

University of Wisconsin Internet Business Consortium

UW-Eau Claire | UW-La Crosse | UW-Oshkosh | UW-Parkside

MBA Degree

**A presentation to the
UW System Board of Regents**

September 8, 2005

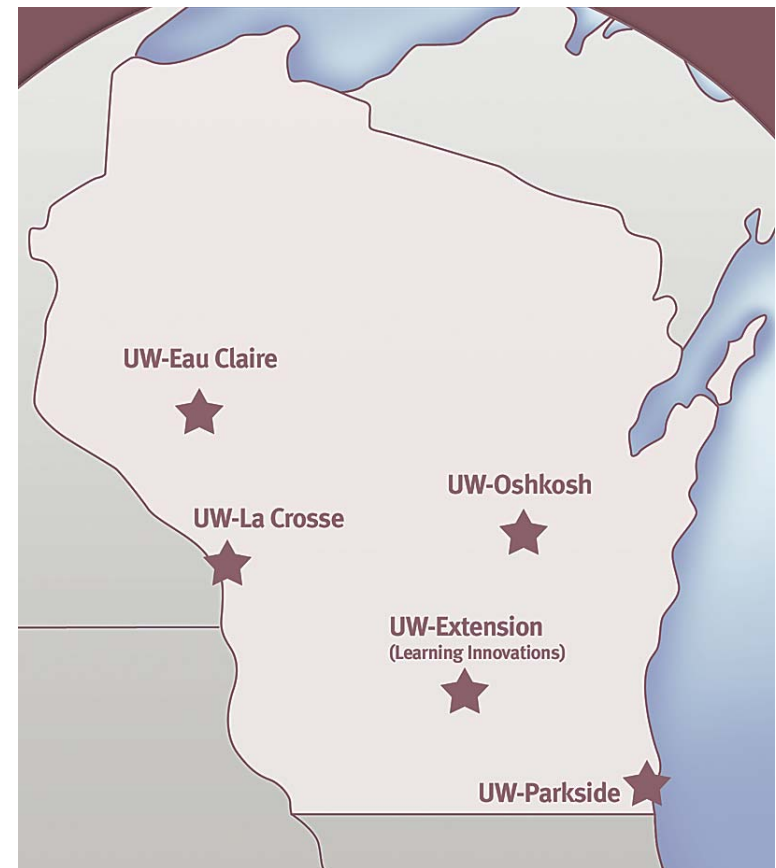


Consortium Members

- UW-Eau Claire
- UW-La Crosse
- UW-Oshkosh
- UW-Parkside
- UW-Extension (Learning Innovations)

Consortium members have a history of serving students with online courses

- Foundation courses
- Electives
- Core courses



Why a Consortium Degree?

- It leverages the academic resources of the UW System.
- It provides greater capacity than any single institution possesses.
- It leverages the *University of Wisconsin System* brand.
- Each school of business offers a MBA degree accredited by AACSB International.
- It leverages the technology and expertise of Learning Innovations.

