

Technology

Online MBA Launches at ASU

This January, W.P. Carey School of Business at Arizona State University in Tempe will welcome the first cohort of students to its new, Web-based, 48-credit-hour degree program. By

students will return home to pursue required coursework at home, at work, or on the road.

"This approach maximizes convenience, yet develops in students the ability to complete assignments on time," says M. Johnny Rungtusanatham, the program's faculty director, who adds that the program will enforce "time fences"—deadlines to ensure that students move ahead at the same pace as their classmates. "For students, it will be as if they were working on a project deadline, analogous to scenarios they will face in the corporate world."

Besides the use of time fences, the program incorporates several mechanisms to minimize isolation, says Rungtusanatham. Students in the online program will develop relationships during the initial face-to-face

meetings, while they continue to foster a sense of community online.

"A valuable lesson we have learned is that students drop out if they have no intellectual or emotional support from peers. That issue is especially pressing in an online program," says Rungtusanatham. "Our students will realize that they are not alone 'out there.' They'll know that others are going through the same experience."

edgelab Gives Students Experience in Real-Time

In 2000, GE Capital created edgelab, a proprietary facility for the company, in partnership with the University of Connecticut's School of Business Administration on its Stamford campus. The facility is home to the Connecticut Information Technology Institute, a development center that works closely with the Stamford business community. In addition, edgelab offers students the opportunity to work directly with GE associates to create tech-related business solutions, in addition to providing them with much-needed technology training.

Although the facility does include an e-classroom where students acquire technology training, the facility is not so much a classroom as it is a true idea lab, says Chris Kalish, edgelab's director and chief technology officer. Students working in the 12,000-square-foot edgelab facility have access to 80 workstations, 12 computer servers, and 12 PDAs, as well as UConn's wireless network and GE's internal network. Since edgelab's launch, the experience the students have been able to receive has been as real as it gets, he says.

"GE provides the projects, which

www.aacsb.edu

The place on the Web to find:

- The updated M.E. Jobs list, our online posting of job openings in the management education field.
- Accreditation facts, the roster of accredited member schools, and the complete text of the newly adopted accreditation standards.
- A calendar of upcoming conferences and seminars.
- Contact information for AACSB staff members.
- And much more!
Come visit us today!



We're proud of our **C** students.



Our students have what it takes, thanks to our leadership focused MBA program. For a "small" business school (450 graduate and 1,300 undergraduate students), we're proud of the exceptional number of business and community leaders we produce.

GET READY TO LEAD (813) 258-7388 mba@ut.edu

JOHN H. SYKES
COLLEGE OF BUSINESS
The University of
TAMPA
MBA.LIT.EDU



BizEd

Al & Laura Ries
On Branding the B-School
Unlocking Leadership Potential
Multimedia Classrooms

Port Hackers

...m computer hackers would do well to sign up for a new course, "Principles of Information Security," taught by computer science professor Gudenas. The course addresses the rising demand for students with the skills to defend their information assets, setting protection levels, and configuring information security systems with intrusion-detection and

...become more sophisticated, so have computer hackers, says Gudenas. "In our current information age," he says, "this course is useful for the computer-literate business student, or other student who desires to understand current problems of securing corporate or laboratory information."



...tend to be fairly high-risk in terms of their outcome. Their implementation may be very new or centered around product development," Kalish explains. A typical project model is a combination of expertise from the sponsoring GE business, academic literature and teaching, Six Sigma techniques, and the students' own creativity, he adds.

So far students have worked on projects as involved as the development of a biometric scanner, in which a computer scans a person's physical attributes to recognize his or her identity. Such technology is in its very early stages, says Kalish, but through edgelab, students can get in on the ground floor.

"Students, faculty, and GE professionals work very intimately with these projects, as far as doing test cases and working on design principles," says Kalish. So far, the implementation rate of the projects that students have worked on has been "close to 100 percent."

'Netcentric' Behavioral Lab Test-Markets Tech

The Robert H. Smith School of Business at the University of Maryland in College Park has opened the Netcentric Behavioral Laboratory, the third component of the business school's Netcentricity Laboratory. Netcentricity also includes the school's Supply Chain Management Center and the Netcentric Financial Markets Laboratory.

Researchers from across the school's academic departments, from marketing to decision and information technologies, will utilize the behavioral lab to administer computer-aided experiments, conduct Internet-based behavioral research, and videotape interviews and focus groups. One study in progress, for example, involves virtual audio and video players. Researchers in this study are tracking how consumers' satisfaction with a product changes with the addition of new features,

using the lab's workstations to record online users' clickstreams as they interact with the players.

"The lab's technology allows us to more fully capture the users' experiences with the products than would other methods of data collection," says Rebecca Hamilton, assistant professor of marketing at the Smith School. "In the lab environment, we can carefully control the stimuli users see. We can measure the effects that small but potentially important product adjustments have on consumers."

In addition to increasing research activity at the Smith School, the lab provides resources for teaching at the undergraduate, MBA, and doctoral levels. Instructors can use the lab to conduct computer-aided demonstrations, run simulations, and videotape team interactions. More important, it provides students with an opportunity to learn first-hand how experimental research is conducted. ■