

SESSION DESCRIPTIONS

Wednesday, January 27

10 – 11:30 am **OPTIONAL WORKSHOP FOR NEW MBA PROGRAM DIRECTORS:
EVERYTHING YOU NEED TO KNOW BUT ARE AFRAID TO ASK** Atlanta – 2nd Floor

Whether you moved from the corporate world or from full-time faculty, the life of a new MBA program director can be overwhelming. In this highly interactive session, you'll have the opportunity to learn from knowledgeable and experienced MBA program professionals. Whatever keeps you awake at night—admissions, rankings, faculty, student demands, competition, or your future—you'll find program veterans willing to give useful advice, share their secrets for maintaining sanity, and provide a foundation as you begin to build your MBA program professional network. Join us as we face the day-to-day challenges of running MBA programs with a sense of humor and a shared commitment to help each other.

Kim Corfman, Vice Dean, MBA Programs, Leonard N. Stern School of Business, New York University
Cherie Scricca, Associate Dean, MBA Programs, Marshall School of Business, University of Southern California

1 – 2:30 pm **GMAC UPDATE** Salons 1, 3, 5

David A. Wilson, CEO and President, Graduate Management Admission Council

KEYNOTE SESSION

Barbara E. Kahn, dean, school of business administration, University of Miami, highlights for us why **Change is Good**, or at least it can be. Dean Kahn will open the 2010 MBA Leadership Conference, sharing her experiences and expertise on branding initiatives in two very different types of institutions. Her examples stand as case studies on how schools must understand their brands through the many perspectives of their constituents and use that information to drive change and differentiation.

Barbara E. Kahn, Dean, School of Business Administration, University of Miami

Concurrent Sessions I

3 – 4:30 pm **THE CHANGING FACE OF MANAGEMENT EDUCATION: KEY TRENDS
IN THE GMAT STUDENT PIPELINE (Repeated on Friday at 8:30 am)** Columbia – 2nd Floor

The GMAT pipeline has grown significantly over the past five years. During this period, there has also been considerable change in the characteristics of prospective students, and it is likely that these shifts have become increasingly evident in the applicant pools of business schools around the world. This session examines recent GMAT trends in unprecedented detail through new and interactive data visualization techniques. Finally, it will touch on what a global economic recovery might mean for the student pipeline today and tomorrow.

Alex Chisholm, Senior Research Analyst, Graduate Management Admission Council

CURRICULAR DEVELOPMENTS IN PART-TIME MBA PROGRAMS

Tallahassee – 3rd Floor

Part-time MBA program enrollments now outpace their full-time MBA counterparts by nearly 15 percent in both Canada and the US and make up over 40 percent of enrollments outside the US and Canada, according to recent AACSB data. This growth highlights the need and unique opportunity for schools to design and deliver curricular experiences tailored to working professional students. This session provides recent examples of the demand for — and subsequent movement toward — part-time MBA programs, including action-based learning and leadership development curricula. Presenters share successful models of integrating this content into curricula and ways to support working professional students and faculty along the way.

Beatrice Avolio, Academic Dean, CENTRUM Católica, the Business School of the Pontificia Universidad Católica del Perú

Paul Clyde, Academic Director, Part-Time MBA Program, Stephen M. Ross School of Business, University of Michigan

Beth Walker, Associate Dean, W.P. Carey School of Business, Arizona State University

Moderator: *Carleen Kerttula*, Executive Director, MBA Roundtable

ENGAGING ALUMNI: A FACILITATED DISCUSSION

Richmond – 3rd Floor

There is no magic bullet. Many of us would like to better engage our alumni, but are not sure how or which efforts are most effective. What ideas have you tried that crashed and burned? There's no downside risk to partaking in an honest discussion about strategies, opportunities, and tactics to build alumni relationships into a win-win situation for your student body, your school, and your alums. Although there are no perfect answers, this interactive dialogue helps us better understand some of the challenges and goals we all face, as well as examples of experiences that are positive for alums and students.

