

Technology



■ The MBA Makes IT Better

U.S. companies value business education over tech experience when it comes to hiring—and compensating—IT professionals, finds research by Sunil Mithas of the University of Maryland's Smith School of Business in College Park and Mayuram Krishnan of the University of Michigan's Ross School of Business in Ann Arbor.

The two researchers found that an IT professional with an MBA degree earns an average 46 percent more than a counterpart with only a bachelor's degree; in addition, that worker earns 37 percent more than an IT professional with any other master's degree. In U.S. dollars, that translates to \$24,000 per year and \$17,000 per year more, respectively.

"Education is more valuable than experience because it provides more durable and versatile conceptual skills," Mithas notes. "In contrast, IT experience has a high rate of obsolescence—learning new technologies makes a professional valuable for only a few years when those skills are in high demand." Mithas adds that an MBA education teaches IT professionals how to evaluate new technologies and strategically

invest in and manage IT projects. Those are skills, he emphasizes, that make an IT employee versatile and valuable over the long term.

Mithas and Krishnan also found that firms place greater

value on IT experience at other companies than on experience gained among their own ranks—a finding that can explain the high turnover culture in the IT profession. They also found a gender gap in earnings—women in IT earn about 9 percent less than their male counterparts.

The paper, "Human Capital and Institutional Effects in the Compensation of Information Technology in the United States," appeared in the March 2008 issue of *Management Science*.

■ New Kelley Campus Opens in Second Life

Indiana University's Kelley School of Business in Bloomington has unveiled its virtual island campus on the online virtual world Second Life. Resembling the real-life campus, Kelley's Second Life island was created for its Kelley Executive Partners program.

The new virtual campus is designed to encourage more collaboration, especially at a time when more corporations are exploring the potential of Web 2.0 technologies to save in travel costs and increase productiv-

ity, says Anne Massey, a professor in Kelley's department of operations and decision technologies.

"In today's academic and business environments, more often than not, individuals and teams are collaborating across boundaries of distance, time, language, and culture," Massey says. "As the adoption of Web 2.0 and 3-D virtual worlds accelerates, new possibilities for overcoming boundaries are emerging."

To launch the new campus, Kelley held a half-day event in the virtual world that included guest experts on virtual collaboration, tours of the virtual campus, and even a Second Life boat race to illustrate how teams can work collaboratively in Web 2.0 environments.

■ Trading on Technology

The trading room has become the must-have technological tool for many business schools, as the emphasis on real-time, real-world education continues to intensify. Two schools have recently launched their own trading rooms and related courses, to bring the global stock market straight to their students.

DePaul University's College of Commerce and Kellstadt Graduate School of Business in Chicago, Illinois, recently launched its new virtual trading room for undergraduate finance students. The facility features a live electronic ticker that spans two walls of the room, large monitors to display real-time finance news, and 18 dual-monitor computer stations with access to feeds from newswire services. Computer stations also provide access to analytical tools, portfolio analytics, trading platforms, and risk management software.

Another school, the University of

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DePaul University's new virtual trading room for undergraduates

Scranton's Kania School of Management in Pennsylvania, also is taking advantage of trade room technology. It will offer a new course to teach students how to execute foreign currency trades. Students in the course will work in a simulated trading labo-

ratory on campus, analyzing real-time data feeds and proprietary analytical and trading-simulation software. The course and the lab were funded by a \$196,000 grant from Wall Street West, a governmentally sponsored initiative to provide backup solutions

for New York City financial institutions in the event of a disaster.

The Kania School is working with CEREBRONIX, a New Jersey management and applied technology consulting firm. Both the course and the lab will be developed by Ioannis Kallianiotis, professor of finance and economics, and adjunct professor Robert Colombo, president and founder of CEREBRONIX.

"If you are a global company, you must ultimately pay your bills with the currency of the country with which you are transacting business," says Colombo. These companies, he adds, also will want to take advantage of favorable exchange rates to "stockpile" money that they can spend later, when economic conditions go south. These global trends, he argues, make it even more important for students to have some trading room experience, even if they don't end up on Wall Street.

