4-11-2011

Minutes, Crummer Graduate School of Business Faculty Meeting, Monday, April 11, 2011

Crummer Graduate School of Business Faculty
Rollins College

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Roy E. Crummer Graduate School of Business
Rollins College
Faculty Meeting Agenda
Room 108 – 1:30pm

April 11, 2011

Welcome…………………………………………………………………Craig McAllaster

Review/Approval of Minutes………………………………………………..Craig McAllaster

MBA Oath Update……………………………………………………………Student Presentation

Part Time MBA Strategy Committee Update ……. Jule Gassenheimer & Ralph Drtina

Other Business………………………………………………………………Craig McAllaster
• Provost Announced
• Fall Book orders are due to Lynda
• Missing syllabus
• The Faculty Retreat will be August the 4th in the Galloway Room

Adjournment……………………………………………………………………Craig McAllaster

Next Faculty Meeting
September 13th, 2011
1:30 pm
Room 108
Crummer Faculty & Staff Present: Alice Argeros, Susan Bach, Lynda Boyce, Jackie Brito, Pam Clark, Cari Coats, Donald Hale, Susan Haugen, Cheryl Mall, Craig McAllaster, Erica Sorrell, Mike Bowers, Sam Certo, Mary Conway Dato-on, Henrique Correa, Ralph Drtina, Jule Gassenheimer, Jim Gilbert, Bill Grimm, Jim Johnson, Mark Johnston, Halil Kiymaz, Kyle Meyer, Ron Piccolo, Jane Reimers, Clay Singleton, Keith Whittingham

Welcome………………………………………………………………Craig McAllaster

Approval of Minutes .............................................................Craig McAllaster

MBA Oath Update .............................................................Chris Gassner and JB Adams

• Chris and JB explained the reasoning behind the MBA Oath and presented Faculty and Staff present with a copy to sign. The ceremony to present the MBA oaths and cords will be on April 28th at 6:30 in the Bush Auditorium.

Part Time MBA Strategy Committee Update … Jule Gassenheimer & Ralph Drtina

• Please see the attached proposal put forth. The discussion concerning this has been tabled until the Summer Retreat.

Other Business.................................................................Craig McAllaster

• The Faculty retreat will be August 4th in the Galloway Room
• The graduation list was approved by the Faculty

Adjournment………………………………………………………Craig McAllaster

Next Faculty Meeting
September 13th, 2011
Room 108
1:30pm – 3:00pm
PMBA
Program Proposal

Co-chairs: Ralph and Jule

Committee members
Jim, Mark, Allen, Ron, Jackie, Steve, Halil
Problem Definition

How do we make the Rollins PMBA compete in the local market--today and in the future?
Background Research

1. Examine curriculum of part-time programs
   12 ranked schools—Elon, Rice, Emory, Loyola-Marymount, SMU, Richmond, Belmont, Seattle, San Diego, Butler, Villanova, Denver
   3 local schools—UCF, UF, Stetson-Celebration

2. Survey current PMBAs and alumni

3. AACSB conference – Rethinking the MBA
## SUMMARY OF LOCAL COMPETITION

<table>
<thead>
<tr>
<th>School</th>
<th>Time to Complete</th>
<th>Credit Hours</th>
<th>Cr. Hrs. Waived</th>
<th>Elective Cr. Hrs.</th>
<th>Tuition cost alone</th>
<th>Program Low, High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rollins</td>
<td>29 mo. 32 mo.</td>
<td>51 51</td>
<td>0</td>
<td>15</td>
<td>$1,137</td>
<td>$58,000</td>
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<tr>
<td>Florida</td>
<td>16 mo. Sat-Sun*</td>
<td>32</td>
<td>16</td>
<td>2</td>
<td>$1,006</td>
<td>$32,200**</td>
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<tr>
<td></td>
<td>27 mo. Sat-Sun*</td>
<td>48</td>
<td>0</td>
<td>2</td>
<td>$862</td>
<td>$41,400**</td>
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<tr>
<td>UCF Lockstep</td>
<td>22 mo. ?</td>
<td>39 51</td>
<td>12</td>
<td>9</td>
<td>$328</td>
<td>$12,809</td>
</tr>
<tr>
<td>UCF Professional</td>
<td>22 mo. 22 mo.</td>
<td>39 39</td>
<td>0</td>
<td>0</td>
<td>$897</td>
<td>$35,000</td>
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<tr>
<td>Stetson-Celebration</td>
<td>18 mo. 24 mo.</td>
<td>30 54</td>
<td>24</td>
<td>6</td>
<td>$725</td>
<td>$21,750</td>
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</table>

