

Proposal for Self-Funded Program Status

*Master of International Construction Management
with Construction Productivity Major*

Application for Approval of Self-Funded Status for the
Master in International Construction Management with Construction
Productivity Major

College: College of Design, Construction & Planning

Department: Construction Management

Title of Degree Program: Master of International Construction Management
Major: Construction Productivity

Degree or Certificate: Degree

Undergraduate or Graduate: Graduate

If graduate, has the program been approved by the Graduate School? Application for new major in existing Master of International Construction Management in process (pending at the college).

Total credit hours: 33

Estimated time to completion: Two years

Cost per credit hour (tuition only, not including fees): \$637

Cost per year: \$10,562.50

CIP Code: 15.1005

Online Program? Yes

Percent Online: 100% Off-campus: 85% Online and 15% Onsite

Requires Physical Presence? Yes.

Requires Internship? No.

Launch Term: Spring 2016

Background

The M.E. Rinker, Sr. School of Construction Management, in the College of Design, Construction & Planning, is requesting approval for self-funded status for the Master in International Construction Management (MICM) with Construction Productivity Major. The Master in International Construction Management is already approved for self-funded status and offered fully online. The online Master of International Construction Management (MICM) degree is designed for working professionals in the construction or related industry that would like to attain high level, executive positions within the international construction industry. The new Construction Productivity major would complement the already existing MICM program and attract new students around the globe.

This program will require about 15% of the classwork to be done in an onsite location. One location will be in Singapore. The College of Design, Construction & Planning has worked with the government of Singapore to offer this program and over one hundred students have expressed interest. There is another location that will offer the onsite courses but it is to be determined. Students will not come to University of Florida campus.

Part A: The Market

1. What is the nature and size of the market?

Occupational Outlook

According to the U.S. Bureau of Labor Statistics, Construction managers will be needed as overall construction activity expands. Population and business growth will result in the construction of many new residences, office buildings, retail outlets, hospitals, schools, restaurants, and other structures over the coming decade. Also, the need to improve portions of the national infrastructure will spur employment growth as roads, bridges, and sewer pipe systems are upgraded or replaced.

<i>Occupational Outlook</i>			
Position	2012	2022	Change
Construction managers	485,000	563,200	16%

Source: U.S. Bureau of Labor Statistics

Degrees Conferred

The tables below show degrees conferred in the United States.

<i>Bachelor's Degrees Conferred U.S.</i>				
Program	2009	2010	2011	2012
Construction management	1,995	2,129	2,612	2,608
Construction engineering	377	431	463	375

Source: National Center for Education Statistics

<i>Master's Degrees Conferred U.S.</i>				
Program	2009	2010	2011	2012
Construction management	156	204	238	275
Construction engineering	46	88	137	134

Source: National Center for Education Statistics

Google Search Volume

Google search volume can be a key indicator of market place potential. Below is a chart depicting some of the key search volume results:

<i>Google Adwords Searches</i>		
Keyword	Global Monthly	Singapore Monthly
construction management	33,100	140
construction project management	4,400	50
construction training	2,900	30
construction online	1,000	10
construction management degree online	880	10
construction management course	720	50
international construction	480	10

The high volume of global and Singapore *Google* keyword searches for “construction management” (n=33,100 globally and 140 in Singapore) and “construction project management” (n=4400 globally) is an indicator of a high degree of interest by prospective students in this program. High volume or high degree of interest is generally considered to be 200 or more global searches monthly for niche programs such as this, based on an historical success indicator.

2. Who are the students?

The students are generally construction professionals working in Singapore and desiring to pursue an advanced degree in construction management.

3. What are the marketing plans?

The program will be marketed along with other offerings of the Rinker School's graduate programs. In addition the Singapore Building Construction Authority (BCA) is marketing the program to construction professionals in Singapore.

4. Why is the demand not already met?

The Singapore BCA has tried to partner with other institutions such as the Nottingham University to offer a Masters degree program but with limited success. The BCA is now working with the Rinker School and banking on its extensive experience with delivering an internet-based Masters degree to students around the world. Additionally the Rinker School was able to tailor the program to meet the specific demand for a program in construction productivity which is a focus for construction professionals in Singapore.

5. What is the competition and who is in the peer competitive group?

The chart below shows national marketplace competition offered **online**.

