

## ACTION ITEM #2

### Tuition Rate for the WSU Online MBA Program (Warwick M. Bayly)

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Tuition Rate for the WSU Online MBA program

PROPOSED: That the Board of Regents approve the tuition rate for the WSU online MBA program.

SUBMITTED BY: Warwick M. Bayly, Provost and Executive Vice President

SUPPORTING INFORMATION: The proposed WSU Online MBA (OMBA) program will be a self-supported program targeting early to mid-level professionals and managers from both the Northwest, as well as broader national and international audiences. Course delivery will be fully online, with courses offered in semester-based format. The WSU OMBA program is identical in content to the Accelerated MBA program currently offered in face-to-face format on the WSU Pullman campus.

Similar in length to comparable online MBA programs offered by other AACSB accredited business schools, the WSU OMBA will consist of 39 credit hours that can be completed in 12 months, if taken full-time; or in up to 4 years, if taken part-time. The planned tuition rate for the WSU OMBA program is \$750/credit hour per student, which is consistent with AACSB competitors that range from \$500/credit hour to \$1250/credit hour.