*once/month  
**includes books, other
PMBA Survey Results
(77 responses)

• Greatest strengths of program
  Classroom interaction
  Relationship with faculty
• Greatest weaknesses of program
  Cost
  Length of program
Local Competitions’ Advantage

- Takes less time to get an MBA
- Costs Less
Rethinking the MBA

Taken from the AACSB Conference and the Book Rethinking the MBA By Data, Garvin and Cullen
Rethinking???

“There is a great interest in what everyone else is doing, driven by the rankings. The result is commoditization and mass production of graduates around a core curriculum that is indistinguishable across schools.” (Datar, Garvin and Cullen p. 45, 2010)
Must Add Value to the MBA

• Learning Orientation ("Knowledge")

• Doing Orientation ("Do" - Find out there is no one right answer)

• Identity/Self-awareness ("Be")
What Executives Say About the MBA
Executives’ Opinions
Global Perspective

MBA students need to:

- Understand business in other countries and cultures
- Appreciate dissimilar world views
- Develop contingency plans based on context
Executives’ Opinions on Leadership

MBA students need to be:

• Aware of their actions and how others respond
• Able to work as a team
• Able to lead as well as follow
• Reflective
MBA students need to:

- Better define problems and tackle them critically
- Better communicate (oral and written)
- Think originally in unstructured environments
- Know where to look for and synthesize information
Executives’ Opinions
Innovation and Design

MBA students need to:

- Think originally
- Look at new ways to create customer value
- Cope with problems totally different than their own
- Handle emergent situations
- Identify trends
Hot Areas in Curriculum Redesign

The Things We Do

• **Global Perspective**
  - Understand the impact of different countries and culture on business
  - Understand different world views
  - Develop contingencies based on context

• **Leadership Development**
  - Ethics
  - Self-Discovery
  - Integrative thinking

• **Experiential Learning**
  - Bring the student to reality
  - Cross-functional
Hot Areas in Curriculum Redesign

The Things We Don’t Do

• Innovation and Design
  o Design is not everything but it impacts everything
  o Managers create the design in which other people work
  o Corporate recruiters are replacing MBAs with graduate art students

• Critical Thinking and Communication Skills
  o Educate students to make better judgments
  o Writing and communication skills
  o Need for better problem formulation
  o Need to think outside the box
  o Reflection makes for a better thinker
PMBA
Program Proposal
## No prerequisites, 46 cr. Hrs.

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<thead>
<tr>
<th>Preterm</th>
<th>Orientation</th>
<th>Cr hr</th>
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<tr>
<td>Term 1</td>
<td><strong>Critical thinking/communication</strong></td>
<td>3</td>
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<tr>
<td></td>
<td>Ethics/legal</td>
<td>1</td>
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<tr>
<td>Term 2</td>
<td><strong>Leadership</strong></td>
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<td>QBA/statistics</td>
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<td>Term 3</td>
<td>Financial accounting</td>
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<td>Organizational behavior</td>
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<tr>
<td>Term 4</td>
<td><strong>Strategy &amp; competition</strong></td>
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<tr>
<td></td>
<td><strong>Innovation &amp; design</strong></td>
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<tr>
<td>Term 5</td>
<td>Economics</td>
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<td>International business</td>
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<tr>
<td>Term 6</td>
<td>Managerial accounting</td>
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<td>Customer centric marketing</td>
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<tr>
<td>Term 7</td>
<td>Customer centric operations</td>
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<td>Financial management</td>
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<td>Term 8</td>
<td>Policy/capstone course</td>
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<td></td>
<td><strong>Global sustainability</strong></td>
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<tr>
<td>Term 9</td>
<td>Elective 1</td>
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<tr>
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<td>Elective 2</td>
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<tr>
<td>Term 10</td>
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<td>Term 11</td>
<td><strong>Experiential learning/practicum</strong></td>
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<tr>
<td></td>
<td>(How to; doing/reflecting)</td>
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</table>

**Total Cr hr: 46**
Possible Electives

Social Enterprise/Philanthropy
Social Entrepreneurship
Entrepreneurship
Marketing
Finance
Integrative courses
Others?
Your Thoughts?