

THE UNIVERSITY OF MICHIGAN
REGENT'S COMMUNICATION

Approved by the
Regents
December 18, 2014

SUBJECT: Stephen M. Ross School of Business and the College of Engineering Masters of Entrepreneurship Program

ACTION REQUESTED: Approval of the discontinuance of the Masters of Entrepreneurship Program

EFFECTIVE DATE: December 20, 2015

The Deans, Executive Committees, and Faculties of the Stephen M. Ross School of Business and the College of Engineering are requesting the discontinuance of the Masters of Entrepreneurship Program effective December 20, 2015.

The Masters of Entrepreneurship Degree was approved in 2011, and is a joint program between the Ross School and the College of Engineering (CoE). The program is positioned in the market as entrepreneurship in a setting where an underlying technology already exists, for example from Office of Technology Transfer licensable technologies. Tuition was set at a blended rate (higher than CoE MS programs but lower than the Ross MBA). The program was approved at 36 credit hours, one academic year (Fall, Winter, and Summer). The first class was admitted in Fall 2012. The agreement was to review the program in its third year (which began in Fall 2014).

The review of program was completed in summer of 2014, as the program entered its third year. A detailed review was performed by faculty co-director Bill Lovejoy of the Ross School, Tom Frank of the College of Engineering, Center for Entrepreneurship, and staff managing director Anne Perigo, including summary of data and statistics, contacting alumni, and reviewing the marketing, positioning, enrollment, performance and financials of the program. The review was sent to select reviewers inside the University of Michigan (including individuals associated with both the Ross School of Business and the College of Engineering) and outside the university. Reviewers were chosen based on expertise in entrepreneurship and/or association with graduate level academic programs. The reviewers' conclusions were that the program is of high academic quality and that students are well-served and well-prepared for an entrepreneurial career. Further conclusions included that despite substantial marketing efforts, enrollments for the program peaked at 23 students and declined to only 11 students for the class of 2015. With its current structure the MsE program needs to enroll 35 students to be financially viable. In its current form, the program cannot reach 35 students.

The Ross School of Business faculty voted to recommend discontinuing the program. The College of Engineering received Curriculum Committee and Executive Committee (voting on behalf of the faculty) approval to recommend discontinuing the program.

Therefore, the Ross School of Business and the College of Engineering recommend discontinuing the program in its current form, and to cease enrolling new students after the 2014-15 academic year, with the class entering Fall 2014 being the last class. The program is a lock-step program and all students will have their degree requirements completed and are expected to graduate in August 2015 (students walk for graduation in May but complete 6 hours of adviser-guided practical experience in the Summer term). Only 11 students admitted for Fall 2014 have not graduated. The program will be terminated in December of 2015, to allow any student that may have an unforeseen circumstance delay their coursework to complete the program. Any student not graduating by December 2015 will graduate using alternative courses from the Ross School of Business or the College of Engineering.

The University already has, and is exploring alternative formats for delivering necessary skills in entrepreneurship. The Zell-Lurie Institute (associated with the Ross School) and Center for Entrepreneurship (associated with the College of Engineering) are already collaborating to provide customized incubator and accelerator experiences for aspiring entrepreneurs and will likely each continue to offer a la carte courses in entrepreneurship. The College of Engineering is working with other hard-science based units on campus (LSA basic sciences, Medicine, Public Health) to develop a proposal for a new master's degree focused on commercialization of scientific technologies. The new program would likely be offered at the College of Engineering tuition rates. A campus-wide entrepreneurship certificate and minor for undergraduates has been initiated, and additional entrepreneurial business courses are being offered.

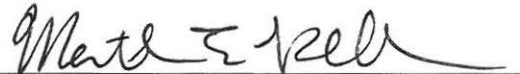
We request the Board of Regents approve the discontinuation of the Masters of Entrepreneurship Program effective December 20, 2015.

Recommended by:

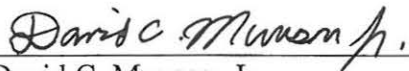
Recommended and endorsed by:



Alison Davis-Blake
Edward J. Frey Dean of Business
Stephen M. Ross School of Business



Martha E. Pollack
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David C. Munson, Jr.
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December 2014