

2. Recommended Curriculum for Eastern College

a. Foundation Courses

- Statistics
- Mathematical Analysis for Business Decision Making
- Principles of Data Processing
- Principles of Economics
- Accounting Concepts
- Fundamentals of Business

b. Core Courses (8 required)

- Managerial Accounting
- Macroeconomics
- Managerial Economics
- Financial Management
- Marketing Management
- Management Organization
- *Business Environment/Public Policy I
(Historical and Environmental Orientation- Business Ethics)
- *Business Environment/Public Policy II
(Legal and Economic Orientation-Public Policy Process)

(*Alternative - Business Ethics

(Business Environment/Public Policy)

c. Electives

- Income Tax Accounting
- International Economics
- Money and Banking
- Public Finance
- Business Law
- Management of Human Resources
- Human Behavior and Organizational Theory
- Marketing Research
- Product Management
- International Marketing

**Political Analysis for Managers

**Environmental Analysis and Strategic Planning

**Business Ethics

**Marketing and Public Policy

**Business and Urban Problems

**Courses which could be developed if we decided to have a business environment/public policy concentration. Suggest we delay this step a few years.

Initially it will be necessary to use adjunct professors to teach many of the core courses and electives. I believe that it will be possible to obtain adjuncts with the proper credentials and will be pleased to review the possible candidates with you.

D. ANALYSIS OF INCOME AND COSTS

The MBA Program should be highly profitable primarily because it is an evening program utilizing our present facilities. Following is a simple analysis of costs and income for the first year:

INCOME

1st Semester

60^a course enrollments x \$350/course^b \$21,000

2nd Semester

80^c course enrollments x \$350/course 28,000

Miscellaneous fees^d 1,000

Total income \$50,000

COSTS

Professors' compensation \$21,600^e

Increase in Library resources 10,000^f

Promotion 13,400^g

Administration 5,000^h

Total cost \$50,000

The footnotes indicate the basis for the estimations. While considerable speculation is involved in these estimates, if we promote the new program in a timely and effective fashion, the estimates should be realistic and may perhaps be conservative. Note that these estimates indicate no profit for the first year. However, subsequent years should be increasingly profitable. As enrollments increase, average class size should increase. Also, subsequent library resource investment and promotional expense should diminish at least as a percentage of income.

NOTES

- a. Assume 30 to 40 students the first semester with an average enrollment based on 1.5 to 2 courses per student. Following is the estimated breakdown of sources of enrollment.

	Range of Estimate
Eastern graduates	15 - 20
From Western suburbs(non Eastern)	10 - 10
From other Christian Colleges	5 - 10
	30 - 40

These estimates are based on the following promotional efforts:

By early Spring

1. Notify all former Eastern graduates of MBA program - all majors!
2. Literature in all local churches
3. Publicity in all local papers. The uniqueness of the program(business environment/public policy emphasis) should provide us copy in the Philadelphia papers.
4. Literature to all of the Consortium/Coalition Christian Colleges and perhaps a visit to the larger schools in Eastern United States.

Later promotion efforts depending on availability of funds

1. Promote the program with graduating seniors - all majors
2. Spot radio ads
3. Local mailing but no later than August 1st.
4. Significant ad in the August Educational Supplement

b. Tuition costs of some of the Phila. MBA programs:

LaSalle College	80-81	\$98/credit	\$294/course
University of Pa.	77-78		520/course
Phila College of Textiles & Science		\$100/credit	300/course
Temple University	78-80	\$65/credit Pa.residents	195/course
Widener	80-81	\$120/credit	360/course

c. Assume 40-50 students with an average enrollment based on 1.6 to 2 courses per student.

d. Application fee, registration fee, late processing fee

e. Assume 12 courses held during both semesters based on an average 11.7 students per course. Also assume an average of \$1800 compensation per course. (overloads for Eastern Faculty plus an estimated \$2000/course for appropriate adjunct faculty)

12 x \$1800 = \$21,600

f. Most of the 1st year expense will probably be for periodicals. I've collected some information concerning library requirements and will promptly complete this task once it appears that we are serious about establishing an MBA program in the near future.

g. Strictly an estimate - have not costed any promotional activities.

h. Since the State will require a separate administration of the MBA program it would probably be wise to utilize the part-time services of a secretary for letter communications with the MBA students.