

MBA News at the Speed of Light - Developments Affecting Online MBA Programs

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Today's Topics

- **#1: Exponential Change**
- **#2: Digital Strategy**
- **#3: Outsourcing**
- **#4: Online Status**
- **#5: Online Law Schools**
- **#6: Data Integrity & Reporting**
- **#7: Program Convergence**
- **#8: Course Marketing**
- **#9: Experiential Supply Chain**
- **#10: Your Professional Development**

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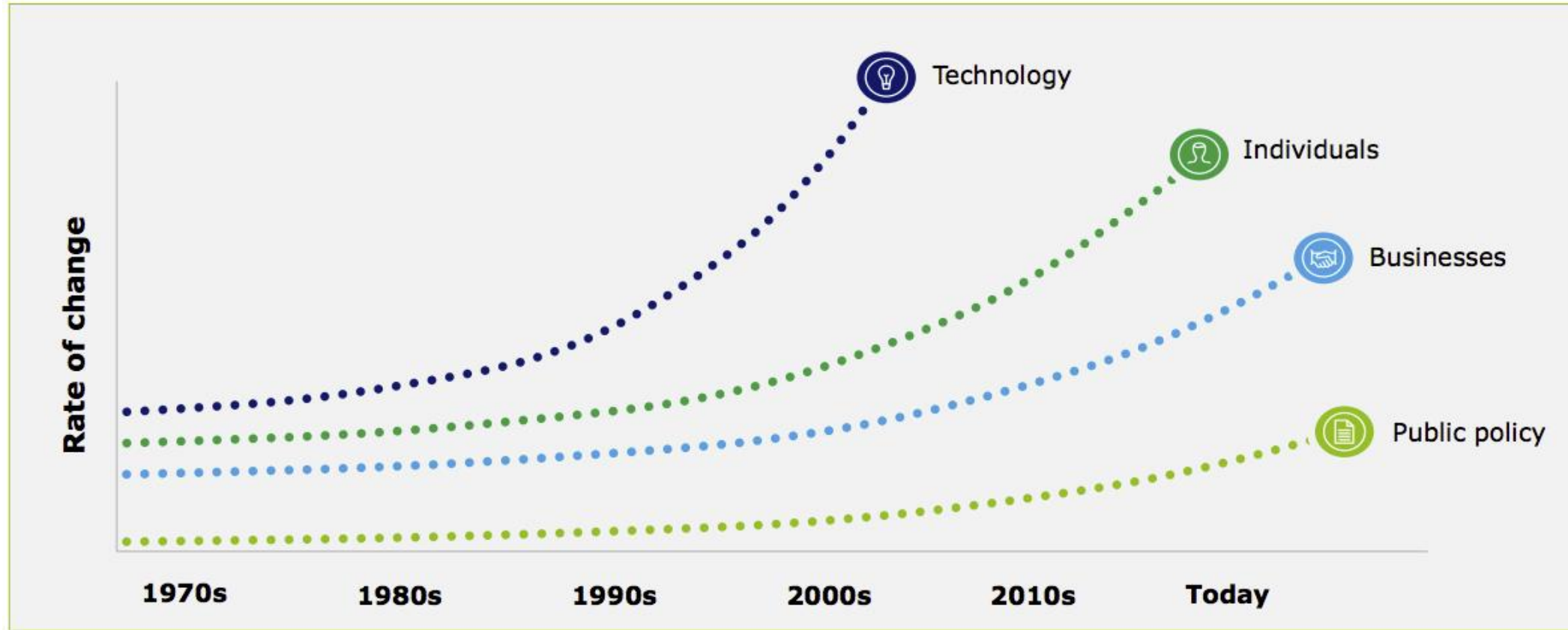


“We’ve long believed that when the rate of change inside an institution becomes slower than the rate of change outside, the end is in sight. The only question is when.”

[General Electric’s 2000 Annual Report](#) included a statement by the company’s Senior Executive Officers (Jack Welch, Jeffrey Immelt, Dennis Dammerman, and Robert Wright)

#1: Exponential Change

The future of work: A vital balance between human and digital workers - The Deloitte Dbriefs Banking & Capital Markets series August 16, 2018



Source: Deloitte Human Capital Trends, 2017
<https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/central-europe/ce-global-human-capital-trends.pdf>
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The future of work: A vital balance between human and digital workers

#2: Digital Strategy

Controllership and the workforce of the future - The Deloitte Dbriefs
Controllership Perspectives series June 12, 2018

Imagine

...the future of learning

1. WHAT is your future **digital strategy**?

SEE: This is What Georgia Tech Thinks College Will Look Like in 2040 – The Chronicle of Higher Education May 11, 2018

Re-Design

...teaching, workforces, learning spaces

2. WHAT teaching can be done by other means?

3. WHO can do the teaching?

4. WHERE can the learning be done?

Execute

...re-designed organization, leadership & talent for the future

5. HOW does the future of teaching & learning influence **organizational design & behavior**?

6. HOW does the future of learning change **leadership & management** requirements?

7. HOW does the future of learning change **skills, talent models & programs**?

What worries you about our industry?

