

## Ramesh Venkataraman, Associate Dean and Chair Kelley Direct Programs



UTD THE UNIVERSITY OF TEXAS AT DALLAS  
Naveen Jindal School of Management

2018 MBA Conferences



**KELLEY**  
SCHOOL OF BUSINESS

### Top-Ranked Programs



- Kelley Direct MBA and MS programs ranked **#1** by *QS Top MBA* and *Princeton Review*, **#2** by *U.S. News & World Report* and *Poets & Quants*, **#7** worldwide by *Financial Times*
- Undergraduate program ranked **#1 Public Business School** by *Businessweek* -- **#4** overall, and **#11** by *U.S. News & World Report*
- Full-Time MBA ranked **#17** in U.S. by *The Economist*, **#21** by *U.S. News* and *Poets & Quants*, **#25** by *Forbes*, **#27** by *Bloomberg Businessweek*

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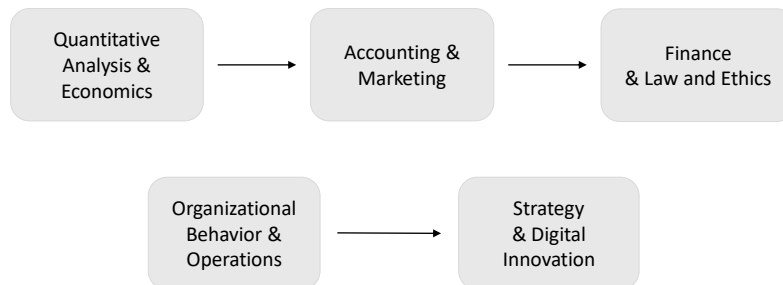


## The Kelley Direct Curriculum

- Foundational core in business
  - Strategy, marketing, finance, accounting, economics, etc.
- Two Kelley Connect Weeks
  - One-week intensive project-based learning in Bloomington
  - Networking with peers
- AGILE and Immersions
- Broad range of electives



## Course classes are paired together





## Broad range of electives

- Accounting
- Business Analytics
- Entrepreneurship & Innovation
- Finance
- Global supply chain management
- IT Management
- Marketing
- Strategic Management



## The Kelley Direct Experience

### In Class

- Group work
- Live sessions and interactions with peers and faculty

### Out of Class

- AGILE and Immersion
- Kelley Connect Week
- Networking / Global Connect Night
- Student Associations



## Immersions

- US based intensive project experience
- Brand name clients
  - Coca-cola, Starwood
- Focused on a theme
  - Analytics, brand management, healthcare
- Content delivered online and in host city (Thursday - Saturday)



## AGILE (Accelerating Global Immersion Leadership Education)





## Career Services

Transitioner



Accelerator



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## *Out of this World Curriculum Design*

**University of Southern California  
Marshall School of Business**

*October 2018*



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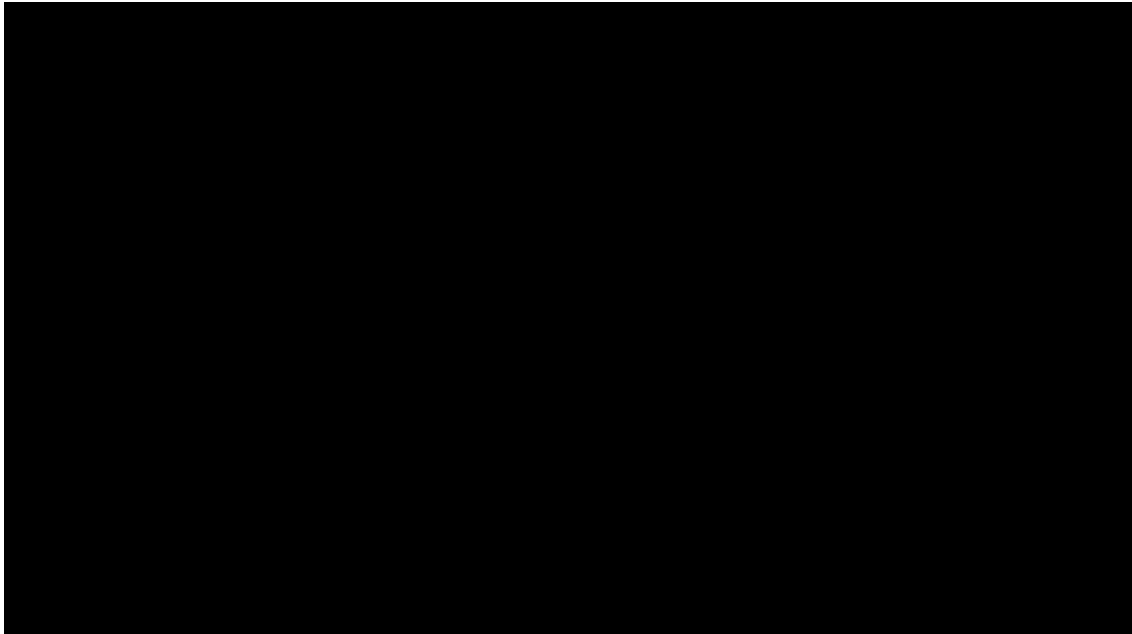
## Presenters

