

**Table VII.2. Proposed Program Implementation: Cotsakos College of Business**

	<b>Certified Financial Planner (CFP) initiative</b>	<b>BS Professional Sales: Pharmaceutical/Medical Devices Concentration</b>	<b>BS Professional Sales: Financial Services Concentration</b>	<b>MBA Concentration in Entrepreneurship</b>
<b>Supports Mission</b>	Yes	Yes	Yes	Yes
<b>Employee Demand</b>	Strong	Strong	Strong	Strong
<b>Student Demand</b>	Strong	Strong	Strong	Strong
<b>Competitiveness</b>	FDU - certificate program; NJCU - graduate certificate or MS Finance/Professional Planning concentration; Rutgers - associated with BS Accounting or BS Finance	Only program offered in NJ/NY area.	Only program offered in NJ/NY area.	FDU - MBA Entrepreneurial Studies; Rider - MBA and Master of Accountancy, Entrepreneurship concentrations
<b>Longevity</b>	Yes	Yes	Yes	Yes
<b>Supports University Initiatives</b>	Expand offerings of accredited programs; International Education	Local job market; Russ Berrie Institute initiative.	Local job market; Russ Berrie Institute initiative.	Expansion of graduate program offerings
<b>Overlap Efficiencies</b>	BS Finance concentration; Global Financial Service Institute programming	Concentrations within existing BS Professional Sales; Russ Berrie Institute for Professional Sales initiatives	Concentrations within existing BS Professional Sales; Russ Berrie Institute for Professional Sales initiatives	Concentration will utilize existing MBA Lower and Upper Core; Entrepreneurship electives can be taken by other concentrations
<b>Existing Faculty Expertise</b>	Yes	Yes	Yes	Yes
<b>New Faculty Positions Needed</b>	No	No	No	1 - 2; some overlap with finance and marketing
<b>Other Resources Needed</b>	No	No	No	Incremental
<b>Implementation Time Frame</b>	Fall 2008	Fall 2010	Fall 2011	Fall 2009
<b>Priority</b>	High	High	High	High
<b>Recommendation</b>	Implement undergraduate and graduate courses Fall 2008	Implement Fall 2010	Implement Fall 2011	Implement Fall 2009

**Table VII.2. Proposed Program Implementation: Cotsakos College of Business**

	<b>MBA Concentration in Marketing</b>	<b>Executive MS in Sales Leadership</b>	<b>Center for Entrepreneurship</b>
<b>Supports Mission</b>	Yes	Yes	Yes
<b>Employee Demand</b>	Strong	Strong	Strong demand for Entrepreneurship studies for small business and corporate development
<b>Student Demand</b>	Strong	Strong	To support MBA program
<b>Competitiveness</b>	Montclair - MBA Marketing Concentration; Seton Hall - MBA Marketing concentration; FDU - MBA Marketing major; NJIT – MBA, Management of Technology – Marketing concentration; Rutgers/Newark – MBA Marketing major	Strong	FDU has the one well known, endowed institute (Rothman Institute for Entrepreneurial Studies)
<b>Longevity</b>	Yes	First program of its kind in the country; only master's degree in sales leadership/management	Anticipated
<b>Supports University Initiatives</b>	Expansion of graduate program offerings	Expansion of graduate program offerings; Russ Berrie Institute initiative	Institutional Advancement
<b>Overlap Efficiencies</b>	Concentration will utilize existing MBA Lower and Upper Core; Marketing electives can be taken by other concentrations	Development of expanded graduate offerings; Russ Berrie Institute initiative	Center for Closely Held Businesses, Small Business Development Center; Russ Berrie Institute
<b>Existing Faculty Expertise</b>	Yes	Yes: experienced adjunct faculty	Professional and clerical staff support required
<b>New Faculty Positions Needed</b>	1 - 2	1 -2 with expertise in areas of concentrations and of corporate interest	No
<b>Other Resources Needed</b>	No	No	External funding required and being sought
<b>Implementation Time Frame</b>	Fall 2008	Fall 2008 or Spring 2009	Within 2 years, partly driven by external funding
<b>Priority</b>	High	High	High
<b>Recommendation</b>	Implemented Fall 2008	Implement Spring 2010	Implement when external funding is attained