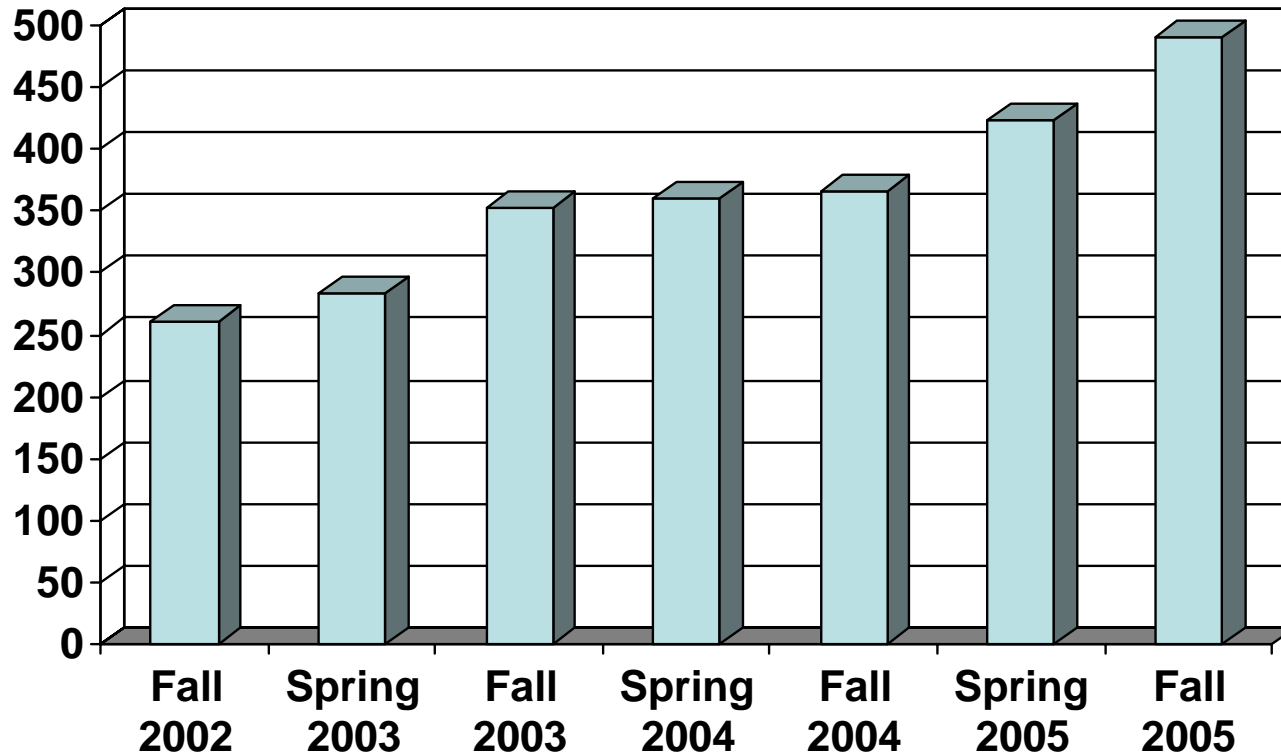


Program Characteristics

- A 30-credit degree.
- 16 required credits and 14 elective credits.
- Curriculum focuses on integration across functions.
- Extensive set of electives.
- Integration of diversity topics within the curriculum.



Total Enrollments in Consortium Online Courses



Assessment

- The program and modules have identified learning objectives which are assessed through direct and indirect measures.
- Students complete online surveys regarding content, medium, and instruction at least once during each course. Results are reviewed and acted on by the consortium's Academic Standards & Assessment Committee.
- Students complete an online survey and participate in a telephone survey about the program upon completion of the final module.