**Sandra Chrystal**

Vice Dean for Online Education & Centers of Excellence  
Professor of Clinical Business Communication

**Phil Griego**

Assistant Dean, Online Learning  
Program Director, Online MBA



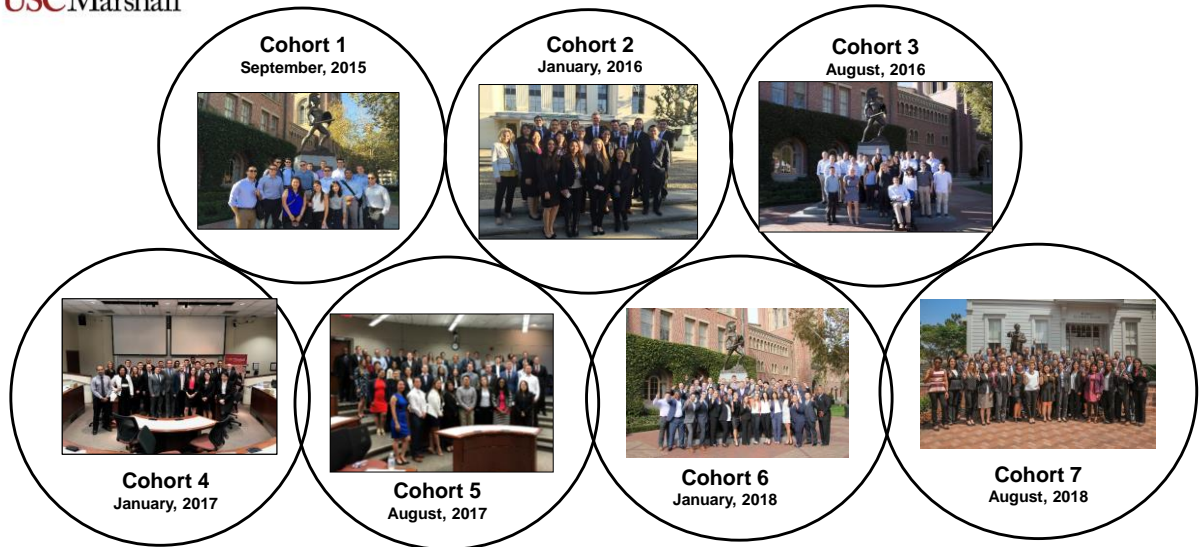
# Overview

- Online Learning Initiatives 2015-18
- Online MBA Curriculum
- Future Growth

## Programs & Courses - Jan. 2013 – April 2018



USC Marshall



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## Recognition

Rankings 2018:

- # 4 [Princeton Review](#)
- # 6 [BestSchools.org](#)
- # 8 [USNWR](#)

Rankings 2017:

- #1 among Private schools (Top 1% of schools) [Onlinemba.com](#)
- #1 on the West Coast (Top 10% of schools considered) [Onlinemba.com](#)
- #5 Nationally (Top 3% of schools considered) [Onlinemba.com](#)

National Awards:

- Telly Award 2018 People's Choice- Silver Carl Voight's " Approaches to Strategy: The Cold War"
- Telly Award 2016 People's Choice- Silver Kevin Murphy's " Approaches to Strategy"
- Telly Award 2016 Online Video – Bronze Kevin Murphy's "Big Ideas in Economics"
- Telly Award 2016 People's - Bronze for Online Video Education
- Davey Award 2016
- Online Learning Consortium-faculty/IDs 2015 Best-in-Track



