

GPC Resolution on the Fuqua School of Business proposal for a Duke-Kunshan Master of Management Studies (DK-MMS)**October 31, 2011**

The Global Priorities Committee (GPC) has reviewed the proposal from the Fuqua School of Business for a Duke-Kunshan Master of Management Studies (DK-MMS). The committee received the proposal on October 24. Fuqua Dean Bill Boulding and Senior Associate Dean Jennifer Francis presented the proposal to the GPC at its October 26 meeting and answered various questions from committee members.

The GPC's overall evaluation of the proposal is favorable. The committee commends Fuqua for emphasizing that the program should meet or exceed the quality of existing Fuqua degree programs, enhance or at least not diminish Fuqua faculty research, and be financially viable in the long term. In their remarks, Dean Boulding and Senior Associate Dean Francis made a convincing case that the proposed program will complement, not cannibalize, existing degree programs and will open new opportunities for Fuqua faculty to study management practices in China. They explained how courses taught in China under the DK-MMS will differ from corresponding courses taught in the Durham-MMS and how participation in an "embedded" teaching program facilitates Fuqua faculty research; this additional oral information would be useful to include in a revised version of the proposal, if one is prepared, to ensure that the proposal is clearly and correctly understood by others who review it.

Dean Boulding and Senior Associate Dean Francis reiterated a statement in the proposal about Fuqua's interest in collaborating with other schools and institutes on activities related to China. The GPC applauds this and encourages collaboration and cross-fertilization between the DK-MMS program and other programs that may be launched at DKU in terms of planning, administrative support, and, not least, joint courses and student interaction.

The proposal is forthright about risks and uncertainties facing the program. It explains how the 3+2 design of the program will help manage those risks, in addition to providing educational benefits by commingling DK-MMS and Durham-MMS students. The three-year pilot basis of the program is another important risk-management feature. The GPC appreciates Fuqua's willingness and preparedness to make adjustments to the program as new information emerges and uncertainties are resolved.

During the meeting, the cost of the program was reported to be within the pro forma budget for DKU shared previously with the Duke faculty. This is reassuring, but at its next meeting the GPC would like to receive additional information on program costs, including how they would be shared between Fuqua and DKU and how they would relate to the cost of the overall DKU project, along with information on the effects of alternative tuition and scholarship levels on program delivery and viability. The GPC encourages the administration to provide such information as well at subsequent steps in the approval process.

If the DK-MMS is approved and implemented, it will provide a valuable opportunity for all of Duke to learn about programming at DKU and how a physical presence in China affects the university's teaching, research, and service missions. To help ensure that these lessons are communicated and learned, the GPC would like to meet occasionally with Fuqua representatives throughout the pilot phase of the program.