

AACSB Soup

A Brief Scorecard of Doty-Niroomand Envy

Former CoB dean Harold Doty has just become the new dean of the College of Business & Technology at the University of Texas – Tyler. Doty's former USM associate dean Farhang Niroomand is set to soon become the new dean of the School of Business at the University of Houston – Victoria. In a very real sense, these two former CoB administrators are embarking on a professional life in obscurity. Perhaps this puts it mildly, as Victoria and Tyler are not, by any stretch of the imagination, bastions of any sort in the U.S. higher education world. Still, the two former CoBers, thought by many to be "eaten up" with envy towards one-another, are heading off to differing circumstances, and the one coming out on top might not be the one many would guess.

Table 1 below provides a quick scorecard of Doty-Niroomand envy. It includes a number of different AACSB data comparisons of [UH-V](#) and [UT-T](#).

Table 1		
AACSB Data Profiles: UH-Victoria v. UT-Tyler		
Category	UH-Victoria	UT-Tyler
UG Full-Time Enrollment	114	829
UG Part-Time Enrollment	209	199
G Full-Time Enrollment	176	----
G Part-Time Enrollment	690	177
UG Tuition (In-State)	\$4,128	\$4,476
G Tuition (In-State)	\$13,968	\$3,738
Operating Budget	\$3,779,895	\$1,662,847
Operating Budget/F-T Faculty	\$134,996	\$97,815
Full-Time Faculty	28	17
FTE Faculty	32.50	22.00
% of F-T Faculty with Doctorate	96.4	0.0
Student/Faculty Ratio	9.94	46.73
# Participating Faculty	30	22
# Supporting Faculty	12	6

At the outset, it looks like "advantage Doty." UT-T has 829 full-time business students, while UH-V has only 114. That is a difference, in UT-T's favor, of 715 students. UH-V does, however, close the UG student gap with a slightly larger number of part-timers at the UG level. It is at the graduate level that UH-V makes up most of the rest of the ground, with a full-time enrollment of 176 and a part-time enrollment of 690. AACSB International reports only 177 part-time grad students for UT-T.

The enrollment data above are made even more interesting by a comparison of tuition levels for the two b-schools. While the UG tuition levels for in-state students are similar, the graduate student tuition level (for in-state students) at UH-V is a whopping \$13,968, while the UT-T counterpart is only \$3,738. Counting part-time students as 0.5 students each, UT-T's tuition revenues appear to be \$3.71 million (full-time) and \$0.45 million. These total about \$4.16 million. UG tuition receipts at UH-V are only \$0.47 million (full-time) and \$0.43 million, for a total of about \$0.9 million. That is an advantage of \$3.26 million for UT-T.

At the graduate level, things are bit different. Tuition receipts from graduate students at UT-T are only \$0.33 million. At UH-V, these are \$2.46 million (full-time) and \$4.82 million (part-time), for a grand total of about \$7.28 million. That gives UH-V an advantage of \$6.95 million at the graduate level, and an advantage of \$3.69 million overall (both UG and G levels). From the AACSB data, UH-V appears to be specializing in graduate level business education, and that strategy looks to be paying dividends. Of course, it doesn't hurt that UH-V is relatively close to Houston and the Gulf coast, while UT-T is stuck in the geographic purgatory that is a location halfway between Shreveport, LA, and Dallas, TX.

The tuition figures reported above seem to be reflected directly in the operating budget data. AACSB reports an operating budget of about \$3.8 million for the School of Business at UH-V. The operating budget for the College of Business & Technology at UT-T is a paltry \$1.7 million, less than half that for UH-V. UT-T's budget translates into a per full-time faculty budget of only \$97,815, which means that UT-T's b-school faculty are mathematically limited to having below-market salaries and fringes. Having less-than-market salaries and fringes, *and* using up the budget to do that, means no money for travel, etc. On the other hand, UH-V business faculty enjoy a per full-time faculty operating budget of \$134,996, enough for *at-market* salaries and fringes (for all, perhaps), *and* travel money, etc. Clearly, UH-V offers business faculty a more comfortable professional existence than does UT-T.

Finally, we turn to AACSB data on each b-school's faculty. Faculty data for each school, obtained from each school's website, were the subject of the first installment in this series, [Bullies & Playgrounds](#). That report showed 40 faculty at UH-V, and 38 at UT-T. However, after adjuncts, visitors, etc. were removed, that report showed 28 faculty at the assistant/associate/full level at UH-V, while UT-T had only 22. Clear advantage for UH-V and Niroomand. The AACSB data in Table 1 above confirm the earlier report's conclusion. AACSB reports that UH-V has 28 full-time faculty, to UT-T's 17. In terms of FTE, UH-V leads once again, 32.5 to 22. In yet a third comparison, UH-V maintains 30 "participating faculty," to UT-T's 22. With 96% of UH-V's larger b-school faculty contingent holding a doctorate, to UT-T's sad 0%, UH-V and Niroomand clearly (actually, very clearly) win this round of Doty-Niroomand envy.