Online Degree Programs					
Institution	Name	Degree	Credits	Cost/ Credit Hour	Total Cost
Florida International University	Construction Management in-state	MS	36	\$441	\$15,876
Florida International University	Construction Management out-of-state	MS	36	\$700	\$25,200
Drexel University	Construction Management	MS	45	\$1,157	\$52,065
University of Houston	Construction Management	MS	31	\$544	\$16,864
North Dakota State University	Construction Management	MCM	30	\$323	\$9,690
University of Wisconsin Stout	Construction Management	MS	30	\$778	\$23,340
Arizona State University	Construction Management	MS	36	\$894	\$32,184
University of Southern California*	Construction Management	MCM	33	\$1,774	\$58,542
Louisiana State University	Construction Management	MS	36	\$750	\$27,000

*Member of the AAU

6. What will be the program's competitive advantages?

The program is unique and addresses the subject of construction management from an international perspective. The program is jointly taught by faculty who also teach courses in the well-known and well-respected graduate program in construction management in the Rinker School and qualified adjunct faculty located in Singapore and vetted by the Rinker School faculty. An additional competitive advantage is that this program offers a major in Construction Productivity and has been tailored specifically for construction professionals in Singapore.

- 7. Will the program infringe on any others served by the College/University?**
No.
- 8. Will the program have any impact on current or future SCH production?**
There is no likely impact on on-book SCH production.
- 9. What is the total expected cost to the student (tuition and fees) and how does it compare with the peer group competition?**
Tuition is \$637 per credit hour. This is below the \$818 per credit hour average tuition for programs shown in section 5.
- 10. What is the basis for the cost? Cost recovery or Market Rate? Explain**
Cost recovery.

Part B: The Academics

- 1. How does this program support/enhance the mission of the College; the strategic plan of the University?**
The program supports the globalization initiatives in the strategic plan of the College.
- 2. Who will be the faculty? Will their participation be in-load or out-of-load?**
The program will be taught by full-time and adjunct faculty from the Rinker School. Full-time UF faculty participation will be out-of-load.
- 3. What is the faculty compensation plan? Explain the compensation model for instruction.**
UF faculty are paid \$200 per student credit hour. The minimum number of students in a class will be 12. For a typical 3 credit hour course with 12 students the minimum faculty compensation is: $\$200 \times 3 \times 12 = \7200 . Maximum number of students is 20.
- 4. Are the courses in the program already in the curriculum? If not what are the development plans?**
Seven courses are already in the curriculum and four new course applications are being submitted. The faculty are revising existing and preparing new courses.
- 5. Has the proposed program been approved by the Graduate Council?**
The program is a new major in an existing degree program. The new major approval process is underway and has been approved by the Rinker School graduate committee and faculty.
- 6. What is the nature of the platform that will be used to deliver the program?**
All courses will be delivered in UF's online Learning Management System (LMS), currently Canvas.

7. What are the student learning outcomes associated with the program?

The following are the SLOs for the MICM Major in Construction Productivity:

<i>SLO Type</i>	<i>SLO</i>
Knowledge	Comprehend construction productivity principles, measurement techniques and improvement strategies.
Skills	Apply construction productivity principles, techniques, and strategies.
Professional Behavior	Identify and exhibit professional and ethical behavior.

8. How will testing or student assessment be accomplished?

Students will complete appropriate academic assessments including exams, essays, and applied research-related projects. Assessments will be through the LMS and through exams on site in Singapore, proctored by adjunct faculty at BCA facilities.

9. What is the program’s plan to authenticate students and ensure academic integrity through proctoring?

All students will have Gator 1 cards and Gatorlink user names and passwords for authentication to the LMS. Testing and assessment will be designed to ensure academic integrity.

Additional planned controls include:

- Exams: time-limited availability, set time for completion once started, randomized questions and answers, test question banks, availability of only one test question at a time
- Essays and papers: Turnitin
- High stakes assessments: proctored

10. At what location(s) will the courses be offered? (Main UF Campus, Off Campus, Online Off Campus, others)

Online Off Campus and Off Campus

11. Who will be the director and departmental contact/coordinator responsible for actually doing the work of setting up the course sections? (include name, phone, and email)

Robert Ries, 273-1150, ries@ufl.edu

Charles Kibert, 273-1189, ckibert@ufl.edu

Part C: Students

1. Student fees. There are fees state mandated and one local fee that ALL students must pay per credit hour.

- Capital Improvement Trust Fund Fee
- Financial Aid Fee
- Technology Fee

a. What student fees will be associated with the proposed program?

Students will be assessed the fees listed above.