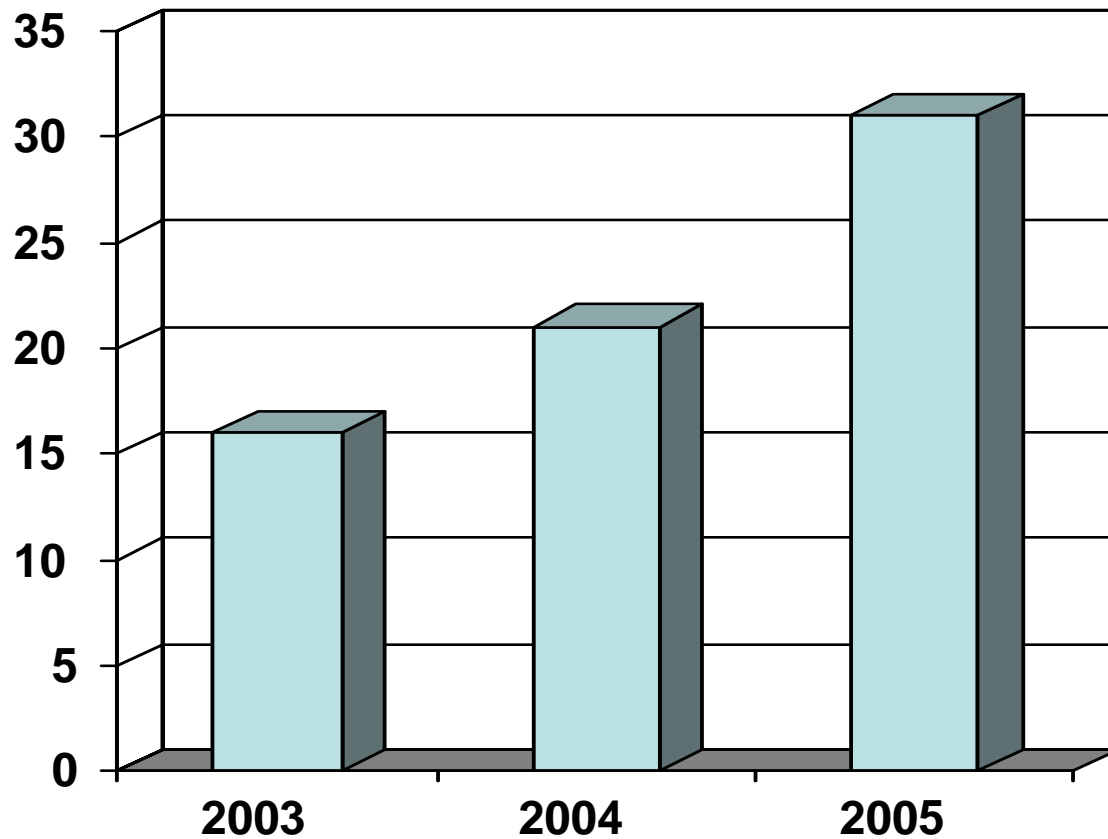


Who Are Our Students: Their Employers

- 3M
- Best Buy
- Coca-Cola North America
- Del Monte Foods
- Deere and Co.
- FedEx Ground
- Gundersen Lutheran
- Ho-Chunk Nation
- Kohl's Department Stores
- Kraft Foods, Inc.
- Marshfield Clinic
- Mayo Health Systems
- Rockwell Automation
- Sentry Insurance
- Trane Company
- University of Wisconsin Hospitals & Clinics
- US Bank
- Wells Fargo

Questions?

Students in Each Online MBA Cohort



Who Are Our Students: Demographics

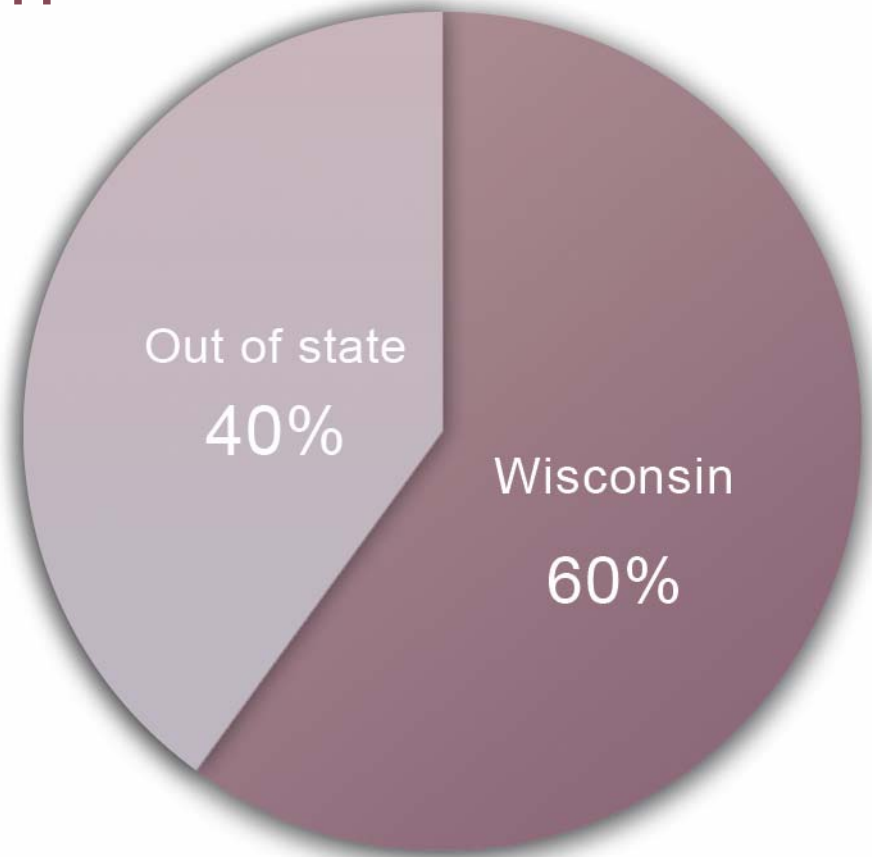
- Online program meets needs of individuals who are time and place bound due to job, family, location, or physical handicaps.
- More than 50% of current students are from Wisconsin; growth opportunities exist within Wisconsin as well as nationally and internationally.



