

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 4<sup>th</sup> in the Galloway Room

**Adjournment**.....Craig McAllaster

**Next Faculty Meeting  
September 13th, 2011  
1:30 pm  
Room 108**

**Faculty Meeting – Room 108  
Monday April 11<sup>th</sup>, 2011**

**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 Kiyamaz, 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 28<sup>th</sup> 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 4<sup>th</sup> in the Galloway Room
- The graduation list was approved by the Faculty

**Adjournment**.....Craig McAllaster

**Next Faculty Meeting  
September 13<sup>th</sup>, 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

School	Time to Complete		Credit Hours		Cr. Hrs. Waived	Elective Cr. Hrs.	Tuition cost alone	
	Low	High	Min	Max			Per hr	Program Low, High
Rollins	<b>29 mo.</b>	32 mo.	<b>51</b>	51	0	15	\$ 1,137	<b>\$ 58,000</b>
Florida	<b>16 mo.</b>	Sat-Sun*	<b>32</b>		16	2	\$ 1,006	<b>\$ 32,200**</b>
	<b>27 mo.</b>	Sat-Sun*		48	0	2	\$ 862	<b>\$ 41,400**</b>
UCF Lockstep	<b>22 mo.</b>	?	<b>39</b>	51	12	9	\$ 328	<b>\$ 12,809</b> <b>\$ 16,728</b>
UCF Professional	<b>22 mo.</b>	22 mo.	<b>39</b>	39	0	0	\$ 897	<b>\$ 35,000</b>
Stetson- Celebration	<b>18 mo.</b>	24 mo.	<b>30</b>	54	24	6	\$ 725	<b>\$ 21,750</b> <b>\$ 39,150</b>

\*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 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

# Executives' Opinions

## Critical Thinking and Communication



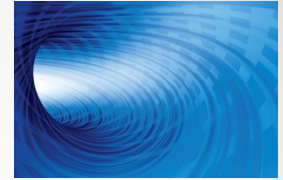
MBA students need to:

- 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**
  - Design is not everything but it impacts everything
  - Managers create the design in which other people work
  - Corporate recruiters are replacing MBAs with graduate art students
- **Critical Thinking and Communication Skills**
  - Educate students to make better judgments
  - Writing and communication skills
  - Need for better problem formulation
  - Need to think outside the box
  - Reflection makes for a better thinker

# PMBA Program Proposal

## No prerequisites, 46 cr. Hrs.

		Cr hr
Preterm	Orientation	2
Term 1	<b>Critical thinking/communication</b>	3
	Ethics/legal	1
Term 2	<b>Leadership</b>	2
	QBA/statistics	2
Term 3	Financial accounting	2
	Organizational behavior	2
Term 4	<b>Strategy &amp; competition</b>	2
	<b>Innovation &amp; design</b>	2
Term 5	Economics	2
	International business	2
Term 6	Managerial accounting	2
	Customer centric marketing	2
Term 7	Customer centric operations	2
	Financial management	2
Term 8	Policy/capstone course	2
	<b>Global sustainability</b>	2
Term 9	Elective 1	2
	Elective 2	2
Term 10	Elective 3	2
	Elective 4	2
Term 11	<b>Experiential learning/practicum</b> (How to; doing/reflecting)	4
		<b>46</b>

# Possible Electives

Social Enterprise/Philanthropy

Social Entrepreneurship

Entrepreneurship

Marketing

Finance

Integrative courses

Others?

Your Thoughts?