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*Online MBA*

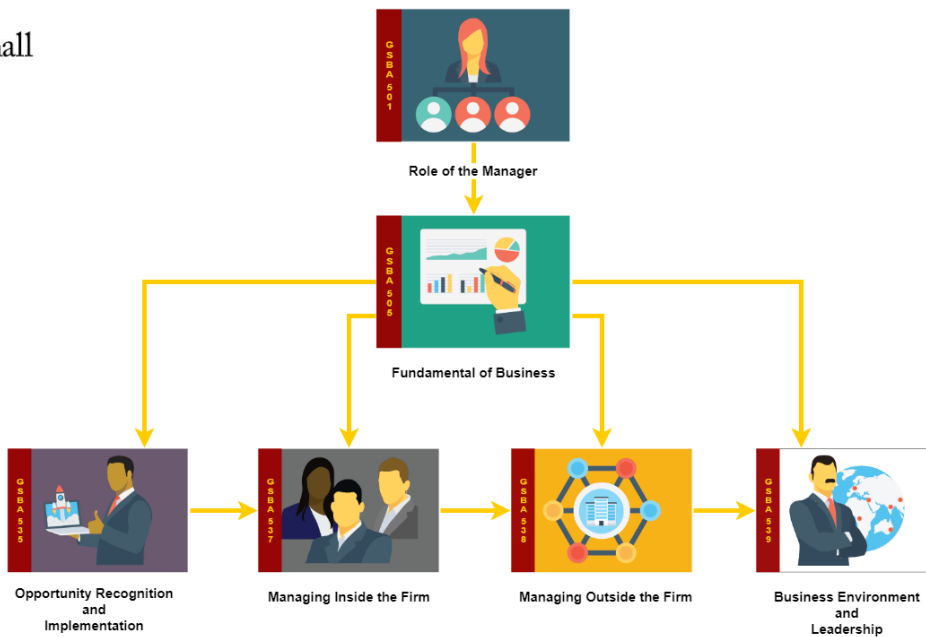
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## Online MBA Task Force Goals

- New, unique curriculum
- Two years (or less) to complete
- Appeal to full-time working professionals who want the skills to lead, collaborate, and work in the online and virtual space
- Rigorous
- High-quality

## Online MBA Task Force Outcome

- 51 units
- 21 months (5 semesters)
- Thematic approach



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## Course #1: GSBA-501 *The Role of the Manager*

- 3 units
- 2 weeks (including 1 week residential)
- 50% Role of the Manager and Key Concepts in Strategy
- 50% Communication in Management
- 2 full-time clinical (non-tenured) faculty
- Prerequisite for all other courses in the program

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## Course #2: GSBA-505 *Fundamentals of Business*

- 10 units
- 1 intro class session and then 2 class sessions per week for 15 weeks
- 30% Financial Accounting
- 30% Microeconomics
- 30% Statistics
- 10% Virtual Teams
- Faculty: 2 full-time tenured, 1 full-time clinical, 1 adjunct
- Prerequisite for all remaining courses

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### *GSBA-535 Opportunity Recognition and Implementation*

- 9.5 units
- 35% Entrepreneurship
- 35% Organizational Behavior and Negotiation
- 15% Business Law and Contracts
- 15% Communication
- Faculty: 1 full-time tenured, 3 full-time clinical

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### *GSBA-537 Managing Inside the Firm*

- 9.5 units
- 35% Managerial Accounting
- 35% Operations Management
- 15% Employment Law and Business Ethics
- 15% Business Analytics
- Faculty: 1 full-time tenured, 2 full-time clinical, 1 adjunct

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## GSBA-538 *Managing Outside the Firm*

- 9.5 units
- 30% Marketing Strategy
- 30% Corporate Finance
- 25% Social Media & Internet Analytics
- 15% Communication
- Faculty: 1 full-time tenured, 3 full-time clinical

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## GSBA-539 *Business Environment and Leadership*

- 9.5 units
- 35% Corporate Strategy
- 35% Macroeconomics and International Business
- 15% Financial Markets
- 15% Business Analytics
- Faculty: 2 full-time tenured, 2 full-time clinical

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## FAQ's

- Class meetings are required
- No transfer units into or out of program
- No official international experience, but students may take optional electives with one
- Electives not required

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## *Growth*

- Courses – Coding, Diversity & Inclusion, Career Perspective
- Dual Degree - MS Systems Architecting & Engineering
- Certifications – GSCM
- MS Food Industry Leadership Jan. 2019

## *Potential Programs*

- Interdisciplinary Degrees – Public Health, Engineering, Business
- Business Fundamentals Certificate - Gerontology

# Your Ideas?