2. Student services and entitlements: The student services that the distance student is entitled to are comparable to those of the resident student and should include:

- a. Eligibility for financial aid and financial aid advising
- b. Student complaints and concerns
- c. Student counseling and advising
- d. Student organizations
- e. Technology assistance

3. Every degree program must have specific and readily available information about the fee obligations and service entitlements.

The entitlement information and how to exercise the entitlements will be included with the syllabi made available to each student.

Part D: Financials

(Please see attached budget)

1. What is the proposed tuition per credit hour?

\$637

2. Will the program request start-up funds?

No

3. Will the tuition be collected on calendar?

Yes

4. Budget Narrative

The budget is based on starting with the minimum number of students (twelve) and increasing slightly in the second and third fiscal years. The budget includes costs for a program director and support services, and faculty compensation that varies based on the number of students per course and the number of courses offered.

The program will begin with one cohort in the first fiscal year. From the second fiscal year onward, additional cohorts will be added and active, resulting in increased course offerings and revenue.

The budget also includes funds for periodic course development and refreshment, and modifying courses for accessibility. The budget for travel is for teaching off-campus, and increases along with the number of active cohorts.

MICM with Construction Productivity Major Budget

Fiscal Years July 1- June 30 2015-2016 start

Income	Credit hours	FY16	FY17	FY18	FY19
		FY1	FY2	FY3	FY4
		Enrollments	Enrollments	Enrollments	Enrollments
ICM 6905 Seminar	1	12	15	20	20
ICM 6420 Management and Cost Control	3	12	15	20	20
ICM 6710 Human Factors	3	12	15	20	20
ICM 6761 Advanced Planning and Scheduling	3	12	15	20	20
ICM 6930 Research Methods	3		12	15	20
ICM 6750 Geographical Information Systems	2		12	15	20
ICM 6XXX Design for Manufacturing	3		12	15	20
ICM 6XXX Lean Construction	1		12	15	20
ICM 6XXX Virtual Design and Construction	5		12	15	20
ICM 6440 Value Management	3		12	15	20
ICM 6XXX Construction Productivity	3			12	15
ICM 6910 Construction Research	3			12	15
Tuition	\$637.00				
Fiscal Year Income		\$76,440	\$225,498	\$335,699	\$401,310
	33				
Expenses		FY1	FY2	FY3	FY4
ICM 6905 Seminar	1	\$2,400	\$3,000	\$4,000	\$4,000
ICM 6420 Management and Cost Control	3	\$7,200	\$9,000	\$12,000	\$12,000
ICM 6710 Human Factors	3	\$7,200	\$9,000	\$12,000	\$12,000
ICM 6761 Advanced Planning and Scheduling	3	\$7,200	\$9,000	\$12,000	\$12,000
ICM 6930 Research Methods	3		\$7,200	\$9,000	\$12,000
ICM 6750 Geographical Information Systems	2		\$4,800	\$6,000	\$8,000
ICM 6XXX Design for Manufacturing	3		\$7,200	\$9,000	\$12,000
ICM 6XXX Lean Construction	1		\$2,400	\$3,000	\$4,000
ICM 6XXX Virtual Design and Construction	5		\$12,000	\$15,000	\$20,000
ICM 6440 Value Management	3		\$7,200	\$9,000	\$12,000
ICM 6XXX Construction Productivity	3			\$7,200	\$9,000
ICM 6910 Construction Research	3			\$7,200	\$9,000
Program Director		\$2,500	\$13,000	\$15,000	\$16,000
Administrative Support		\$7,000	\$20,000	\$30,000	\$37,500
Student Services		\$10,000	\$26,000	\$30,000	\$35,500
Marketing		\$10,000	\$25,000	\$30,000	\$38,000
Travel		\$4,200	\$12,600	\$21,000	\$21,000
Course Development/ Refresh				\$20,000	\$25,000
Accessibility		\$900	\$5,000	\$5,000	\$5,000
Program Fees					
University Overhead	13.3%	\$10,167	\$29,991	\$44,648	\$53,374
College Tax	10.0%	\$7,644	\$22,550	\$33,570	\$40,131
Fiscal Year Expenses		\$76,411	\$224,941	\$334,618	\$397,505
Fiscal Year Net Revenue		+ / (-) \$29	\$557	\$1,081	\$3,805

Approval Signatures:

Department Chair _____
Signature Printed Name Date

Dean of College _____
Signature Printed Name Date

Associate Provost _____
Signature Printed Name Date

Provost and
Senior Vice-President _____
Signature Printed Name Date

To be completed by the Office of the Associate Provost

Special Program Code: _____

ChartField: DeptID _____ Fund _____ Program _____ FlexID _____