

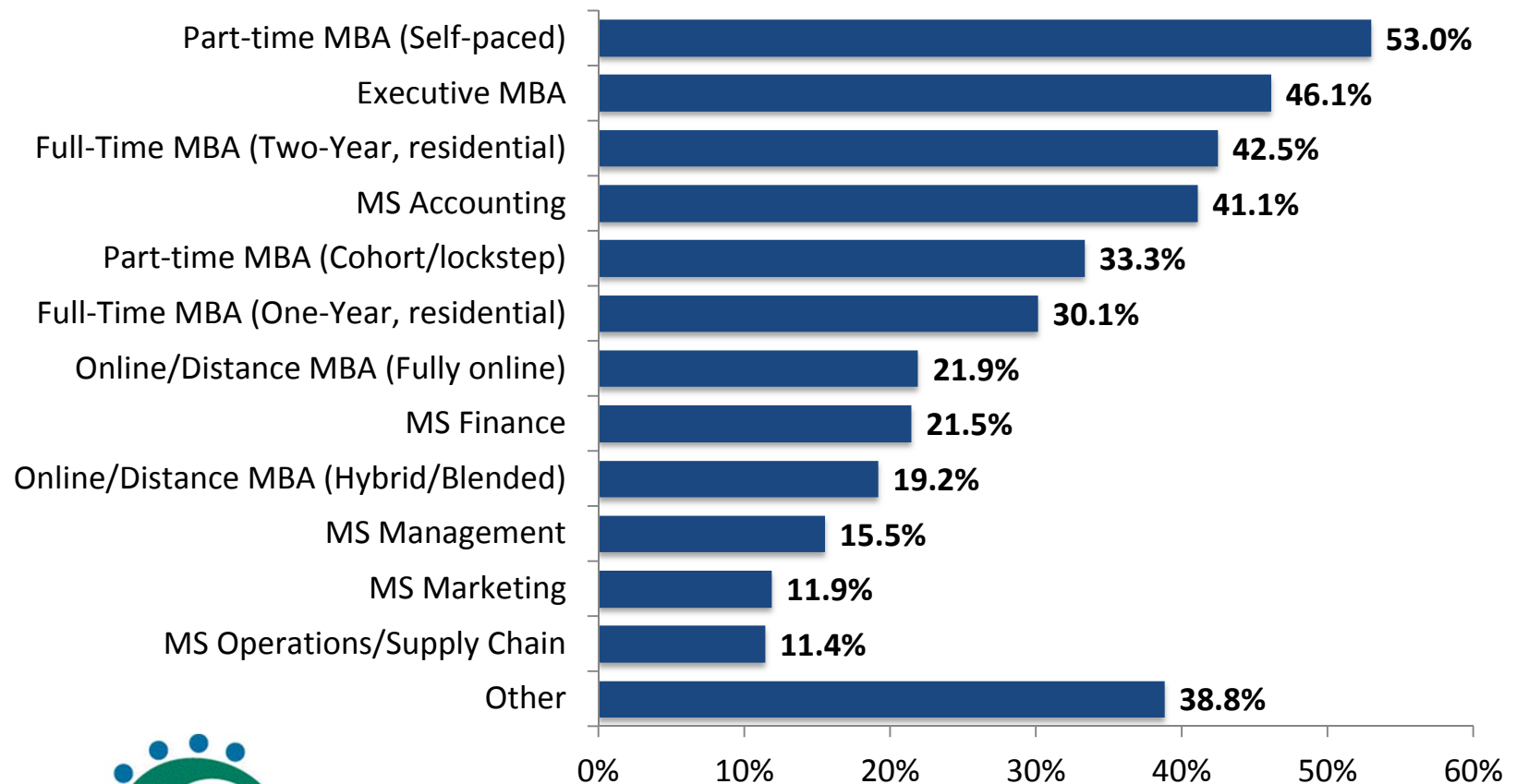
# Can Curriculum Be Part of the Part Time MBA Brand?

