

Technology

Revamped MBA Adds Lifelong E-Learning

The Audencia School of Management in Nantes, France, has revamped its international MBA to incorporate a lifelong, e-learning component. The Audencia MBA, offered since 1984, will offer participants a classic 12-month course of study followed by a tailored program of career-long e-learning modules.

Delivered through a platform called Campus.Net, the e-learning aspect of the Audencia MBA allows its graduates to continue to pursue their studies of their choice with the guidance of a personal tutor. Each participant can choose a 24-hour-long module per year over three years at no extra charge. At the end of the three years, alumni come back to the school for two days to manage one of the teams around the world involved in the Audencia

MBA International Competition. This puts them into a multicultural, real-world business atmosphere.

Once the free, three-year e-learning package has been completed, the e-learning component then extends throughout graduates' lives on a pay-as-they-study basis. This move, say school representatives, addresses those who see MBAs as "one-shot" educational opportunities. The objective of the e-learning modules is to keep alumni in constant touch with lifelong learning and the business world.

Recruiters Go MBA Shopping with ePortfolio

The Olin School of Business at Washington University in St. Louis, Missouri, is offering recruiters a novel way to shop for MBAs online. Its Web-based ePortfolio allows recruiters to click on students' photos to read

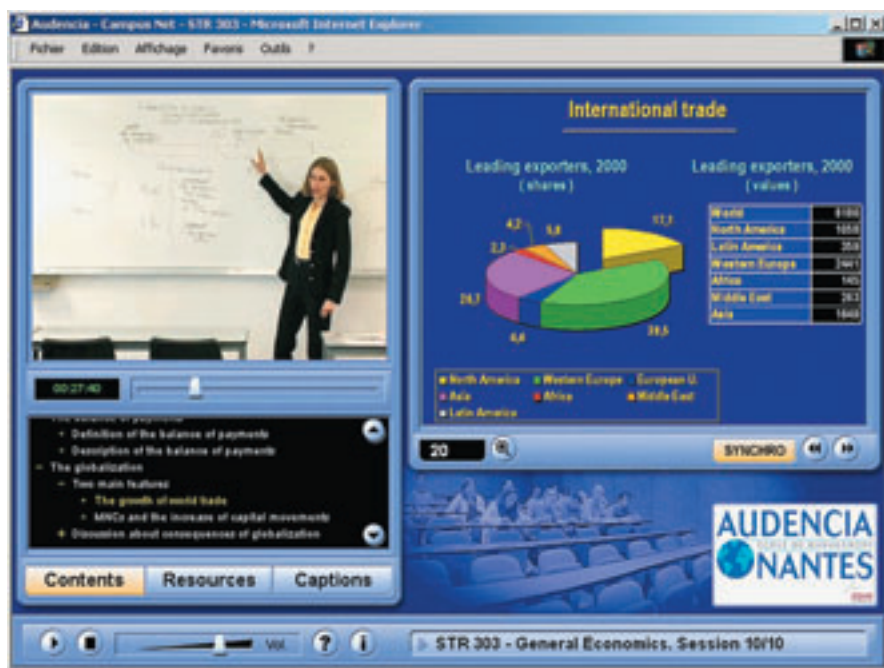
their complete resumes and career interests. The database includes MBA and undergraduate business students seeking full-time work and internships. MBA and BSBA students from the 2003 and 2004 classes are grouped together by career interests, including consulting, industry finance, investment banking, and marketing.

"These two student populations are outstanding; and given how difficult the hiring environment is for students in job-search mode this year, we wanted to give as much exposure as possible to both groups," says Deborah Booker, associate dean and director of external relations for the school.

