

Institution Submitting Request: University of Utah

Proposed Title: Dual Master of Business Administration and Master of Entertainment Arts & Engineering

School or Division or Location: The David Eccles School of Business, College of Engineering, and College of Fine Arts

Department(s) or Area(s) Location: The Entertainment Arts & Engineering Program (a Qualified Interdisciplinary Teaching Program)

Recommended Classification of Instructional Programs (CIP) Code¹ (for new programs): 00.000

Current Classification of Instructional Programs (CIP) Code (for existing programs): 52.0201, 11.0899

Proposed Beginning Date (for new programs): 08/24/2015

Institutional Board of Trustees' Approval Date: MM/DD/YEAR

Proposal Type (check all that apply):

Regents' General Consent Calendar Items	
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>	
SECTION NO.	ITEM
5.1.1 <input type="checkbox"/>	Minor*
5.1.2 <input type="checkbox"/>	Emphasis*
5.2.1 <input type="checkbox"/>	(CER P) Certificate of Proficiency*
5.2.3 <input type="checkbox"/>	(GCR) Graduate Certificate*
5.4.1 <input type="checkbox"/>	New Administrative Unit
	Administrative Unit Transfer
	Administrative Unit Restructure
	Administrative Unit Consolidation
5.4.2 <input type="checkbox"/>	Conditional Three-Year Approval for New Centers, Institutes, or Bureaus
5.4.3 <input type="checkbox"/>	New Center
	New Institute
	New Bureau
5.5.1 <input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2 <input type="checkbox"/>	Program Transfer
	Program Restructure
	Program Consolidation
5.5.3 <input type="checkbox"/>	Name Change of Existing Programs
5.5.4 <input type="checkbox"/>	Program Discontinuation
	Program Suspension
5.5.5 <input type="checkbox"/>	Reinstatement of Previously Suspended Program
	Reinstatement of Previously Suspended Administrative Unit

*Requires "Section V: Program Curriculum" of Abbreviated Template

Chief Academic Officer (or Designee) Signature:

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Signature

Date:

Printed Name:

¹ CIP codes must be recommended by the submitting institution. For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

Program Request - Abbreviated Template
University of Utah
Dual Master of Business Administration and Master of Entertainment Arts & Engineering
09/12/2014

Section I: Request

The University of Utah's College of Engineering, College of Fine Arts, and the David Eccles School of Business request permission to establish a dual degree program that enables students to pursue a Master of Business Administration (MBA) degree and a Master of Entertainment Arts and Engineering (MEAE) degree simultaneously. If approved, the dual degree program would be available beginning Fall Semester 2015.

This is not a request to establish a new degree program. Rather, the intent is to take advantage of complementary elements of the two programs. The MBA/MEAE is based on the assumption that because there is intellectual benefit from studying video game development and business administration in a coordinated program, a student enrolled in the dual degree program would be able to earn both degrees in less time and with a lower overall credit requirement than were that student enrolled in each program separately. Specifically, students would take 31 credit hours in the Entertainment Arts and Engineering Program, 33 MBA core hours, 15 MBA electives, and 5 MBA integrative experience courses in the School of Business. Up to 9 credit hours of courses would appear on the program of study for both degrees and listed as "courses common to the dual degree programs". This option eliminates up to 18 credit hours that would be required for completing the two programs separately. Because of this overall reduction in credit requirements for both degrees, a student enrolled in the dual MBA/MEAE degree program can expect to complete the two degrees in six semesters of full-time study. Students taking advantage of the MBA/MEAE program must meet current admission standards and be accepted to both the MBA and the MEAE program. A student enrolled in the dual degree program must complete all MBA and all MEAE requirements, before either degree will be awarded. In the event a student exits the dual program or does not complete the full requirements, they will have the opportunity to apply qualified course credits toward the traditional MEAE or MBA degree(s).

The dual program is designed to be an immersion in the experience of innovation and therefore completed as a full-time program requiring simultaneous and continuous enrollment in both degrees. One possible sequence of coursework is given in Section V. Upon completion of both programs, the student earns two separate degrees: an MBA degree awarded by the David Eccles School of Business and an MEAE degree awarded by the College of Engineering and the College of Fine Arts.

