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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 #2016-29(B) –Name Change of the “Global EMBA in Spanish” to the “Miami EMBA en Español” for marketing purposes, School of Business Administration

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

This legislation is now forwarded to you for your action.


TAS/rh

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 #2016-29(B) –Name Change of the “Global EMBA in Spanish” to the “Miami EMBA en Español” 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



**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
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

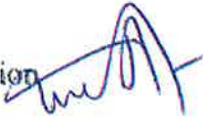
**SCHOOL of BUSINESS
ADMINISTRATION**

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

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

SCHOOL of BUSINESS
ADMINISTRATIONP.O. Box 248505
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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

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

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

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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

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

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