

BEAM ME UP: Getting Into the Online World

Lisa Abendroth: University of St. Thomas, Opus College of Business

Eric Douthirt: University of South Florida St. Petersburg, Kate Tiedemann College of Business

George Andrews: Rice University, Jones Graduate School of Business

Jeanne Simmons: Marquette University, Graduate School of Management



THE UNIVERSITY OF TEXAS AT DALLAS
Naveen Jindal School of Management

2018 MBA Conferences

Session Overview

- Background on each school's online initiatives
- Prepared Questions for Panelists
 - Key decisions and considerations
 - Stages of online delivery
 - To partner or not to partner
 - What's next
- Questions from the Audience



The MBA Essentials: Leveraging MBA Prerequisites as a Pathway to Online Delivery

Kate Tiedemann College of Business

Who are we?

- 1314 undergraduate students across 8 majors
- 387 graduate students across 2 master's degree programs
- 36 full-time faculty
- Dual AACSB Accreditation

Our mission... to serve St. Petersburg, Pinellas County and the wider community by preparing graduates to have a positive impact in their professional careers and lives in a diverse and globalized world.



Kate Tiedemann College of Business Online MBA

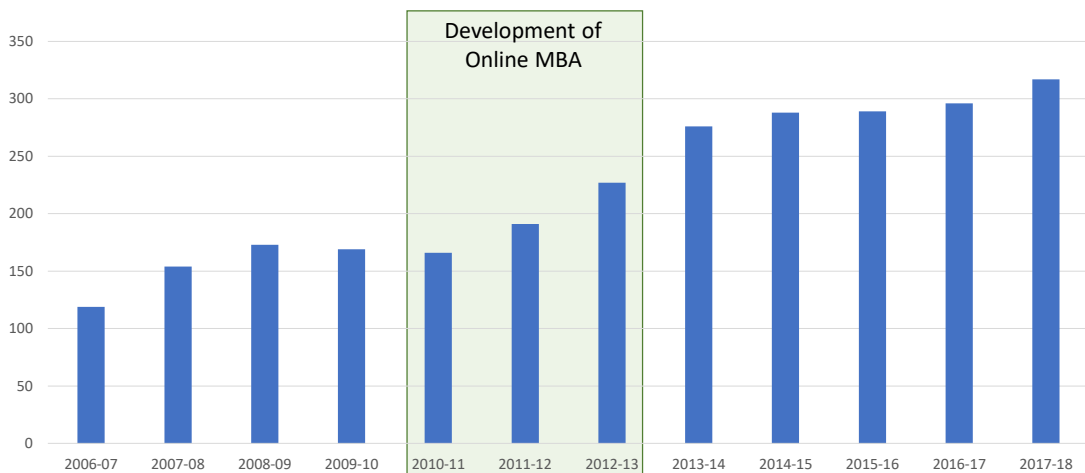
A Brief History

- 1965: University of South Florida St. Petersburg (USFSP) founded as a branch campus of the University of South Florida
- 2006: USFSP earns separate regional accreditation (SACS-COC), USFSP College of Business formed and earns AACSB Accreditation
 - MBA program offered on campus
- 2006: The MBA Essentials are developed as a series of non-credit on campus prerequisite modules
- 2010: MBA Essentials converted to fully online format through third party partnership
- 2012: Launch of fully online MBA curriculum
- 2014: MBA Essentials re-developed in house and delivered via Canvas LMS and Apple iBooks
- 2016: Online MBA earns first Top 50 USNWR ranking
- 2019: MBA Essentials re-developed to be fully housed within Canvas LMS
- 2020: USF Campuses consolidate under single accreditation per state legislation



Enrollment Growth

Annual Unduplicated Headcount in MBA



MBA Program Framework

- Flex model, MBA Essentials plus 36 credit hours
- Student choice of online vs on campus enrollment

Many Areas of Focus

- Business Analytics
- Corporate Social Responsibility
- Finance
- Forensic Accounting
- Healthcare Analytics
- Information Systems Management
- International Business
- Management
- Marketing Strategy



Considerations when starting with prerequisites

The Pros

- Attract students with a diverse academic background.
- Provide a testing ground for online delivery.
- Easier to get faculty buy-in... maybe.
- Create a flexible revenue driver.

The Cons

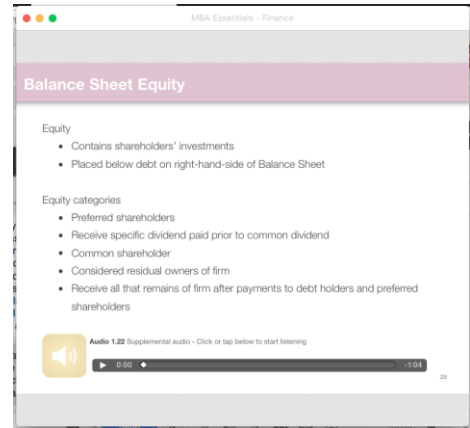
- First impressions last. Don't screw it up!
- Inconsistency with rest of curriculum/program delivery.