A subcommittee of the EAE faculty met with Dave Harris, Director of the Full-time MBA program, to discuss the feasibility of a dual degree. This group worked to formulate a program curriculum, and then the proposed plan was taken to the EAE faculty for discussion and ultimately approval of the proposal. The proposal was then taken to the David Eccles School of Business (DESB) curriculum committee and then the DESB faculty and given unanimous approval.

Section II: Need

The purpose of an MBA/MEAE is to combine students' applied interests and training in videogame development with the comprehensive business training gained through an MBA program. Additionally, there are also many complementary intellectual and professional benefits associated with studying game development and business administration together. In simple terms, videogame developers are trained to design and create products. However, the ultimate success of their efforts is frequently determined not by their technical peers, but by the current business environment and judgment of market forces. Unfortunately, this is an area most game developers know very little about, and is frequently described as the 'suits' vs. the 'dev' divide. This degree aims to bridge that divide.

To conceive, design, and create a product as complex as a videogame requires deep knowledge in several relevant technical disciplines. In the same way, to anticipate or even influence the reaction of a market requires an integrated understanding of multiple business disciplines. By incorporating a comprehensive knowledge of both sides of the divide, an MBA/MEAE graduate will be, with appropriate experience, qualified to manage every step from the studio into the boardroom.

Currently, there are no dual MBA/MEAE degrees in the United States. Comparable programs at The USC School of Cinematic Arts, and NYU Leonard N. Stern School of Business are described in Appendix A, and demonstrate a similarity in terms of hours and the distribution of hours across colleges.

Section III: Institutional Impact

It is expected that the MBA/MEAE programs will bring in an additional 3-5 students in the first year and reach a steady sustainable yearly intake of 10 students within five years. There is currently capacity in both programs to accommodate this growth near-term. Graduate classes in the Entertainment Arts & Engineering program and the David Eccles School of Business can accommodate increased marginal enrollment with little logistic accommodation. It is anticipated that students will not be directly involved in or sponsored by faculty research so the increased load on faculty will be minimal.

There will be some need for the coordination of admissions and academic advising between the two programs. The Business School Master of Business Administration Program Office (MPO) will take the lead in this coordination. The Entertainment Arts & Engineering program will inform the MPO as soon as a current or prospective student indicates intent to apply for or matriculate in the dual program. The MPO will inform EAE whenever a current or prospective MBA student files an application to the dual program. Students applying for acceptance into the MBA/MEAE program must meet the admission requirements of both the School of Business and the Entertainment Arts & Engineering program.

The University of Utah has sufficient lab facilities to accommodate the new program and near-term growth. No additional library resources are anticipated.

Near-term we project no new tenure track faculty will be required. The departments have sufficient coverage in content so no new courses will need to be developed.

Section IV: Finances

In the short run, the School of Business and Entertainment Arts & Engineering program have capacity to handle the increased enrollments. As the MBA/MEAE dual degree grows, increased administrative (recruiting, admissions, orientation, advising, career management) and teaching loads will be offset by SCHs and productivity funding. We anticipate students will primarily be returning professionals and will pay full tuition for the program, including applicable differentials and fees. Since these graduate students will not be directly engaged in the research mission any funding for scholarships or assistantships will generally be at a lower level than that of students working on sponsored research.

Section V: Program Curriculum

Semester 1 - Fall (17.5 Credits)

Week Zero – MGT 6050: Foundation of Teams (1.5)
MBA 6000: Career Strategies (1.0)
FINAN 6025: Managerial Economics (3.0)
ACCTG 6000: Financial Accounting (3.0)
OIS 6040: Data Analysis and Decision Making (1.5)
OIS 6060: Production Operations Management (1.5)
MKTG 6090: Marketing Management (3.0)
EAE 6000: Design I – (3.0)

Semester 2 - Spring (14.5 Credits)

MBA 6001: Career Perspectives (1.0)
FINAN 6020: Financial Management (3.0)
ACCTG 6001: Managerial Accounting (1.5)
OIS 6061: Productions Operations Management (1.5)
IS 6010: Information Systems (1.5)
MGT 6054: Management Communication (3.0)
EAE 6xxx: Design II elective – (3.0)

