DATE: December 12, 2017

TO: Dr. John Becker-Blease
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FROM: Lisa Templeton
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SUBJECT: Letter of Support for Category 1 proposal, Graduate Certificate in Business Fundamentals

OSU Extended Campus fully supports the establishment of an OSU Graduate Certificate in Business Fundamentals. We have other highly successful graduate programs in business, know how to market to this audience, and have established a reputation with state and national professionals for high quality, accessible courses and programs. Business curriculum at the graduate level is certainly an area of OSU expertise. Bringing this program to an extended audience nationally and internationally reinforces our goal of improving access to OSU programs, and also capitalizes on the previously developed MBA and graduate certificate programs and courses developed for online delivery.

Upon curricular approval Ecampus will provide assistance with marketing, course design and development, faculty training in Canvas and online course delivery, and supporting services to students at no cost to the college or department, and will return tuition revenue to the program according to the established Ecampus revenue-share model. We further will support development this program by providing funding to the College to off-set the cost of assigning faculty as content experts in the development of the online course. With careful planning and with anticipated enrollment, this program will be self-sustaining under this model.

We look forward to continuing Ecampus' relationship with the College of Business in its efforts to expand access to OSU's educational offerings to a broader audience.