#3: Outsourcing

- Online program management (OPM) companies [“The Private Side of Public Higher Education”
The Century Foundation August 7, 2017](#)
 - More than 100 contracts were reviewed (Available in the Report)
 - OPM’s earn 50% or more of the tuition students pay
 - \$1.5 Billion Industry
 - Coursera, 2U, Inc., Keypath Education, Laureate Education Inc., Lynda.com,
- Course Content – SMU partners with Launch Agency to teach EMBA students how to prepare a business and marketing plan
- Course/Curriculum Design – SHRM’s “HR Guidebook and Templates” used as a basis for a SHRM/GME Program relationship
- Student Consulting Projects – CapSource finds and manages companies and student projects for faculty, courses, and programs; EduSourced provides a platform for managing student client-based experiential learning projects.
- Market Research – Percept Research, Inc., Carrington Crisp
- Marketing Collateral Design – hundreds of vendors
- Website Design and hosting – hundreds of vendors

#4: Online Status

Grade Increase Tracking Distance Education (DE) In the United States – The Babson Survey Research Group January 15, 2018

- Total DE 2015 to 2016 grew 5.6% capping a 14 year period of straight growth
- Concentrated DE enrollments with ½ of total enrolled in 5% of institutions
- DE enrollments remain local
 - 52.8% of students taking one DE course also took an on-campus course
 - 56.1% of students taking only DE courses reside in the same state as the enrolled institution
 - 0.7% of all DE students are located outside the US
- Between 2012 & 2016:
 - Number of graduate students taking only on-campus courses declined by 8.4%
 - Enrolled students taking at least one distance course grew from 25.9% to 31.6%
 - Graduate students taking at least one distance course grew from 865,912 to 1,105,124
- Note:
 - [Michigan's Ross School To Launch An Online MBA – Forbes August 21, 2018](#)
 - [Online MBAs 'Viewed Poorly' By Tech Employers, Says Former Microsoft Recruiter – BusinessBecause May 23, 2018](#)
 - [Why UNC Enrolls So Many Online MBAs Without A GMAT – Poets&Quants March 5, 2018](#)

#5: Law Schools Go Online

[American University Washington College of Law Launches Online MLS Program – JD Journal June 13, 2018](#)

- MLS program is designed to train non-lawyers working or hoping to work in highly skilled and ethical professions to have a strong understanding of the U.S. legal system (2U)
- American Bar Association approved Syracuse University College of Law Online JD Program
- Three online JD law degree programs started in past 18 months

What keeps you awake at night?