Semester 3 - Fall (14.0 Credits)

EAE 6100: Rapid Prototyping (4.0)
EAE Track Class (Game Engineering, or Production) (3.0)
STRAT 6071: Competitive Strategy (3.0)
MBA 6002: Market Readiness (1.0)
MGT 6051: Managing and Leading Organizations (3.0)

Semester 4 – Spring (13.0 Credits)

EAE 6110: Projects I (4.0)
EAE Track Class (Game Engineering, or Production) (3.0)
MBA Electives – (6.0)

Semester 5 – Fall (12.0 Credits)

EAE 6120: Projects II (4.0)
EAE Track Class (Game Engineering, or Production) (3.0)

MBA 6800: Integrative Experience (2.0)
MBA Elective – (3.0)

Semester 6 - Spring (13.0 Credits)

EAE 6130: Projects III (4.0)
MBA 6800: Integrative Experience (3.0)
MBA Elective – (6.0)

84 Total Hours (31 MEAE + 33 MBA Core + 15 MBA Electives + 5 MBA Integrative Experience)

Nine credit hours appear on the program of study for both degrees, eliminating up to 18 credit hours that would be required to complete the two programs separately. The full-time MBA program will accept 9 hours of MEAE credits as general electives and the MEAE program will accept 9 hours of MBA credits to fulfill its directed electives requirement.

Appendix A: Similar Dual MBA/Entertainment Arts & Engineering Degree Programs

Full-Time MBA with a Graduate Certificate in the Business of Entertainment - USC Marshall School of Business and the USC School of Cinematic Arts.

This is a traditional 2-year MBA Program designed to provide core business principals, with the opportunity for specialization later in the degree program. Ultimately, students will take 63 units leading to the USC Marshall MBA degree. Specific hours are not detailed, however, they do describe the first year this way:

“Before fall semester classes begin, FT MBA students participate in a mandatory one-week MBA Orientation program. Immediately following MBA Orientation, students begin fall semester, which is devoted to foundation courses as well as courses in functional areas. By the end of the semester, students will have taken classes in accounting, corporate finance, management communication, marketing, microeconomics, operations, organizational behavior, statistics and strategy. During spring semester, students may select as many as four electives...”

The second year of the Full-Time MBA program is intended to suit a student’s interests and career goals and is made up of electives and independent study projects.

The separately admitted Graduate Certificate in the Business of Entertainment program provides graduate-level education in various aspects of the business of film, television, and new media. Completion of the certificate program requires an additional 16 units of graduate-level coursework (9 of which may be counted toward the MBA’s elective requirement), and requires applicants to already be admitted into USC.

Additional information about this program can be found at the following websites:

<http://www.marshall.usc.edu/mba/overview>

<http://cinema.usc.edu/businessentertainment/index.cfm>

<http://classic.marshall.usc.edu/ecg/concentrations/bus-of-entertainment-cntv-cert-program.htm>

Full-time MBA program with a specialization in Entertainment, Media, and Technology – New York University, Leonard N. Stern School of Business

The NYU Stern Full-time MBA program is a 60 credit hour program with more than half of it made up of electives. The first year is comprised of core courses which include topics such as Financial Accounting & Reporting, Statistics & Data Analysis, Firms & Markets, Foundations of Finance, The Global Economy, Leadership in Organizations, Marketing, Operations Management, and Strategy.

All students graduate with a general management MBA, however, they may select up to three specializations, requiring 9 credit hours in each area. During the second year most coursework is made up of these electives.

Specialization in the Entertainment, Media, and Technology program provides a broad understanding of the strategy and operating principles that drive the individual sectors of the entertainment industry, while

exploring new industry concepts and analyzing leading companies such as Time Warner, Disney, Sony, Viacom and NBC Universal. Courses are offered in a variety of disciplines, including marketing, finance, economics, accounting, management, law and information systems. Topics covered include movies, network television, production, theater, music, sports, cable, syndication, radio, telecommunications, new media and publishing.

Additionally, NYU Stern offers a dual MBA/MFA three-year degree described this way:

“Bridging the gap between the “creatives” and the “suits”, the MBA/MFA dual degree program gives aspiring film producers the knowledge to navigate the fast-changing landscape of film financing and filmmaking today.

