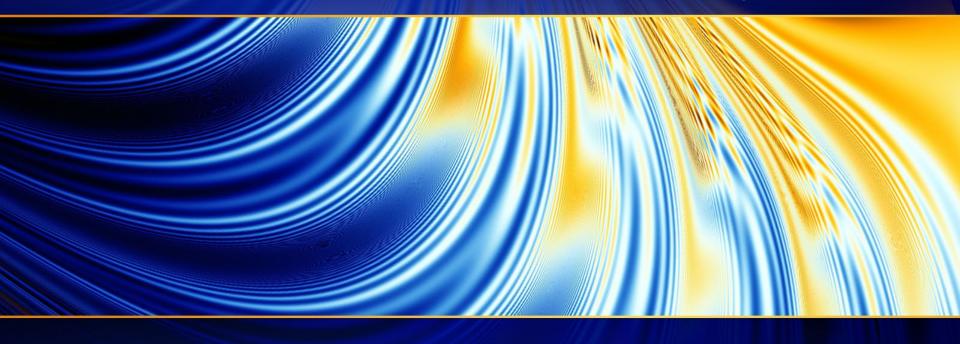
Executive Master in Sales Leadership (EMSL)





Edward H. Schmidt School of Professional Sales

Why an Executive Master in Sales Leadership?

- Demand for MBA/EMBA is giving way to Specialized Master Degree Programs (source: GMAC)
- No existing Graduate Degree Programs in Sales Leadership! First Mover Opportunity.
- A sizeable market opportunity exists to address a Sales Leadership development gap.

If We Build it, Will they Come?

- According the 2016 Bureau of Labor Statistics
 - Market consists of 376,000 existing Sales Managers
 - Est. 19,000 new Sales Manager positions over next few years
 - Est. annual growth of 5% in the position through 2024
- Market Research indicates interest in EMSL program
 - 30 participants across 4 focus groups conducted
 - Nationwide quantitative survey (n=280)
 - √ 90% would likely consider enrolling with company tuition assistance*
 - √ 36% would likely consider enrolling if self funded
 - √ 59% would likely refer program to a colleague or co-worker.

^{*77%} indicated employer offers at least partial tuition assistance

Program & Curriculum

Program Summary

- Lock-step, 15 to 18 month, cohort-based, 30 CR hours
- Blended Learning (synchronous/asynchronous online + face to face)
- Master of Sales Leadership degree
- Executive Format (EMBA-like)
- Differential Tuition Premium Priced

Curriculum Summary

- 6 Competency-Based Core Courses with Intensive Capstone Residency (24 CR) – 12 Months
- 3 Guided Independent Study Learning Projects (6 CR) 3-6 Months

Faculty & Staff

- Curriculum Development & Delivery
 - Leverage E-Learning (online) Platforms
 - Leverage University Consortium of University Sales Faculty
 - Interest (so far):





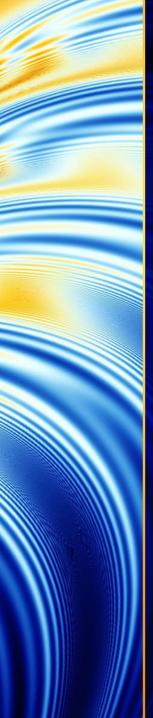








- Staff Support
 - Program Director, Academic Director, Advisory Boards
 - Recruiting synergies with EMBA and other Business Graduate programs at COBI