Third Party Partners

Why we started with a partner but eventually went our own way

- 2010 Pearson partnership enabled us to jump start the online development process.
 - Partnership was limited to curriculum modules only
 - Partnership was costly
 - Partnership was seen as too rigid (lack of control)
- 2014 In house redevelopment to Apple iBooks/Canvas
 - Timing was right... we had more experience (and confidence) with online delivery by this point
 - University had made significant investments in both human and technology instructional design resources
 - Diverted variable costs from partnership to hardware (Apple iPads) for students



MARQUETTE
UNIVERSITY

**GRADUATE SCHOOL
OF MANAGEMENT**

Jeanne Simmons, Ph.D.
Associate Dean

Graduate Program Portfolio

- MBA Program
 - Evening, On campus and in Kohler, WI
- Marquette Online MBA Program – Started this Fall
- Executive MBA Program
 - Blended program, Accelerated, Saturday program
- MS in Accounting (only day time program)
- Master in Leadership
 - Certificate program also available
- MS in Applied Economics
- MA in Corporate Communication – available F2F, online or both
- MS in Human Resources
- MS in Supply Chain Management (primarily online)– Started this Fall
- Certificate in Business and Managerial Analytics – Started this Fall – Stackable credential
- Joint programs with Law, Engineering, Political Science



Marquette Online MBA Program



- Same MBA curriculum
 - Students that have an undergraduate business degree and qualify for the 33 credit hour program will begin a little slower but the cohort will stay together for 5 of the 7 terms. These students also take one additional elective offered in the first and second terms.
 - Students vote on the two open electives and all students complete those electives.
- Cohort program
 - The students will all take the same classes as a group with the exception of the waived courses.
 - Five of the 7 terms should be consistent.
 - 28 months to complete
 - Capped at 25 students ~ *we enrolled 15 this fall*
- Team Based Program
 - We put students into teams and you will stay with the virtual teams throughout the program.
 - There is a required non-credit teams exercise the first term.
- Fully Online
 - 100% online. Typically students will take the equivalent of two class per term.
- Priced as a cohort program
 - Higher than other programs \$1,350 vs \$1,130 but no price increases as long as they stay in their cohort

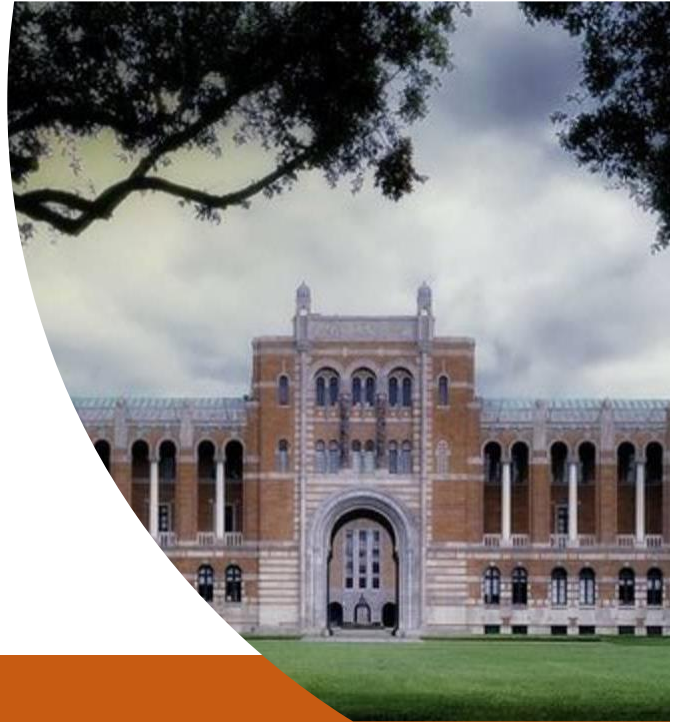
Program/Course Development



- Use the Center for Teaching and Learning on campus to work with faculty to develop the program.
 - One instructional designer for the online MBA program and the SCMM program so we have consistency
- Faculty develop classes one term in advance.
 - Stipend provided (not enough for the time put in)
- Cohort allows for these to be “rolled out” but less flexibility for the students.
- Unique course for the online MBA students (i.e., no on campus students can take that section).
- Goal is to have all full-time faculty develop (and teach) the classes.
- Built in some overload funds for this program (most faculty want to do it in load).