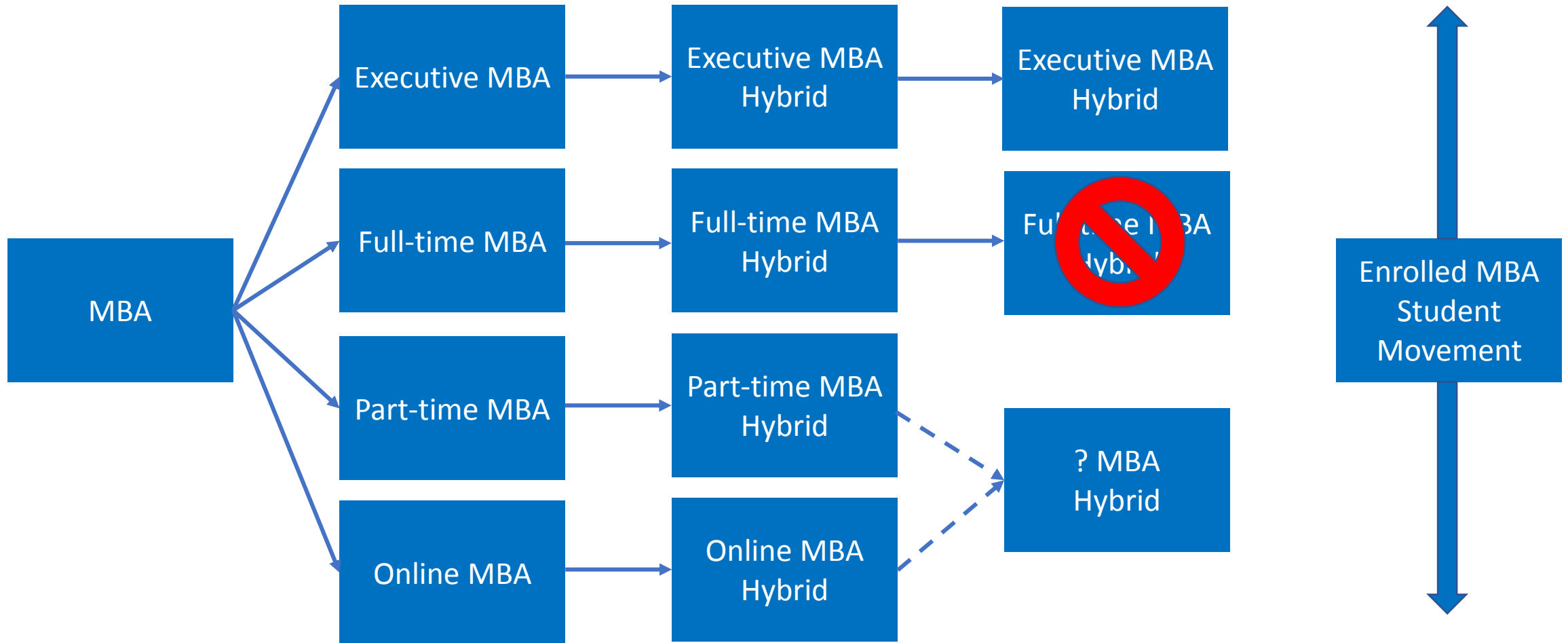
#6: Data Integrity & Reporting

[Temple Rankings Scandal Spotlights M.B.A. Grads' Swelling Debt – The Wall Street Journal September 5, 2018](#)

- Latest of dozens of articles
- Multiple firings/terminations/resignations – from Dean on down
- Lawsuits
- State & Federal investigations
- Program Manager Protection – It's a process – [Do You Know How to Avoid Rankings Data Integrity Issues? MBA News Digest, July 26, 2018](#)
 - Internal Controls
 - Segregation of Duties
 - Oversight
 - Data Collection
 - Data Management
 - Reporting
 - Auditing & Audit Trails

#7: Program Convergence

University of Iowa may add online option to part-time MBA program – The Gazette September 4, 2018



Where do you see your program(s) in
five years?

#8: Course Marketing

- [New Online Course Explains Fintech Law and Policy for Entrepreneurs – Duke Online June 21, 2018](#)
- [Hong Kong Business School Launches New MBA Courses In Fintech, Big Data, And Belt & Road – BusinessBecause April 22, 2018](#)
- [Duke Fuqua’s Cryptoventures Course Tackles Rise Of Blockchain, Bitcoin, & Cryptofinance – BusinessBecause January 31, 2018](#)
- [Harvard Business School Launches Course To Help MBAs Scale Their Startups – BusinessBecause January 29, 2018](#)
- [Imperial launches MBA elective on the importance of strategy in volatile business environments – efinancialcareers January 15, 2018](#)
- [EMBA Program Offers Jesuit Values Course – Georgetown University November 14, 2017](#)
- [Wharton MBA: Blockchain Course Set for Spring 2018 – Cryptovest November 6, 2017](#)

#9: Experiential Supply Chain

ARE MILLENNIALS TAKING OVER THE SUPPLY CHAIN? – MSU

TODAY APRIL 16, 2018

- Each consumer wants something completely unique, which has disrupted the entire supply chain and created the "experiential supply chain,"
- Millennials want more than price and availability; they want speed, convenience and they want to be involved in the co-creation of the product,"
- At the heart of the experiential supply chain, there is a compelling value proposition for companies to meet the needs of the "market of one."
- Higher Education “supply chain” vs. “experiential supply chain”
- Curriculum for a “market of one”

#10: Your Professional Development

Colleges: Learning Organizations That Aren't Learning – Gallup January 9, 2018

- College and university employees rank right around the bottom-quartile on "learn and grow" measures compared with other employees in the U.S.
- Four out of 10 higher education staff and faculty strongly agree that in the past year they've had opportunities at work to learn and grow.
- Fewer strongly agree that someone at work has discussed their progress in the last six months or that someone at work encourages their development.

If you could change one thing to help
make you more successful, what
would it be?

The GME environment is transitioning from linear change to exponential change
– GME programs that do not adapt will likely fail!

- Avert failure by recognizing the change & taking action
- Will require professional development & working outside the comfort zone
- Will require faculty to focus on orchestrating learning experiences rather than content delivery

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