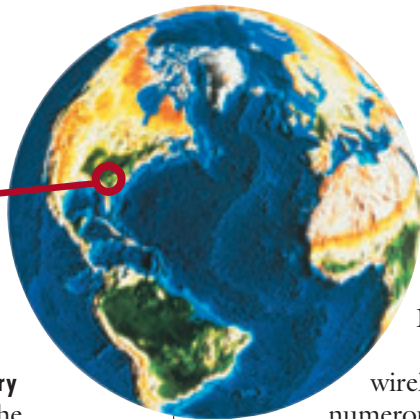
The Olin School created the ePortfolio as a database two years ago, but it was not Web-accessible. Instead, it has been e-mailed to recruiters. This year, however, the school decided that simply e-mailing the database to recruiters wasn't enough. "From a marketing standpoint, we feel as though using e-mail as a tool is less effective than it has been in past years," says Booker. "Folks receive so many junk e-mails, we're afraid that our message might get lost in the clutter. So, this year we're using a multimedia approach."

That approach includes running print ads in a major national business daily as well as sending out materials through direct mailings. The ads convey the message that Olin graduates "Hit the Ground Running." By marketing its students through the national ad campaign, e-mails, direct mailings, and now the Web, the school hopes that more recruiters will get a first look at Olin students.

Olin's ePortfolio is online at www.olin.wustl.edu/wcrc/recruiting/portfolio/.



MBAs from the Audencia School of Management can pursue lifelong learning online through Campus.Net.



'You Are Here' - U of Georgia Tests Wireless Locator

A doctoral student at the Terry College of Business at the University of Georgia in Athens has developed the world's first mobile tracking system based on a local area network (LAN). Iris Junglas has developed an 80,000-square-foot "wireless cloud" that allows students

to track down an individual by tapping a few keys on their PDAs.

"We've set up a wireless network with numerous access points, much like towers in the cellular world," Junglas explains. "Every tower recognizes what mobile device is currently in its range and feeds this information into a central database. From there on, finding some-

body is just a matter of querying the database with your mobile device."

During pilot testing of the tracking system, Junglas had 117 students locate different individuals and locations. "All participants had to do was specify who they were looking for, and a response would come back over their PDA," says Junglas. "Since the participants already knew the terrain, we didn't give them exact directions to the person. We could, however, easily add that function."

Tracking people and places isn't

NEWSBYTES

■ ONLINE LEADERSHIP SURVEY

The Cranfield School of Management in the U.K. has designed an online survey in order to help determine the skills that managers and leaders of the future will require. The questionnaire, created by Cranfield research fellow Dr. Eddie Blass, is directed to the school's 9,500 alumni, business professionals, and business educators. Participants will be asked to identify which skills, in their opinions, will be more or less important in ten years. Blass would like to ensure a global response; therefore, Blass encourages business professors and educators around the world to complete the survey, posted at www.cranfieldsom.info/future/.

■ IT MAKES SENSE

A new joint program from IMD and MIT Sloan School of Business will begin in November in Boston, Massachusetts. "Making Business Sense of IT" will bring together technical and nontechnical decision makers with faculty from both business schools to explore ways to

increase the business value of IT through improved IT governance, an understanding of IT architecture, and enhanced information management across an organization.

■ CARLETON GETS \$1 MIL

Carleton University of Ottawa, Ontario, in Canada, has been awarded more than \$1 million to fund four new research projects. Communications and Information Ontario (CITO) awarded the school \$706,000 and industry provided an additional \$461,000. The four CITO projects receiving funding involve mobile broadband access (\$252,000), metropolitan networks (\$99,000), Internet access in remote locations (\$490,000), and Internet telephony systems (\$326,000).

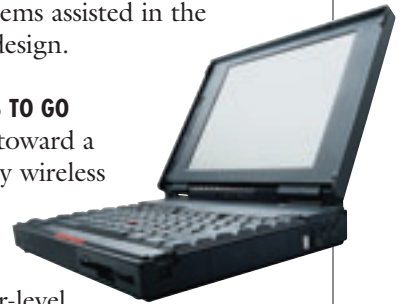
■ NEW IT DEGREE

This fall, American University's Kogod School of Business in Washington, D.C., will launch a new technology management degree. The Master of Science in Information Technology Management (MSITM) is a 30-hour, part-time program for

information technology practitioners seeking IT management and leadership positions within their organizations. Corporate leaders from top area firms such as Fannie Mae, IBM Consulting, and American Management Systems assisted in the degree's design.