Who Are Our Students: Geographic Distribution

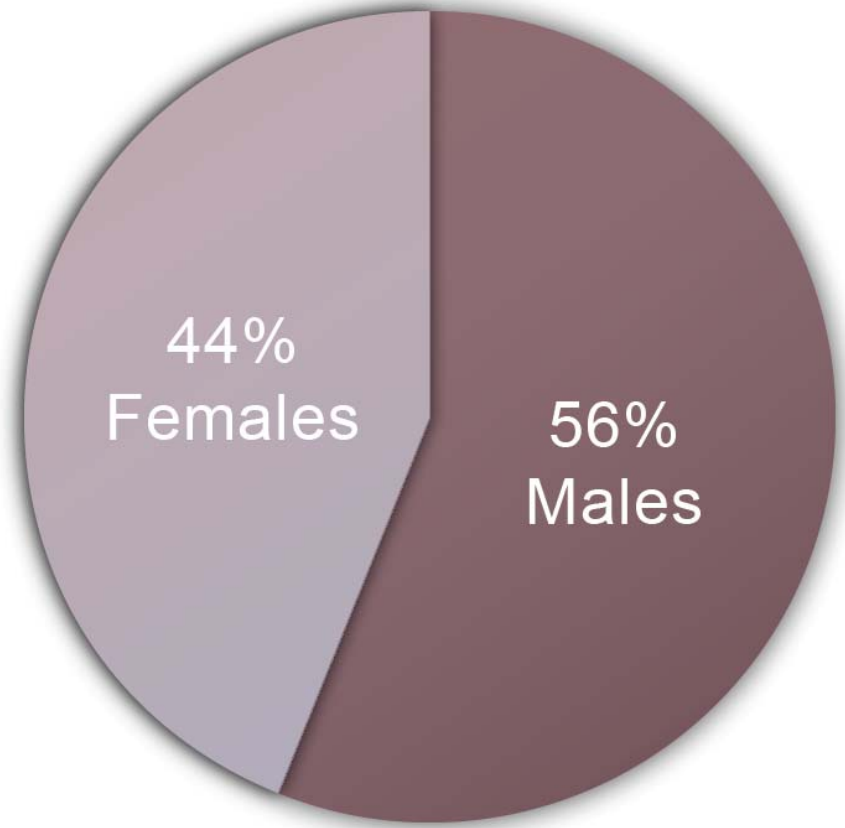
60% of our students come from Wisconsin while 40% come from out-of-state.

Out-of-state students reside in 12 other states and three foreign countries.



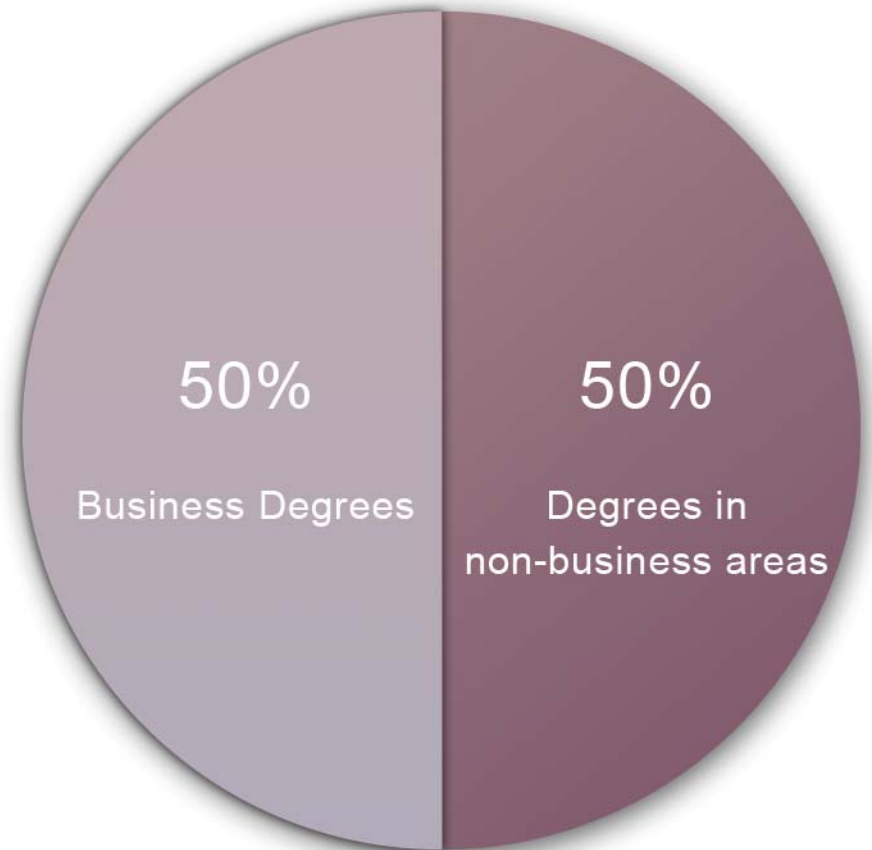
Who Are Our Students: Gender

The online program is equally popular with men and women. The statistics at the right indicate that for the 2005-06 academic year, males outnumber females. However, in past years the number of women in the program has surpassed the number of men.



Who Are Our Students: Undergraduate Majors

50% of our students have an undergraduate degree in business while 50% have an undergraduate degree in a non-business area such as engineering, nursing, communications, psychology, and computer science.



Who Are Our Faculty?

- 100% of our faculty have doctoral degrees.
- 73% of our faculty are male, 27% are female.
- About 20% of the faculty were born outside the United States.
- 100% of the faculty also teach in on-campus MBA programs.