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Olin Business School  
President, MBA Roundtable

Monica Powell - Associate Dean, The University of Texas at Dallas  
Naveen Jindal School of Management

# Part Time MBA: Most Offered

Part time MBA (self-paced and cohort/lockstep) is the most offered program in business schools surveyed.



# MBA Core: Historical Look

	2005	2013
Total Program	48%	48%
1 <sup>st</sup> Year	83%	85%
2 <sup>nd</sup> Year	10%	7%
None-2 <sup>nd</sup> Year	42%	64%

Discipline	2005	2013
Finance	10%	10%
Marketing	9%	9%
Financial Accounting	9%	9%
Statistics	9%	8%
Micro-economics	8%	8%
Strategy	9%	8%
Operations	9%	8%

# Top 30 Part Time MBA Programs

US News and World Report-2015

## PT MBA Curriculum Overview

	Average	Middle 80%
Core Hours Required	32	24 - 41
Elective Hours	22	9 - 27
Total Hours for Degree	54	48 - 60
% of Program Required	60%	44% - 81%

Source: WashU | MBA Roundtable Survey 2015

# Top 30 Part Time MBA Programs

## US News and World Report-2015

100% require at least one course in:

Accounting

Statistics

Finance

Marketing

Microeconomics

Operations

Strategy

OB | Leadership

There is some variation in:

Managerial Accounting

Macroeconomics

Communications

Law

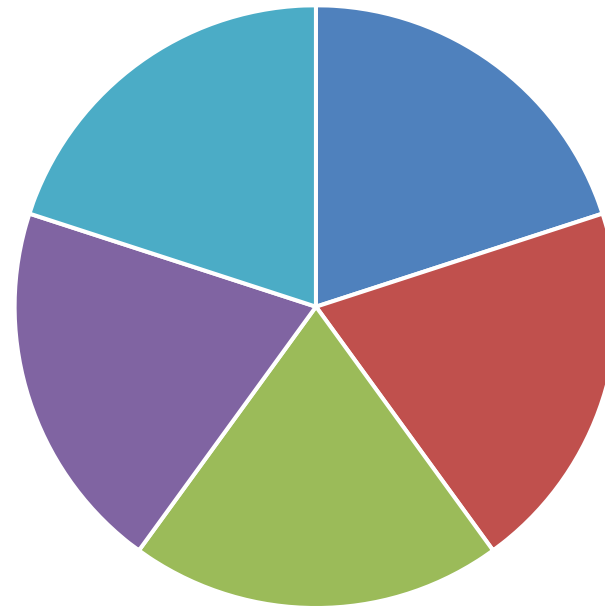
Ethics

IT

So, if the core content is not changing or differentiating...

## How can the Part Time MBA be distinguished?

- Structure
- Timing
- Integration
- Flexibility
- Co-curricular





# IN-COMPANY INTERNSHIP FOR CREDIT



# In-Company Internship for Credit

## Impetus

- 2010 and 2011 – Response to market
- Two birds with one stone
  - Defend value of MBA
  - Create process to leverage the degree while getting the degree
- Creative way to promote the program



# How it Works

**Two Semesters | 3 credit hours**

## **Semester One**

- Develop project scope-interview C-Level folks
- Create outline of project
- Submit In-Company form

## **Semester Two**

- Submit project description with approval
- Fulfill project deliverables
- Make a presentation

## What else we learned

- Outside company internship? – Career changing
- Promotions within organization
- Appeal to millennials
- Resources and Complexity
  - Consistent supervision
  - Non core faculty

**All that applies to FT MBA can apply to PT MBA**



# BRANDING BEYOND THE CORE



# Beyond the Core

## Co-curricular

- Critical Thinking → Communications → Networking → WCC

## Applied Learning

- National Case Competitions
- Board Fellows
- Taylor Community Consulting

## Professional Development

- Club Leadership Positions (Full-time MBA Clubs)
- Additional Resources from the WCC – in all phases

## Extra-curricular/Social

- Prom
- Thursday After Dark Club
- Alumni activities



**These are differentiators – game changers – branding material.**

# Time to share your stories

**What are  
your students demanding?**

**What is  
your school doing?**

# THANK YOU



Information  
Ideas  
Insights  
Inspiration

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