Rice University – Jones Graduate School of Business

- Small private liberal arts university
 - Committed to the underserved
- 4000 undergrads
- 4000 graduates
 - Jones Graduate School one of 8 colleges
 - 240 full time
 - 240 evening
 - 120 weekend
 - 120 EMBA



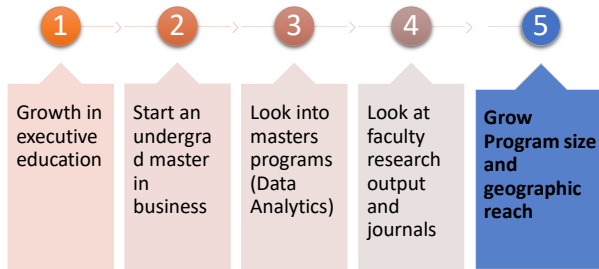
Why Online, Why Now?

University mandate:

We must complement our strong campus community by building greater national and international engagement, visibility and recognition. We must further invest in digital educational technology and employ it to enhance opportunities for students on the Rice campus, to vastly increase our educational reach and global footprint, to engage and support our alumni, and to augment our resources. We must utilize and build on our strengths in improving and assessing learning and producing state-of-the-art tools and resources in digital education. To maximize these opportunities, we must identify and serve new learners through innovative online programs, including master's degrees and graduate certificates.



Deans Objectives Make a Greater Impact! 5 Pillars



Online! Now what? The Journey Ahead

- Make or buy
 - Money upfront or haircut
 - Staffing
 - Marketing
 - Expertise – costly to buy, costly to maintain



Don't Make It An Add On !

-
- Same faculty teaching in this program
 - Want to keep the same intimate feel as we are known for, how?
 - 90 minute synchronous classes each week and group assessments
 - Global Trip required for all students, including MBA@Rice



How to overcome dissenters?

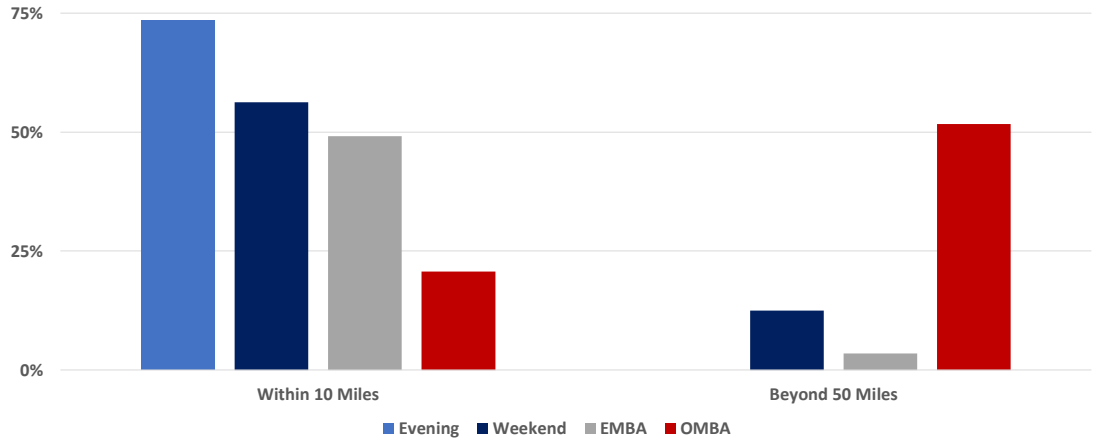
Commitment to same quality as our professional program

- GMAT required

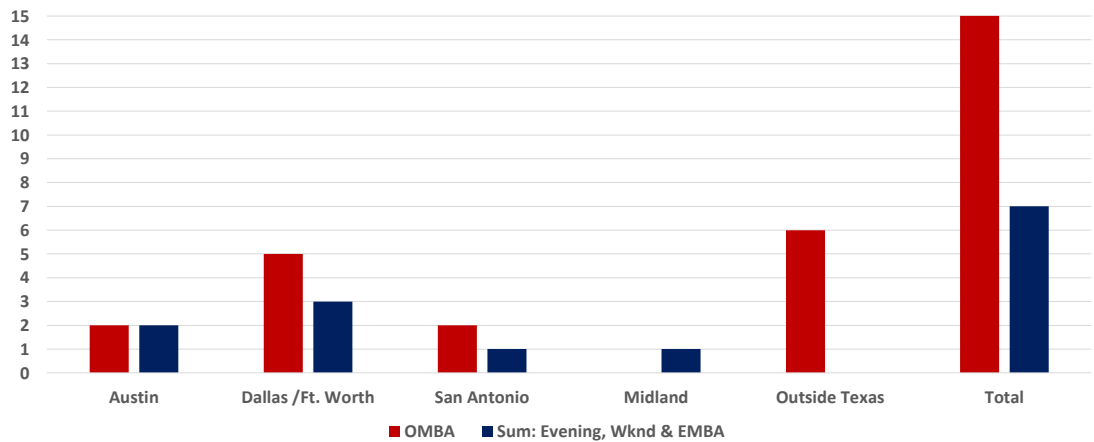
We kept all admission decisions rights and responsibilities



