to some confusion. When executives search for Global EMBA, they land on our Spanish Language EMBA page which has little global content.

### **Solution**

To increase clarity, we suggest that we name the programs “Miami Global EMBA for Americas” and “Miami EMBA en Español.”

### **Notification**

The proposed names have been approved by the School Council at the School of Business Administration. We would like to inform the Graduate School and the School Council of the proposed names.

MEMO FROM THE SBA DEAN TO GENERAL WELFARE  
COMMITTEE & FACULTY SENATE



Dean Anuj Mehrotra  
5250 University Drive, Jenkins 219  
Coral Gables, FL 33146

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<http://www.bus.miami.edu>

Memorandum

To: General Welfare Committee  
Faculty Senate

From: Anuj Mehrotra, Dean, School of Business Administration 

Date: January 30, 2017

Re: Program name changes: Global Executive MBA in Spanish and the Miami  
Executive MBA for the Americas

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This memo is to document my support for the program name changes for marketing purposes in the “Global Executive MBA in Spanish” to be referred as “Miami EMBA en Español” and “The Miami Executive MBA for the Americas” to be referred as “Miami Global Executive EMBA for the Americas”.

Thank you.

**MEMO FROM SBA VICE DEAN ARUN SHARMA  
TO GENERAL WELFARE COMMITTEE AND FACULTY SENATE**






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**Professor Arun Sharma**  
Vice Dean  
Graduate Business Programs and Executive Education

Memorandum

To: General Welfare Committee  
Faculty Senate

From: Arun Sharma, Vice Dean Graduate Business Programs and Executive Education 

Cc: Anuj Mehrotra, Dean, School of Business Administration

Date: January 30, 2017

Re: Program name changes: Global Executive MBA in Spanish and the Miami Executive MBA for the Americas

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This memo is to request approval for program name changes for marketing purposes. The “Global Executive MBA in Spanish” would be referred as “Miami EMBA en Español” and “The Miami Executive MBA for the Americas” to be referred as “Miami Global Executive EMBA for the Americas”. Both program name changes have been approved by SBA School Council (November 4, 2016) and by Department Chairs (December 12, 2016).

Please see attached supporting documentation.

Thank you.

MEMO FROM SBA VICE DEAN ARUN SHARMA  
TO GRADUATE SCHOOL



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**Professor Arun Sharma**  
Vice Dean  
Graduate Business Programs and Executive Education

**MEMORANDUM**

**To:** Dr. Guillermo J. Prado  
Dean, Graduate School

**From:** Dr. Arun Sharma   
Vice Dean, Graduate Business Programs & Executive Education,  
School of Business Administration

**Cc:** Dean Anuj Mehrotra  
School of Business Administration

**Date:** December 14, 2016

**Re:** Programs name changes: Global Executive MBA in Spanish and the Miami Executive MBA for the Americas

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This memo is to request the approval for program name changes for marketing purposes for the "Global Executive MBA in Spanish" to be called "Miami EMBA en Español" and "The Miami Executive MBA for the Americas" to be called "Miami Global EMBA for the Americas". Both programs name changes have already been approved by SBA School Council (November 4, 2016) and by Department Chairs (December 12, 2016).

Please find attached rationale and supporting documentation. Kindly advise if you need any additional documentation.

MEMO FROM DEAN OF GRADUATE SCHOOL  
TO FACULTY SENATE

UNIVERSITY OF MIAMI  
GRADUATE SCHOOL




Graduate School  
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graduateschool@miami.edu

**MEMORANDUM**

**DATE:** January 25, 2017

**TO:** Tomas Salerno  
Chair, Faculty Senate

**FROM:** Guillermo ("Willy") Prado   
Dean, The Graduate School

**SUBJECT:** School of Business Administration - Program Name Changes

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The School of Business Administration submitted a request to change the name of the "Global Executive MBA in Spanish" to "Miami EMBA en Espanol" and the "Miami Executive MBA for the Americas" to "Miami Global EMBA for the Americas" for marketing purposes. The request was discussed at the meeting of the Graduate Council on Tuesday, January 17, 2017, and no concerns were expressed by the Council members.

**cc:** Anuj Mehrotra, Interim Dean, School of Business Administration  
Arun Sharma, Interim Vice Dean, School of Business Administration  
Office of Planning, Institutional Research and Assessment

EMAIL CORRESPONDENCE  
FROM OFFICE OF ASSESSMENT AND ACCREDITATION TO  
FACULTY SENATE


**UNIVERSITY  
OF MIAMI**



**MEMORANDUM**

**DATE:** January 31, 2017

**TO:** Dr. Arun Sharma, Vice Dean, Graduate Business Programs  
School of Business Administration

**FROM:** Dr. Patricia Murphy, Executive Director   
Office of Assessment and Accreditation

**SUBJECT:** Renaming of EMBA Programs: Global EMBA in Spanish to Miami EMBA en Español  
and Miami EMBA for the Americas to Miami Global EMBA for the Americas

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On January 26, 2017, the School of Business Administration notified our office of its intent to rename the existing "Global EMBA in Spanish" degree program to the "Miami EMBA en Español," and the "Miami EMBA for the Americas" to the "Miami Global EMBA for the Americas" for marketing purposes. The School of Business School Council approved the name changes on November 4, 2016 and Department Chairs provided their approvals on December 12, 2016. No revisions are being made to either existing curriculum. The program name changes will be effective summer of 2017.

Based on the details of the proposal, the program name changes are not considered substantive and will not require notification to or approval from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) in order to proceed with implementation.

Please feel free to contact our office should you have any questions or need additional guidance (305) 284-9431.

cc: Faculty Senate  
Dr. Guillermo Prado, Dean, Graduate School  
Dr. Anuj Mehrotra, Interim Dean, School of Business Administration  
Ms. Amarylis Wallace, Sr. Administrative Assistant, School of Business Administration