■ LAPTOPS TO GO

In a step toward a completely wireless computing environment, 200 upper-level business students at the University of Idaho in Moscow, Idaho, will be issued wireless laptops this fall. UI will be the first public university in Idaho to launch such an initiative. The IBM ThinkPads will be equipped with 14" monitors, DVD/CD drives, and FireWire for streaming video capability, as well as a selection of business-oriented software. The laptops are meant to promote independent learning among students and encourage greater student-faculty communication.



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the only thing made easier with this system. Activities such as sending e-mail or booking an airline ticket also are facilitated, especially if tasks are time-sensitive.

“Mobile units allow users to do tasks on the run. You receive updated information immediately and can act accordingly,” says Junglas. “In case of location-based services, the system provides you with your own geographic position or the

location of the person you’re looking for.”

Junglas claims that while other tracking systems exist, they rely on satellites to retrieve location information (such as global positioning systems, or GPS).

Unfortunately, in a local area environment such as a building, these technologies do

not work. Her system relies solely on wireless LAN technology that mimics systems that global cellular networks use.

The next step for this technology is to expand the wireless cloud and create more location-based applications, says Junglas. “We’re living in a world with decent network coverage,” she says, pointing to the Internet as an example. “What we ultimately want to have, though, is a world that provides ubiquitous networks and universally usable devices, a world in which users can access networks at any time from any place. At Terry College, it’s what we call ‘u-commerce.’”

DATABIT

For some, cell phones aren’t just a means of communication—they’re a means of survival. Henley Management College of Oxfordshire, England, surveyed 1,000 people in the U.K. and found that 46 percent of 25- to 34-year-olds said they “could not live without” their mobile phones. Eighty-six percent of all respondents cited text messaging as the main purpose for their cells.

U of Arkansas receives \$600K Grant to Study Women and Minorities in IT

Four researchers at the Sam M. Walton

College of Business at the University of Arkansas in Fayetteville recently received a National Science Foundation grant for \$603,942 to study the under-representation of women and minorities in the field of information technology. The four researchers include Anne O’Leary-Kelly, professor of management; Bill Hardgrave, executive director of the school’s Information Technology Research Center; Vicki McKinney, assistant professor of information systems; and Darryl Wilson, assistant professor of information systems.

The proposed study, titled “The Influence of Professional Identifica-

tion on the Retention of Women and Racial Minorities in the IT Workforce,” will examine the degree to which an individual’s self-image derives from attachment to a profession. The research will explore whether differences in individual characteristics and situational experiences lead women and minorities to develop different levels of professional identification as compared to majority individuals. Another goal of the study will be to examine the influence of professional identification on the career persistence of IT workers.

The longitudinal study will focus on 11,000 IT workers from seven diverse companies. The research team will survey the workers once a year for a series of three years.

Researchers note that their goal is

TOOLS OF THE TRADE

DealMaven Inc. Offers Knowledge Base to B-Schools

For the past three years, financial productivity software firm DealMaven Inc. of New York, New York, has offered its Financial Analysis Knowledge Base, an online training program for Microsoft Excel and financial analysis. Through more than 800 pages of content and interactive exercises, Knowledge Base is intended to accustom students to Excel-based financial analysis that investment bankers are expected to use in “real-world” occupations.

Vince Scafaria, CEO and co-founder of DealMaven, worked with Robert Holthausen, a professor at the Wharton School at the University of Pennsylvania in Philadelphia, and a team of investment bankers to develop Knowledge Base.

The self-paced training program incorporates spreadsheet-intensive financial analysis, complete with quizzes, quantitative case studies, and step-by-step modeling tutorials. The program assumes no prior knowledge in finance. Its modeling tutorials walk users through the process of building a financial model in Excel. Complete with an in-depth glossary, Knowledge Base also serves as a tutorial aid and a reference tool.