TOOLS OF THE TRADE

New Tool to Tap Mobile Learning

New audience response technology allows schools to poll students via mobile devices.

At a time when almost every student possesses at least one mobile communication device—be it cell phone, PDA, or laptop—more higher education institutions are looking for ways to tap into those devices for educational delivery.

A new product from Turning Technologies offers professors a way to engage their students even outside the classroom. Through ResponseWare Web, a Web-based polling application, professors can post interactive PowerPoint questions to their students; questions can be in single response, multiple response, fill-in-the-blank, and essay formats. Students can answer using any standard Web browser via Internet-connected devices



such as cell phones, PDAs, and laptops, as well as standard desktop computers. Their responses can then be transferred to an interactive polling slide to be presented to an audience via an LCD projector.

ResponseWare

provides a way for professors to tap the potential of mobile devices to deliver education, says company CEO Mike Broderick. ResponseWare is certified for use on the AT&T wireless network. Turning Technologies currently is working with other telecom carriers so that users can access the application through other networks as well.

For more information, visit www.turningtechnologies.com.

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U of Maryland Launches Mobility Initiative

This fall, the University of Maryland launched a pilot study to test whether handheld devices such as the iPhone can improve students' educational experiences. To that end, 150 new students were selected to receive either an iPhone or an iPod touch device during orientation.

The school's admissions office and office of information technology are spearheading the initiative through a steering committee made up of faculty, staff, and students from across campus. The initiative will explore

how professors might use mobile technologies to enhance the classroom learning experience, how connectivity might promote faculty-student interaction, and how mobile devices might help students manage their time and navigate campus more effectively.

Over the course of the semester, students will take part in a series of faculty-led meetings



to test the integration of the devices in classroom settings and brainstorm ideas to identify new uses of the technology.

"If the technology will help make a large university smaller and more accessible, that's important," says Jeffrey Huskamp, the school's vice president and chief information officer. "If it can enhance learning, then we need to find out."

NEWSBYTES

WEB FOR ALL

According to *Computerworld*, World Wide Web inventor Tim Berners-Lee will launch a new foundation whose mission will be extend the Internet to those who still lack access to the technology—about 80 percent of the world's population. By making the Internet accessible to all, the World Wide Web Foundation also will aim to promote democracy and free speech, improve healthcare, and advance Internet technologies. The foundation will be funded initially by a \$5 million grant from the Knight Foundation, a nonprofit dedicated to improving journalism.

ALL-IN-ONE TOOL FROM YAHOO!

Yahoo! recently launched oneConnect, a new product that allows users to create address books and communicate with contacts across multiple channels, including e-mail, IM, SMS, and social networks. Users also

will be able to view all activity within their networks, and locate and interact with nearby Yahoo! oneConnect users. For more information, visit mobile.yahoo.com/oneconnect.

WI-FI FOR ALL

Wireless networks will be found in 99 percent of North American universities by 2013, according to a report from ABI Research, a New York-based technology research firm. Advances in technology, increase in demand, and widespread adoption of "anytime-anywhere" learning will drive rapid implementation of wi-fi technology, the report predicts. To purchase the report, "Wi-Fi in the Education Vertical," visit www.abiresearch.com/products/market_research/EDU.

UTSA RECEIVES NSA NOD

The College of Business at the University of Texas at San Antonio was redesignated as a National Center of Academic Excellence in Information Assurance Education by the

U.S. National Security Agency and Department of Homeland Security. The five-year designation, which originated in 2002, has been granted to 93 higher education institutions in the country. The college's department of information systems and technology management offers courses and conducts research in biometrics, cyber forensics, data mining, and intrusion detection. The college also offers an infrastructure assurance concentration as part of its master degree and bachelor degree curricula.

NEW FACILITY AT SCU

Santa Clara University's Leavey School of Business has opened its 86,000-square-foot, \$49 million Lucas Hall. The three-story facility includes 12 classrooms, 16 team project rooms, and six conference rooms. All include Cisco-based networking and telecommunications technology, high-definition video and voice technology, and wireless Internet connection.