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March 16, 2009

Provost Peter Lange
Duke University

Dear Peter:

The Fuqua School of Business proposes a three-year pilot of an extension to its current Master of Management Studies (MMS) degree. The structure, location, and required credit hours remain the same, while the target audience and program focus differ. We are extremely enthusiastic about the proposed pilot and it was given a strong endorsement in a vote of the Fuqua faculty.

Details are provided in the attached proposal, but the basic concept is to offer a “Foundations of Business” pre-experience master’s program for students deeply trained in liberal arts or the sciences that prepares them for entry level business analyst positions. We hope to enroll 90 students in year one of the pilot, although the enrolled number will depend on the level of interest and quality of applicants. Our top priority will be to serve the current Duke student community, but we also intend to reach out to other institutions that are of comparable quality to Duke and, like Duke, do not have undergraduate business programs. We believe this market focus will enhance the overall quality of the enrolled students and credibility of the MMS degree.

Our intent is to fully develop and establish this extension to our current MMS degree. The attached proposal outlines a series of metrics we will use to evaluate the proposed pilot program. Our hope is to review these metrics with you on an ongoing basis during the pilot period. These metrics will help establish whether we should extend market outreach activities during the pilot and whether it is time to request formal approval to remove the “pilot” designation via meetings with APC, ECAC, AC, and FGPSA.

We look forward to working with you on this proposed pilot program. We believe it represents a significant and positive addition to the portfolio of Duke University academic programs. We hope you agree.

Sincerely,

Blair Sheppard