Can Curriculum Be Part of the Part Time MBA Brand?

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Olin Business School
President, MBA Roundtable

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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.

Source: 2014 MBA Roundtable Study on Shared Curriculum
# MBA Core: Historical Look

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Program</strong></td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>1st Year</strong></td>
<td>83%</td>
<td>85%</td>
</tr>
<tr>
<td><strong>2nd Year</strong></td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>None-2nd Year</strong></td>
<td>42%</td>
<td>64%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Discipline</th>
<th>2005</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Marketing</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Statistics</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Micro-economics</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Strategy</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Operations</td>
<td>9%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: 2005 Study – Rice Univ. | MBA Roundtable  
2013 Study – Univ. of Oklahoma | MBA Roundtable
# Top 30 Part Time MBA Programs

**US News and World Report-2015**

## PT MBA Curriculum Overview

<table>
<thead>
<tr>
<th></th>
<th>Average</th>
<th>Middle 80%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Hours Required</td>
<td>32</td>
<td>24 - 41</td>
</tr>
<tr>
<td>Elective Hours</td>
<td>22</td>
<td>9 - 27</td>
</tr>
<tr>
<td>Total Hours for Degree</td>
<td>54</td>
<td>48 - 60</td>
</tr>
<tr>
<td>% of Program Required</td>
<td>60%</td>
<td>44% - 81%</td>
</tr>
</tbody>
</table>

Source: WashU|MBA Roundtable Survey 2015
Top 30 Part Time MBA Programs

100% require at least one course in:

- Accounting
- Microeconomics
- Statistics
- Operations
- Finance
- Strategy
- Marketing
- OB | Leadership

There is some variation in:

- Managerial Accounting
- Law
- Macroeconomics
- Ethics
- Communications
- IT

Source: US News and World Report 2015 Ranking
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

www.mbaroundtable.org