

# ASACR 6

Office of the President  
April 1, 2014

Members, Board of Trustees:

## JOINT CONFERRAL OF MASTER OF BUSINESS ADMINISTRATION DEGREE

Recommendation: that the Board of Trustees approve the joint conferral of the Master of Business Administration (Executive Concentration) degree with the University of Louisville.

Background: The Master of Business Administration (MBA) concentration for executives targets students with 10 or more years of work experience and who are employed at the director's level or higher. The concentration was proposed because it fills a need for executive education in the Commonwealth of Kentucky. Currently, many organizations in Kentucky send executives out of state to participate in similar programs.

There are several reasons for this collaboration with the University of Louisville (UofL). The size of the potential market in Kentucky is small relative to much larger urban areas and delivering the concentration jointly efficiently utilizes the resources of both institutions and the state. The UK-UofL partnership represents two strong brands that will resonate across the state and region and generate strong enrollments in both quality and number. By drawing on two outstanding faculties, the concentration will be taught by a world class faculty team that permits greater staffing and scheduling flexibility. A Memorandum of Understanding between UK and UofL (attached) has been crafted and will come into effect pending approval by the Board of Trustees.

To offer a joint degree requires conferring a single degree rather than two degrees. It is believed that a single degree makes a strong statement that this is a joint program. It also avoids the need for students to show on their resumes and explain that they have two separate MBA degrees from two universities.

The proposal for the joint conferral of a single degree has been approved by the Gatton MBA Committee and the faculty of the Gatton College of Business and Economics; and reviewed and recommended by the appropriate councils and the University Senate. The Kentucky Council on Postsecondary Education has reviewed the proposed program and agrees that the two institutions can jointly confer a single degree by the governing boards of the two institutions. The Provost of the University supports the proposal.

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Action taken:     Approved     Disapproved     Other \_\_\_\_\_

## MEMORANDUM OF UNDERSTANDING

between

**Carol Martin Gatton College of Business and Economics  
University of Kentucky**

and

**College of Business  
University of Louisville**

The Carol Martin Gatton College of Business and Economics (Gatton College), University of Kentucky and the College of Business, University of Louisville desire to formalize a mutually beneficial agreement to offer a joint MBA program for executive level managers. This program will target executives of for-profit and not-for profit enterprises primarily in Kentucky, Southern Ohio, and Southern Indiana, with a focus on the Louisville, Lexington, and Cincinnati metropolitan areas. The parties to this agreement believe that they can offer a higher quality program through this cooperative agreement than would be possible individually.

The primary elements of this agreement include:

- Approximately 50 percent of the classes taken by any cohort in the program will be taught by the faculty of each school. It is recognized that there may be slight variations in this split of teaching responsibilities from cohort to cohort, depending on faculty availability.
- Each university will appoint faculty members of the other university teaching in the program as adjunct faculty members to facilitate faculty credentialing for accreditation purposes. All faculty members teaching in the program will meet the credentialing standards of both universities.
- It is expected that all faculty members teaching in the program will do so on an overload basis for extra pay.
- The parties agree to split all revenue generated and expenses incurred on an equal basis, subject only to adjustments that may occur related to instances when teaching responsibilities are not split evenly.
- Approximately 50 percent of the classes will be held in Louisville at the College of Business and 50 percent will be held in Lexington at the Gatton College of Business and Economics.
- The final curriculum for the program will be approved by both faculties, as will any changes to that curriculum as the program proceeds. The initial curriculum will be reviewed and approved, as appropriate or required, through the shared governance process at each university.
- Students will receive a diploma bearing the names, seals and signatures of both the University of Kentucky and the University of Louisville. Transcripts will also bear the names of both schools and clearly indicate that the degree is a joint degree between the two universities.
- The academic content of this joint degree program will be consistent with the content provided under both universities' current MBA programs and program authority.

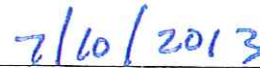
Memorandum of Understanding  
University of Kentucky and University of Louisville Joint MBA Program  
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- The parties agree to work out specific processes and procedures needed to launch, manage, and govern this program, and these processes and procedures will be memorialized in writing in advance, and signed by both universities. Facsimile copies of institutional signatures may be used.
- Final implementation of the program is subject to the approvals of both universities as required by the governance processes for matters of this nature at each university.
- Both parties represent that it is in the parties' best interests that this program be managed as a long-term joint venture between the two schools.

Approval recommended by:



David W. Blackwell  
Dean, Gatton College of Business and Economics  
University of Kentucky



Date

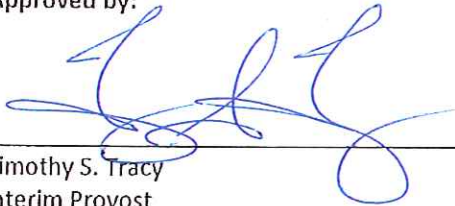


R. Charles Moyer  
Dean, College of Business  
University of Louisville



Date

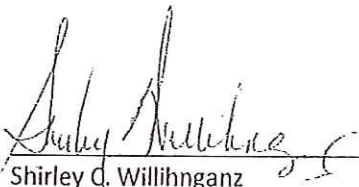
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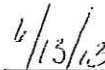
Timothy S. Tracy  
Interim Provost  
University of Kentucky



Date



Shirley C. Willihnganz  
Executive Vice President and University Provost  
University of Louisville



Date