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To whom it may concern,

I am writing in support of the Category-1 proposal to create a Masters of Science Degree in Business which includes a track in Supply Chain Analytics (Supply Chain, Logistics Management and Business Analytics).

In my role as Executive Director of INTO Oregon State University (INTO OSU), I am responsible for international student recruitment to Oregon State University (OSU) including all graduate and undergraduate programs. INTO OSU is a public-private partnership that benefits from the global recruitment network provided by INTO University Partnerships (IUP). The IUP network has five global regions with around 35 offices worldwide working with over 1,000 educational counsellor offices. Thus, OSU benefits from the on-the-ground knowledge and information provided by this network in addition to other established sources of data relating to student recruitment and enrollment across the U.S. and the world.

All the qualitative and quantitative data and information that we have available to us suggests that a suite of specialized 1-year MS business degrees at OSU would provide an extremely valuable recruitment tool to bring international students to OSU and make the OSU College of Business program proposition more valuable globally. In addition, the MS degree track being proposed at this time is a key area of growth.

The IPEDS data for international enrollments by field of study shows that between 2012 and 2014, international enrollments in Business and Management programs in the U.S. grew 8.5% from 156.2k to 169.5k students. At the graduate level in Business and Management, the number of international students grew 7% to 65,550. Thus, graduate business programs in the U.S. are a clear area of growth for international students.

In the INTO North America network (currently 10 universities in the U.S.), enrollments in Pathways to non-MBA specialized business masters programs grew from 335 enrollments to 555 enrollments between 2012 and 2016. Between 2015 and 2016, there was a growth of 18.8% from 467 to 555 students.

More specifically, in 2016, three Graduate Pathways leading to specialized degrees were added to the INTO North America network offerings. These lead to MS degrees in Business Analytics and Information Systems; MS in Data Analytics Engineering and MS in Supply Chain Management. In 2016, these three programs attracted 45 enrollments which rose to 69 enrollments in 2017, a 53% increase. Therefore there is a track record of attracting new student enrollments to these programs and an early indication that these are growth areas.

A 2016 report on "Global Research Application trends of 872 business masters programs" from GMAC also highlighted some trends which support this program proposal. In the emerging area of data analytics, there were 25 programs involved in the research report. The 25 programs were situated in the U.S., Canada, Australia and China with 88% of the programs in the U.S.. In addition, 84% of these 25 programs delivered their coursework entirely in a classroom setting.

Firstly, each of the 25 programs reported receiving a median of 272 applications with a final median class size of 41 per program (4.6 applications per enrolled student). Secondly, it is clear that there is growing demand in this area with 94% of the data analytics programs that submitted application trends data comparing with the previous year (16 programs) reporting application volume growth. Finally, for the incoming class of 2016-17, international candidates represented 71% of the applicant pool for MS in Data Analytics. While 60% of these programs reported increases in domestic candidate applications compared with 2015, 80% reported increases in applications from international candidates. These three points suggest that the area of data analytics is an important growing international market for U.S. universities.

The same report also addresses global application trends in MBA and non-MBA specialized masters across the 872 programs in 335 universities worldwide. The participating programs were located in 49 countries, including 42 U.S. states and the District of Columbia. There are several other relevant key points in this report suggesting a move towards specialized Master's programs which complement MBA programs:

- "Application volumes have been mixed in recent years, with smaller programs tending to receive fewer applications and larger programs experiencing growth.
- Slow economic recovery has dampened students' perspectives about their future: "Students are less sure about their professional futures and therefore many are not willing to commit to investing in an MBA program at this time."
- The competitive landscape has changed—there are a lot of business schools, giving potential students more choices. These choices include more non-MBA business master's programs like Master in Data Analytics programs (36% are new in 2017), Master of Supply Chain Management (19% are new in 2017), and Master of Marketing (16% are new in 2017), and new MBA program formats, such as the online MBA."

GMAC also published a 'Corporate Recruiters Survey' in 2016. This report highlights the growing demand for Data Analytics and Supply Chain Management graduates. These types of non-MBA business master's programs started attracting employers who traditionally targeted graduates from accounting, finance, and management programs.

> "Globally, about a quarter or more of corporate recruiters are actively seeking graduates of the following programs: Master in Supply Chain Management (27% of respondents), Master in Data Analytics (26%), and Master in Marketing (24%)."

All of the data and evidence presented by these reports supports the intelligence received from INTO regional offices worldwide which is that many international students are looking for specialized business masters degrees and that this is a growth area. We look forward to the College of Business expanding their graduate portfolio with a suite of 1-year MS degrees and are confident that this will increase the appeal of OSU Business graduate programs to the international student market.

Yours faithfully,

Bob Gilmour
Executive Director
INTO Oregon State University

1. http://www.gmac.com/~/media/Files/gmac/Research/Employment-Outlook/2016-corporate-recruiters-web-release.pdf
2. http://www.gmac.com/~/media/Files/gmac/Research/admissions-and-application-trends/2016-gmac-application-trends-web-release-v2.pdf