The software has been used as a training tool by investment banking firms such as Lehman Brothers. DealMaven is now making it available to higher education institutions. This fall, the Wharton School will be the first business school to make the software available to its students.

“Our program has been used on Wall Street to train recent graduates in business as well as other disciplines,” says Scafaria. “By making Knowledge Base accessible to students while they are still in school, we hope to help them take their skill sets to the next level and give them an advantage in the job market.”





to help increase the number of women and minorities working in information technology. "IT workforce demand is at the lowest it has been in four years," says McKinney. "This research allows us to study what can be done to keep IT workers from leaving the profession, especially in times with low job demand."

One-of-a-Kind Trading Floor Opens at Kent State

Earlier this year, Kent State University in Kent, Ohio, opened a \$3 million futures and options trading floor on its campus. The KSU Financial Engineering Trading Floor, designed by Chicago-based Tekcom, is the world's first derivatives trading floor at an academic institution, say university officials.

The facility simulates trading using live data feeds from six global exchanges and three news organizations, including CQG Inc., Reuters, and Bloomberg. It also includes 25 HP workstations, which feature dual Xeon processors running two 18" trading screens, and incorporates the same trading software that major investment firms use. Real-time exchange feeds have been granted from the Chicago Board of Trade, the Chicago Mercantile Exchange, the Singapore Exchange, the Tokyo Grain Exchange, and Eurex, a German international exchange.

Design, construction, and ongoing management of the trading floor are funded by more than \$3

million in donations, including a \$1.2 million endowment from the Chicago Board of Trade Educational Research Foundation.

Career eFair Designed for 'Just-in-Time' Hiring

A consortium of 18 business schools has launched a series of MBA Virtual Career eFairs, designed to give employers direct access to hundreds of qualified students. Developed by Lee Svete, director of the career center at the University of Notre Dame in Notre Dame, Indiana, the virtual fairs have included job postings from companies such as Anheuser-Busch International, Ernst & Young, General Electric, Intel, and Target.

The first virtual career fair was launched on April 1 and remained open through May 6, with 48 employers posting more than 100 jobs. Another fair ran from the last week in May through the third week of June and included 80 jobs from 39 employers. Hundreds of students have taken advantage of the online job fair. More than 400 students visited the site during its second virtual job fair, and 140 submitted resumes.

Companies pay just \$200 to post an unlimited number of jobs during each online fair. "We also do live career fairs in Atlanta, New York, and Los Angeles. In this economic climate, however, many companies can't predict what their job opportunities will be," says Svete. "For \$200, companies can post their openings for just-in-time hiring."

Because of the initial success of the first two eFairs, the consortium plans to sponsor others in the future. For information on the Virtual Career eFair and the MBA Consortium, visit www.mba-consortium.org.

WEBWATCH

■ www.eBizSearch.org

Lee Giles of The Pennsylvania State University's School of Information Sciences of University Park has developed eBizSearch, a search engine targeted to business-centric information on the Internet. Designed in collaboration with Arvind Rangaswamy and Nirmal Pal of the eBusiness Research Center at Penn State's Smeal College of Business, eBizSearch is designed to direct researchers to the most topical, relevant information on e-business, e-commerce, and other related topics. Users can conduct keyword or citation searches, collect and organize information, or submit articles of their own to the index.

■ The Chazen Web Journal of International Business www.gsb.columbia.edu/chazenjournal/

Columbia University's Graduate School of Business in New York, New York, recently launched its Chazen Web Journal of International Business. The site, which Columbia notes is the only student-driven online publication of its kind, establishes a forum for students, faculty, and business to provide topical analysis of today's international business issues.

Available at no cost, each issue of the online journal features papers from Columbia students and faculty, as well as case studies following a specific global theme. The site also includes contributed articles and interviews with corporate leaders and emerging markets financial analysts. Its inaugural issue, published late last year, featured articles covering entrepreneurship in Africa. Its second issue focuses on issues of Asian corporate finance and business strategies. **Z**