



SOUTHERN ASSOCIATION OF COLLEGES AND SCHOOLS
COMMISSION ON COLLEGES

May 2, 2018

Mr. Donald Miles
Director of Institutional
Effectiveness and Accreditation
University of South Carolina - Columbia
1710 College Street
Columbia, SC 29208

Dear Mr. Miles:

Thank you for the letter and prospectus of December 18, 2017, notifying SACSCOC of your intention to offer 50% or more of the credits for the Professional Master of Business Administration (PMBA) degree program at three off-campus instructional sites, effective July 1, 2018. The addresses of the sites are:

Moore School of Business Greenville Classroom
201 Riverplace, Suite 300
Greenville, SC 29601

Moore School of Business Charleston Classroom
151 Market Street
Charleston, SC 29401

BB&T Center
200 South College Street, Suite 110
Charlotte, NC 28202

The University of South Carolina Columbia (USC-Columbia) Darla Moore School of Business (DMSC) has offered part-time coursework to working professionals at these locations for number of years. The PMBA is offered in the blended learning format utilizing regional classrooms, on-demand course capture in real time and delay, and day-long immersions on the Columbia Campus. The approval of these sites to offer 50% or more of the credits for a degree program facilitates the University's "relevance, reach, and impact on the people of the state" by enabling employed professionals who don't live or work near Columbia to engage in quality, flexible education in furthering their careers and personal development. In turn, these graduates enhance the social and economic environment in the state and region.

The PMBA is a 48 credit hour program with nine core courses in financial and managerial accounting, financial policies, marketing, economics, operations management, leadership and organizational behavior, quantitative methods, and strategic management. In the selection of the seven electives, students can choose a specialization in five areas. The curriculum also provides options to take study abroad, experiential, or project-based learning or immersive courses on weekends in Columbia. The target audience for the program is working professionals with seven years of professional experience. As noted above, the program is offered using a hybrid format. Anticipated new enrollment per year at the Greenville site is 25 students, at Charleston, 25 students, and at Charlotte, 55 students.



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The program does not incorporate any differences between locations in admission, curriculum, or graduation requirements. No special arrangements are in place for grading, transcripts, or transfer policies. In regards to assessment, the DMSB has an established assessment process in which the Assessment Director coordinates with program administrators and course instructors to identify assessment measures and collect student outputs. Student learning outcomes for the program were provided. The evaluation of student work uses the same learning outcomes as for the same courses offered by the DMSB. Administrative supervision is provided by the Faculty Director of the PMBA program and the PMBA Managing Director. Each site also has a Site Coordinator, who manages all student concerns and assists with any technical issues. The PMBA program also has a Career Coach who is solely dedicated to support for the PMBA students.

Appendix 2 in the prospectus apparently provides a DMSB faculty roster of all faculty members teaching in the DMSB, with degrees listed, institution of degree, field of teaching specialization, courses taught in 2015-2016, and so. In many cases, the faculty qualifications can't be determined and in some cases the faculty member on the list does not appear to be qualified to teach in the PMBA program. **Please provide an updated SACSCOC faculty roster form indicating the courses assigned to be taught in the upcoming two semesters and the qualifications of those faculty members assigned to teach them.**

Library and learning resources appear to be adequate for the program. Standard library resources include adequate library staff, print and electronic materials, computer equipment, instructional services, and library consortia agreements. A significant listing of discipline-specific print journals, digital journals, and business databases was provided.

Student support services also appear to be adequate. All students in the PMBA program are provided a number of services for orientation, admission, and academic advisement. In addition, the program has two Student Service Managers who work with students at each location. These managers assist in developing a degree plan, submitting evaluation of transfer credit, and selecting one of the five areas of specialization in the program. As noted above, the PMBA program also provides a Career Coach who can assist with resume development, interviewing skills, job search planning and research, networking techniques, and lifelong career planning. In addition, the students have access to the Office of Career Management at the DMSB.

Physical resources and financial support also appear to be adequate for each of the sites. The Greenville site has two classrooms, an office, and a reception area. Video conferencing equipment is available in each of the classrooms. Each classroom contains a Polycom video conference codec, Crestron processor, Eagle Eye camera, ceiling microphones, and two large monitors, one to view content and the other to view people. The facilities at the Charleston site are the same as the Greenville site. The Charlotte site contains more square feet of space which includes three classrooms, a small kitchen, conference room, and office space. The video conferencing equipment is the same as at the other two sites. Budget projections for each site in FY 2018-2019, indicate that revenues are expected to exceed expenditures.



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Evaluation and assessment for the programs at the sites follow the established institutional effectiveness process at the University. As noted above, the DMSB assessment process, in which the Assessment Director coordinates evaluation with program administrators and faculty members, is used to assign assessment measures and evaluate data. The PMBA has the same student learning outcomes, regardless of location. Because the instructors of courses at the sites are located at the USC-Columbia Campus, the collection of student work is the same as for all other programs and courses offered by the Moore School. Instructor evaluations are completed online via Class Climate, the University's online course evaluation system.

We defer action concerning the three off-campus instructional sites noted above pending review of the above requested information.

Enclosed is an invoice for \$500 to help defray the cost of reviewing the prospectus.

Sincerely,

A handwritten signature in black ink that reads "Kevin W. Sightler".

Kevin W. Sightler, Ph.D.
Director of Substantive Change

KWS/LCS:efk

Enclosure

cc: Dr. Harris Pastides, President
Dr. Linda Thomas-Glover