

## Annual Curricular Innovation Symposium

### Sponsorship Opportunity



#### Proposal Submission: December 19, 2018

Every year since 2004, the MBA Roundtable (MBAR) partners with a member business school to host the annual curricular innovation symposium, the MBAR's signature event where business school leaders come together to share and generate ideas on MBA curricular innovation. The annual symposium is a day and a half conference and typically takes place in the fall of the year. For the latest symposium schedule and agenda, please visit [www.mbaroundtable.org/annual-symposium](http://www.mbaroundtable.org/annual-symposium).

By partnering with the MBA Roundtable, host sponsor schools benefit from the opportunity to:

- Spotlight your school as a leader in graduate management education
- Showcase your school's innovative programs, research, or curricula
- Promote your school through promotional materials, press releases, and proceedings and on the MBAR web site
- Enhance recognition as an advocate of the MBAR and for curricular innovation
- Offer your faculty and staff participation in the event without incurring travel expenses

#### Symposium Objectives

The annual symposium directly supports the mission of the MBA Roundtable (MBAR) and is designed as a working format to

- Promote dialogue and education on a topic related to improving MBA curricular design, delivery, assessment, implementation, or structure
- Encourage active communication and hands-on learning among attendees
- Attract deans, faculty directors, and administrators from member schools involved in curricular development and assessment
- Provide networking opportunities for member schools
- Present ideas and practices that are actionable and can be implemented at schools
- Highlight MBAR and host institution research and/or knowledge creation

## Sponsor Criteria

In post-symposia evaluations, participants rank the event very highly for its professionalism, organization, specialized content, networking opportunities and actionable takeaways accomplished in large part due to the contributions of our host sponsor schools.

To continue our track record of success, the MBAR requests host business schools meet the following criteria:

1. MBA Roundtable membership and participation
  - a. A current member school in good standing
  - b. Demonstrated past participation in MBAR activities
2. Content Contributions
  - a. Help in identifying and developing the symposium theme
  - b. Willingness to balance MBAR member interests with desire to promote school's expertise in selecting theme or topic
  - c. Ability to access speakers, facilitators, or subject matter experts who might contribute to the program
3. Location
  - a. An attractive city or campus location which may be easily accessed from all regions of the globe preferably with direct flights from most international locations
  - b. If location is less accessible, the ability to engage off-site participation through webcasts or other technological means.
  - c. Ability to draw international, domestic, and regional participants
4. Meeting Facility
  - a. High quality conference or executive education center
  - b. Auditorium or tiered classroom with seating for 100
  - c. 3-4 additional breakout classrooms adjacent or near the auditorium
  - d. Dining and reception space for 100
  - e. Office space for MBAR staff during the symposium
  - f. Access to quality catering
  - g. Accessible parking
  - h. Current technology and A/V support including recording, editing and electronic publishing capabilities.
5. Hotel Accommodations
  - a. Quality hotel accommodations within walking distance of symposium locations or hotel shuttle service
  - b. Negotiated or university rate and block of rooms for event
6. School Support
  - a. Demonstrated understanding and show of support by the dean of the business school
  - b. Support of the associate dean or program director in contributing to the planning committee and serving as primary point of contact for the school

- c. Assistance of a lead support staff member to manage on-site logistics and administration including catering, room reservations, hotel liaison, parking, security, maps, etc.
  - d. Willingness to promote the event with school partner institutions
  - e. On-site assistance (2-3 students or other support staff) the day prior and the day of the event
7. Financial Support
- a. Host schools have traditionally sponsored the opening reception and underwritten other costs associated with hosting the event including space rental, catering, hotel transportation, etc.; the value will be approximately US \$18,000.

### **Previous Symposia and Host Schools**

- 2004: "Meeting the Leadership Needs of Corporations through MBA Education," University of Southern California (Los Angeles, CA)
- 2006: "MBA 2020: A Vision for Curricular Innovation," Villanova University (Philadelphia, PA)
- 2007: "Planet MBA: Advancing Sustainability Curricula in Management Education," DePaul University (Chicago, IL)
- 2008: "Cultivating a Global Mindset in MBAs " The George Washington University (Washington, DC)
- 2009: "MBAs in Action" University of Denver (Denver, CO)
- 2010: "MBA Curricular Change and Innovation" University of Virginia, (Charlottesville, VA)
- 2011: "Leadership Development in MBA Education: University of Washington, (Seattle, WA)
- 2012: "Entrepreneurial Thought and Action<sup>®</sup>," Babson College (Wellesley, MA)
- 2013: " Interdisciplinary Education in the MBA", The Ohio State University (Columbus, OH)
- 2014: "MBA 2020" Instituto de Empresa (IE), Madrid, Spain
- 2015: "Closing the Gap: Cultivating Communication Competency in the MBA" Washington University in St. Louis (St. Louis, MO)
- 2016: "Re-Imagining MBA Education: Weaving Business Acumen and Leadership into the MBA Curriculum" Arizona State University (Tempe, AZ)
- 2017: "A Market-Driven Approach to Designing a Responsive MBA Curriculum" Temple University, (Philadelphia, PA)
- 2018: "Tech Enabled – Human Empowered" University of Texas at Austin (Austin, TX)
- 2019: Michigan State University, (East Lansing, MI)

### **MBA Roundtable Support**

To ensure the benefit to all member schools, the MBA Roundtable organizes a symposium planning committee that is responsible for determining the program theme, format, and sourcing speakers and panelists. The MBAR also manages the event communication and promotion, registration, attendee lists, and consults with the host institution on on-site logistics.

## **Sponsor Selection**

Host schools are evaluated and selected based on their ability to meet the sponsor criteria and deliver a high impact, high quality event. A small committee of MBAR board members evaluates the proposals and makes the selection.

## **Proposal Submission**

MBAR member schools interested in serving as the host for the 2020 MBA Roundtable symposia are asked to submit a 3-4 page proposal that:

- Defines the school's ability to meet the sponsor criteria (outlined above)
- Identifies possible symposium dates for fall 2020
- Suggests potential themes or topics for planning committee consideration.

Please email proposals to [jeff@mbaroundtable.org](mailto:jeff@mbaroundtable.org) by December 19, 2018.

Once selected, the host school will be asked to sign an event partnership agreement with the MBAR.

## **For Further Information**

Please contact Jeff Bieganeck, executive director of the MBA Roundtable, at [jeff@mbaroundtable.org](mailto:jeff@mbaroundtable.org).