Ramesh Venkataraman, Associate Dean and Chair
Kelley Direct Programs

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
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

Quantitative Analysis & Economics → Accounting & Marketing → Finance & Law and Ethics

Organizational Behavior & Operations → Strategy & Digital Innovation
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
Immersion

- 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)
Career Services

Transitioner

![Image: Time for Something New!]

Accelerator

![Image: Flying with a rocket]

Out of this World Curriculum Design

University of Southern California
Marshall School of Business

October 2018
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
2018 MBA Conferences

USC Marshall

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
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
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

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
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

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
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

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
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

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?