



June 13, 2019

The Honorable James D. Fielder, Ph.D.
Secretary of Higher Education
Maryland Higher Education Commission
6 North Liberty Street
Baltimore, Maryland 21201

RE: Loyola Off-Campus MBA Proposal

Dear Secretary Fielder,

Loyola University Maryland proposes to offer its MBA program at the Transamerica Building, approximately 5.5 miles from its main campus. The cover letter notes, “No MBA program of similar design is offered within Baltimore’s Inner Harbor.” I cannot say how the Johns Hopkins Carey School Flexible MBA or the University of Maryland Smith School MBA offered in the Inner Harbor area differ from the Loyola program; however, our faculty in the Merrick School of Business at the University of Baltimore can say that our existing MBA—referred to since 2014 as our “flexible MBA”—is similar and is available 1.2 miles away on North Charles Street. It is an AACSB-accredited program of the same approximate number of credits as Loyola’s MBA, with similar delivery options (face-to-face, online, hybrid courses) but with more individual choice in selecting them, specializations in all but one of the same areas, and charges that are \$950/credit while Loyola’s tuition and fees are \$1025/credit. Thus, the University of Baltimore Flexible MBA hardly differs at all from the Loyola MBA to be offered a mile away.

The University of Baltimore, a public university, has catered to working adults since its founding in 1925. Its business school has held AACSB accreditation for decades and has always welcomed part-time students. The part-time adult student who works in downtown Baltimore already has several options. Merrick School graduate programs have 84% of their students attending part-time and 47% of them are minority students. The Loyola proposal notes that it can provide educational opportunities for the non-white population of downtown Baltimore, which ranges from 48% to 67% of the total population. While that may be true, it cannot be said that there are not already existing options for all working adults seeking a part-time, flexible MBA in the City of Baltimore and within a 10-minute drive of Pratt and Light Streets.

In an already very crowded MBA market and at a time when MBA enrollments are in decline nationally and in the region, and with the comparison noted above, I ask that you consider the new location for the Loyola MBA to be unnecessarily duplicative of existing programs, not addressing a compelling need, and with the chance of negatively impacting existing programs—particularly the University of Baltimore’s.

Sincerely,

Kurt L. Schmoke
President

cc: Dr. Antoinette Coleman, USM

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