Percentage of Students by Program: Distance from Rice (July 2018 Intake for OMBA vs Fall 2017 Intake of Evening, Weekend and EMBA)



Total Students from Outside Houston Region (July 2018 Intake for OMBA vs Fall 2017 Intake of Evening, Weekend and EMBA)





Opus College of Business : UNIVERSITY OF **St.Thomas**

Lisa Abendroth, Ph.D.

Associate Dean, Graduate Program Innovation
Associate Professor, Marketing

Opus College of Business : UNIVERSITY OF **St.Thomas**

Graduate Program Portfolio

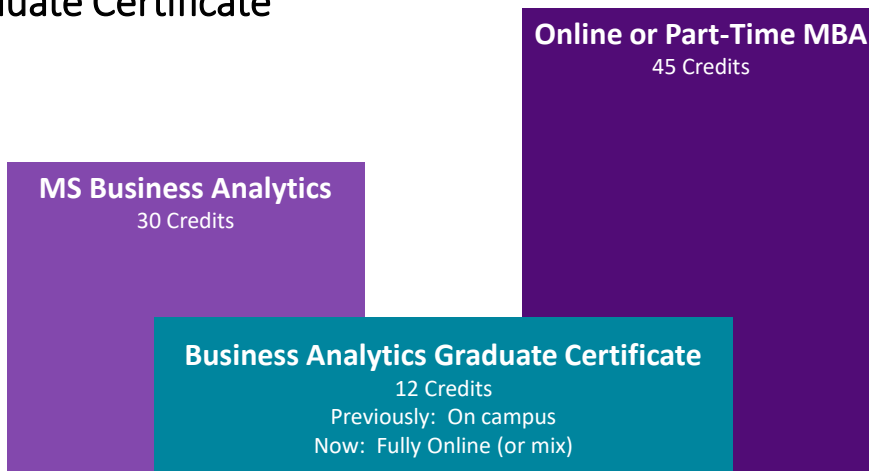
- MBA Programs
 - Full-time Flex MBA
 - Part-time Flex MBA
 - Online → • Online MBA
 - Executive MBA
 - New Fall 2018 • Health Care MBA
 - Graduate Certificates
 - Online → • Business Analytics + 7 Others
 - Specialized Masters
 - MS Business Analytics + 4 Others
- } Shared Electives
- } Stackable Credentials

Online MBA

- Year 1
 - Cohort (capped at 30)
 - 4-Day On-campus Residency
 - 1.5 Credits
 - All core – 2 classes at a time
- Year 2
 - Flex
 - All electives
 - Choose online, blended, or on ground
 - Option to study abroad
 - Option to complete Graduate Certificate



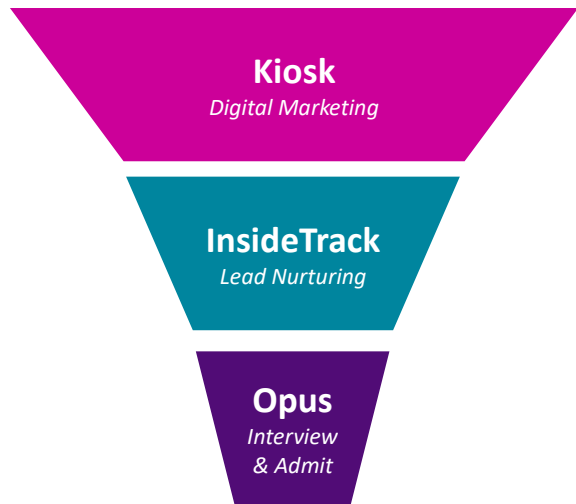
Business Analytics Graduate Certificate



Timeline & Partnerships

Sep	Decision to go online
Oct	
Nov	Partner interviews
Dec	Partner decision
Jan	Contracts finalized
Feb	
Mar	
Apr 13	Marketing launches
May	
Jun	Marketing hits full speed
July	
Aug 1	Priority app deadline

Opus College of Business



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Panel Discussion

Prepared Questions
then
Audience Questions



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Thank you!

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