

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):



THE UNIVERSITY OF
TOLEDO
1872

BGSU

Bowling Green State University



BAYLOR
UNIVERSITY



Northern Illinois
University

• 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)

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
<p>More clear positioning required against MBA programs with Sales Leadership Specialization/Major.</p>	<ul style="list-style-type: none"> • Delineated between specialization (6-9 cr. hrs.) and degree (30 cr. hrs.)
<p>More clear positioning required of the target market (e.g., experience levels, B2B/B2C, location, etc.)</p>	<ul style="list-style-type: none"> • Clarified target market (both B2B/B2C, existing and future sales leaders, 3+ years sales experience, national focus)
<p>More information requested about focus group and empirical survey (methodology, findings, etc.)</p>	<ul style="list-style-type: none"> • Clarified rationale for focus group make up, questions used, conclusions. • Included copy of full quantitative survey.
<p>Concern with engagement of faculty from other schools (e.g., leverage Ohio faculty, quality of instruction, credentials, etc.)</p>	<ul style="list-style-type: none"> • Assurance of Ohio faculty preference. • Clarification of required credentials (e.g., Ph.D., Graduate Faculty) • Academic oversight process clarity.
<p>Balancing enrollment needs and pricing justification.</p>	<ul style="list-style-type: none"> • Communicated opportunities to handle multiple cohorts via nationwide faculty consortium. • Clarified conjoint analysis for pricing.

Curriculum (30 credit hours)

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

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