The program is a partnership between NYU Stern and the Kanbar Institute of Film & Television at the Tisch School of the Arts. The dual degree is completed over the course of three years, instead of the approximately four years that it would take to complete the MBA and MFA degrees independently. The first year of the program is spent at NYU Stern, the second year is spent at Kanbar, and the third year is split between the two programs.”

This program has 111 credit hours completed over the course of three years, including two summers.

For more information about either of the two programs listed, see the following links:

<http://www.stern.nyu.edu/programs-admissions/full-time-mba>

<http://www.stern.nyu.edu/programs-admissions/full-time-mba/academics/specializations/entertainment-media-and-technology>

<http://www.stern.nyu.edu/AcademicAffairs/DualDegrees/ProgramDetails/MBAMFA/index.htm>



Richard B. Brown

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March 17, 2015

David B. Bieda
Dean, Graduate School
The University of Utah
Salt Lake City, Utah 84112

Dear Dean Keida:

I have read the proposal for the joint Masters of Entertainment Arts and Engineering and Masters of Business Administration Degree, and I am pleased to write a letter of support for it. We have MS/MBA joint degrees between most of the College of Engineering departments and the Business School. For students who want to learn both the technical side of computer game development and the business skills for commercializing their games, this will be the perfect combination.

There seems to be a strong demand among prospective students and a great deal of interest among employers for this collaborative degree. I encourage the committees that will review this proposal to support it.

Sincerely,

Richard B. Brown

February 17, 2015

David Kieda, Dean
Graduate School
University of Utah
201 South Presidents Circle, Room 302
Salt Lake City, UT 84112

Re: Dual Degree Proposal – Masters of Entertainment Arts and Engineering/Master of Business Administration

Dear Dean Kieda,

Over the past several months the David Eccles School of Business (DESB), the College of Engineering, and the College of Fine Arts have been collaborating on a proposal for a dual Master of Entertainment Arts and Engineering (MEAE) and Master of Business Administration (MBA) degree. The proposal has been reviewed and vetted by the MBA program director, the associate dean of graduate affairs, the DESB Graduate and College Councils, and was approved unanimously by the DESB faculty. The unanimous approval was due to several factors, including the following:

- Synergy between the two programs and industries
- Financial benefit to students interested in obtaining both degrees
- Enhanced appeal of both programs
- Potential for increased enrollment with little, if any, additional cost
- Demand from current students

Based on the foregoing factors, the dual MEAE/MBA degree has my full endorsement.

Sincerely,



Taylor Randall

February 17, 2015

Graduate Council

Academic Senate Executive Committee

Faculty Senate

Re: Dual Degree Proposal – Masters of Entertainment Arts and Engineering/Master of Business Administration

To Whom It May Concern:

Over the past several months the David Eccles School of Business (DESB), the College of Engineering, and the College of Fine Arts have been collaborating on a proposal for a dual Master of Entertainment Arts and Engineering (MEAE) and Master of Business Administration (MBA) degree. The proposal has been reviewed and vetted by the MBA program director, the associate dean of graduate affairs, the DESB Graduate and College Councils, and was approved unanimously by the DESB faculty. The unanimous approval was due to several factors, including the following:

- Synergy between the two programs and industries
- Financial benefit to students interested in obtaining both degrees
- Enhanced appeal of both programs
- Potential for increased enrollment with little, if any, additional cost
- Demand from current students

Based on the foregoing factors, the dual MEAE/MBA degree has my full endorsement.

Sincerely,



Taylor Randall



To: David Kieda
Dean, The Graduate School

From: Raymond Tymas-Jones
Associate Vice President for the Arts
Dean, College of Fine Arts

Date: March 17, 2015

Subject: Joint MEAE/MBA Degree Request

I am writing you in support of the joint degree proposal from the Entertainment Arts and Engineering Program (which resides in the College of Fine Arts and the College of Engineering), and the David Eccles School of Business. This joint Masters of Entertainment Arts and Engineering / Masters of Business Administration degree has my support. Should you have any questions or concerns, please feel free to contact me.

Thank you.