UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of the Master of Science in Global Retailing Degree at the University of Houston

DATE PREVIOUSLY SUBMITTED:

SUMMARY: The Global Retailing Master's degree program will focus on global products and services in for-profit enterprises.. This includes applied market research; consumer behavior, product sourcing and distribution; profitability and global retailing financial models; customer feedback and evaluation methods; global strategies; and promotion and retailing campaign development at the global level. It will also include learning global culture and shared ways of working, global trade restrictions, and training a retail workforce with global perspectives. Business electives in accounting, marketing, and supply chain management will support the Global Retailing courses.

SUPPORTING DOCUMENTATION: Program Description and Financial Pro Forma

FISCAL NOTE: See Financial Pro Forma

RECOMMENDATION/ ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston

Renu Khator

PRESIDENT — **Renu Khator** — **DATE** 11/1/11

SENIOR VICE CHANCELLOR — **John Antel** — **DATE** 10/28/11

Renu Khator

CHANCELLOR — **Renu Khator** — **DATE** 11/1/11

Master of Science in Global Retailing

University of Houston

Congruence with System Goals and University Mission

The proposed Master of Science in Global Retailing addresses the system goal of extending access to high-quality educational programs. In addition, it is congruent with the University of Houston's mission to be the nation's premier public university in a public setting while it enhances the education, economic, and cultural vitality of Houston and Texas. This program will place Houston in the forefront of global retail graduate education programs where students have access to major retail partnerships, applied research projects, internships, and executive positions to lead the new global retail marketplace.

Program Description

The Master of Science in Global Retailing is a 36 semester credit hour program designed to be completed in four semesters. The program focuses on global products and services in for-profit enterprises. It is directed at applied market research; consumer behavior; product sourcing and distribution; profitability and global retailing promotion and retailing campaign development at the global level. It will also include learning global culture and shared ways of working, global trade restriction, and training a retail workforce with global perspectives. As retailers throughout the United States expand their organizations into global markets, there is a critical need to fill retail executive positions abroad. Notable aspects of the program include coursework in merchandising, customer relations, human resource management, analytical tools, ethics/social responsibility, risk management and leadership.

Student and Job Market Demand

Retail represents the largest employer in the United States. According to the NAICS/US Census, retail represents 18% of the total non agricultural US workforce and by 2014 expects to add 1.6 million jobs, making it one of the largest sectors for job growth in the US. Of the top retailers, 36 % are headquartered in the US. U.S. and European retailers have the largest international presence. The Texas Workforce Commission estimates a need for 685,950 employees by 2018.

Program Duplication

There are no comparable programs offered in the State of Texas.

Faculty Resources

The program will utilize existing faculty resources, including tenure/tenure track, adjuncts and a new proposed position that will be hired within the next two years. All program faculty members have executive retail experience in addition to extensive experience in research areas from product development, retail marketing, global mobile retail services, consumer behavior, distance education and technology delivery systems and experience with international programs.

PRO FORMA FOR MS GLOBAL RETAILING

v.5 - October 2010

Enrollments	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Cohort 1		10	10			
Cohort 2			15	15		
Cohort 3				15	15	
Cohort 4					15	15
Cohort 5						20
Cohort 6						
Total	-	10	25	30	30	35

Expenses Faculty	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY2016	FY 2017
Shirley Ezell (.50)			49,097	49,097	49,097	49,097	49,097
Jungkun Park (.50)		-	40,000	40,000	40,000	40,000	40,000
Marcella Norwood (.25)		-	18,094	18,094	18,094	18,094	18,094
Carole Goodson (.25)		-	24,416	24,416	24,416	24,416	24,416
Peter Bishop (.25)		-	18,281	18,281	18,281	18,281	18,281
Proposed New Faculty		-	-	-	-		70,000
		-	-	-	-	-	-
Total Salaries	-	-	149,888	149,888	149,888	149,888	219,888
Benefits @ 30%	-	-	44,966	44,966	44,966	44,966	65,966
Total Personnel	-	-	194,854	194,854	194,854	194,854	285,854
Marketing			5,000	5,000	5,000	5,000	5,000
Non-Personnel		-	-	-	-	-	-
Annual maintenance & operations		-	5,000	10,000	10,000	10,000	10,000
Library and Information Technology		-	-	-	-	-	-
Accreditation		-	-	-	-	-	-
Laboratory start up		-	-	-	-	-	-
Total Non-Personnel		-	10,000	15,000	15,000	15,000	15,000
Total Annual Expense		$ -	$ 204,854	$ 209,854	$ 209,854	$ 209,854	$ 300,854
Revenue							
University Tuition		-	45,023	112,559	135,070	135,070	157,582
University Fees		-	16,384	40,961	49,153	49,153	57,345
College Tuition and Fees		-	21,300	53,250	63,900	63,900	74,550
Subtotal		-	82,708	206,770	248,123	248,123	289,477
Formula Funding				41,419	41,419	124,256	124,256
Generated				(24,851)	(24,851)	(74,553)	(74,553)
Allocated to university operations	60%			16,567	16,567	49,702	49,702
Net additional formula funding							
Total new revenue	$ -	$ -	$ 82,708	$ 223,337	$ 264,691	$ 297,826	$ 339,180
Revenue minus expenses	$ -	$ -	$ **(122,147)**	$ **13,483**	$ **54,836**	$ **87,971**	$ **38,325**

11/16/2011
CONSENT DOCKET – A&SS-E23