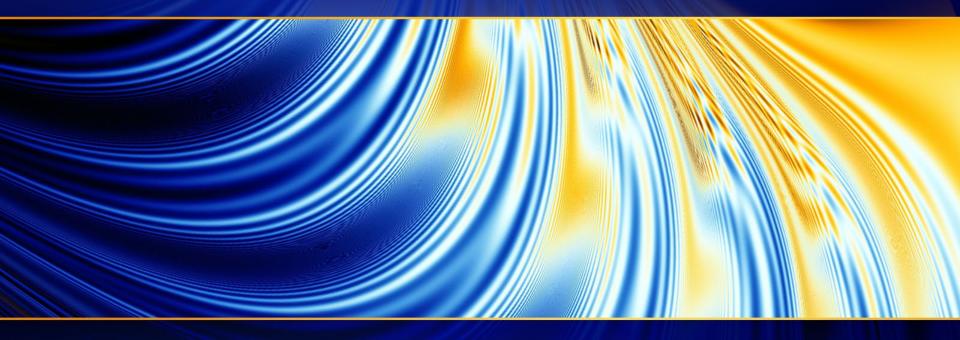


Fiscal Impact

Recurring Costs Of The Program will be Covered via Tuition Received

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	
PROJECTED ENROLLMENT					
Full Time Equivalent (FTE) enrollment	25	25	25	25	
PROJECTED PROGRAM INCOME					
Tuition (paid by student or sponsor)	1,250,000	1,250,000	1,250,000	1,250,000	
Externally funded stipends, as applicable	0	0	0	0	
Expected state subsidy	0	0	0	0	
TOTAL PROJECTED PROGRAM INCOME:	1,250,000	1,250,000	1,250,000	1,250,000	
PROGRAM EXPENSES					
Personnel:					
Faculty: Part Time (9) Ph.D. Graduate Faculty					
Non-instruction: Full (1) Part time (6)	485,300	485,300	485,300	485,300	
Tuition Scholarship Support	0				
Stipend Support	0				
Additional technology or equipment needs	31,700	21,200	21,200	21,200	
Other expenses (e.g., curriculum development, marketing/adv., student material, travel, office supplies, etc.)	458,900	348,900	348,900	348,900	
TOTAL PROJECTED EXPENSE:	975,900	855,400	855,400	855,400	
NET PROFIT	274,100	394,600	394,600	394,600	

THANK YOU! QUESTIONS?



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Backup Slides

Budget Narrative

• Tuition:

- Tuition set at \$50,000 based on market demand survey analysis and mean tuition price of other 30 credit hour specialized master's degree programs offered in the executive (all inclusive) format.
- To ensure profitability, a cohort will begin when and only if enrollments meet break-even cost thresholds (estimated at 17-19 students).

Personnel:

- Instructional: 6-9 Ph.D. Graduate faculty (overload instruction \$258,000)
- Non-Instructional: Professional speakers \$60,000; Academic director \$30,000; Program manager/director \$84,000; Admin support: \$35,000; Graduate assistant: \$18,300

Other Expenses:

Residency facility rental and food \$51,000; Faculty travel \$39,600; Student materials \$40,000; Graduation Banquet \$2,800; Marketing, advertising, stationary, brochures, promotional \$265,500; Curriculum Development \$60,000 (year 1 only)

fppt.com

Peer School Reviews were Generally Positive

(Participants included: KSU, Miami U, OSU, OU, U of Akron)

- "We are strongly in favor of the new degree program." (KSU)
- "Our general assessment is that there is a strong market need for a curriculum such as the proposed EMSL..." (Miami U)
- "There is no conflict and we have no objections." (OSU)
- "We agree with the PDP assessment that there a few programs for graduate students to attain sales or sales leadership education in the U.S." (OU).
- "I am convinced the proposal rightfully identifies a need for a deep graduate-level sales curriculum." (U of Akron)

Constructive Comments from Peer Schools

Comment	How We Addressed
More clear positioning required against MBA programs with Sales Leadership Specialization/Major.	 Delineated between specialization (6-9 cr. hrs.) and degree (30 cr. hrs.)
More clear positioning required of the target market (e.g., experience levels, B2B/B2C, location, etc.)	 Clarified target market (both B2B/B2C, existing and future sales leaders, 3+ years sales experience, national focus)
More information requested about focus group and empirical survey (methodology, findings, etc.)	 Clarified rationale for focus group make up, questions used, conclusions. Included copy of full quantitative survey.
Concern with engagement of faculty from other schools (e.g., leverage Ohio faculty, quality of instruction, credentials, etc.)	 Assurance of Ohio faculty preference. Clarification of required credentials (e.g., Ph.D., Graduate Faculty) Academic oversight process clarity.
Balancing enrollment needs and pricing justification.	 Communicated opportunities to handle multiple cohorts via nationwide faculty consortium. Clarified conjoint analysis for pricing.
	tppt.c

Curriculum (30 credit hours)

CORE Areas of Focus	Proposed Course Offerings	CR.
General Leadership Acumen	EMSL6000 – Sales Leadership	4
Process Management	EMSL6100 – Sales Planning and Processes	4
Business Acumen	EMSL6200 – Financial and Business Acumen	4
Sales Technologies & Automation	EMSL6300 – Salesforce Automation and Technology	4
Building the Sales Organization	EMSL6400 – Sales Talent Acquisition, Develop. & Mgmt.	4
Developing and Managing SP	EMSL6500 - Sales Motivation and Evaluation of Perform.	4

GUIDED INDEPENDENT STUDY Areas of Focus	Proposed Course Offerings	CR.
Industry Analysis	EMSL6701 - Industry Analysis – A Sales Mgmt. Perspective	2
Company Analysis	EMSL6702 - Corporate Sales Assessment & Strategy Devel.	2
Customer Analysis	EMSL6703 - Leading Major, National & Key Account SF	2