Facilitator: *Kate Klepper*, Associate Dean, Graduate Programs, Graduate School of Business Administration, Northeastern University

Contributors: *William Cron*, Associate Dean, M.J. Neeley School of Business, Texas Christian University

June Xiajun Qian, Planning and Quality Control Director, School of Economics and Management, Tsinghua University

PUTTING 'L'EADERSHIP 'D'EVELOPMENT IN AN MBA

Atlanta – 2nd Floor

Join Bruce Avolio in a vibrant discussion around the opportunities for leadership development in MBA education. Avolio shares insights regarding how to best design, execute, and reinforce high impact leadership development systems in MBA education. Major themes for discussion include the importance of assessing developmental readiness, integrating the school's context into optimizing leader development, and measuring leadership development and its impact on performance.

Bruce J. Avolio, Marion B. Ingersoll Professor of Management and Executive Director, Center for Leadership and Strategic Thinking, Michael G. Foster School of Business, University of Washington

SESSION DESCRIPTIONS

Thursday, January 28

9 – 10:30 am

KEYNOTE SESSION

Salons 1,3, 5

Rob Cross, professor of management at the University of Virginia and research director of The Network Roundtable, discusses how we can all practice **Leading in a Connected World**. Networks of both formal and informal relationships are increasingly the means by which organizations create value and drive innovation. However, most leaders have only a vague idea of the networks around them and often don't consider the possibility of trying to manage networks to boost their organizations' performance. The Network Roundtable's research over the past decade has shown that the leader who is attuned to the informal networks in the organization is the most successful over time. This keynote address illuminates how successful leaders obtain performance impact through networks, as well as ways in which business schools are beginning to adopt these ideas on multiple fronts.

Rob Cross, Professor of Management at the University of Virginia, and Research Director of The Network Roundtable

Concurrent Sessions II

11 am – 12:30 pm

CREATIVITY AND IMPROVISATION IN BUSINESS (Repeated on Friday at 8:30 am)

Richmond – 3rd Floor

In December 2009, a *Financial Times* article asked if the secret to success in the corporate world would more likely be found on the stages of theatres and comedy clubs, rather than at the boardroom table. An increasing number of people in business education circles seem to think so. Business schools across the country have offered business students lessons on improvisation, as few other tools help you develop intuitive and spontaneous thinking — crucial skills in a changing environment. In this experiential session, you will learn the tools of improvisation and their application to the world of business education. There will be time set aside to explore how these skills might be applicable for your faculty, program staff, and students.

Allison Gilmore, Owner and Lead Facilitator, DuMore Improv

DRIVING RESULTS THROUGH SOCIAL NETWORKS — A DEEPER LOOK

Atlanta – 2nd Floor

During his morning keynote address, Rob Cross discussed how executives and managers can obtain substantial performance and innovation impact by leveraging traditionally invisible assets (networks!). This session follows with a more detailed walk-through of how you can begin to identify key players and points of misalignment within your own organization – and from there understand how you can make better use of your own organization's networks to drive change and innovation.

Rob Cross, Professor of Management at the University of Virginia, and Research Director of The Network Roundtable

GIVING VOICE TO VALUES

Tallahassee – 3rd Floor

Giving Voice to Values (GVV) is an innovative curricular approach to values-driven leadership developed by The Aspen Institute and the Yale School of Management with ongoing support from Babson College. Drawing on the actual experience of business practitioners as well as social science and management research, GVV identifies the many ways that individuals can – and do – voice their values in the workplace. Rather than focusing on ethical analysis, the GVV curriculum is “post decision making”: It focuses on ethical implementation and asks, “What if I were going to act on my values? What would I say and do? How could I be most effective?” Session presenters introduce the GVV approach, share case examples, and answer questions about how the model can be adopted by MBA faculty.

Mark Dillard, Director of Leadership Programming, Goizueta School of Business, Emory University

Anne Dries, Assistant Dean, Full-time MBA Programs, Goizueta School of Business, Emory University

Mary Gentile, Director, Giving Voice to Values, Babson College

JB Kurish, Associate Dean of Full-time and Evening MBA Programs, Goizueta School of Business, Emory University

Moderator: *Mark Mallinger*, Associate Dean, Graziadio School of Business, Pepperdine University

IMPROVING TEACHING, LEARNING, AND STUDENT EVALUATIONS THROUGH A FACULTY MENTORING PROGRAM (Repeated on Thursday at 2 pm)

Columbia – 2nd Floor

Some professors are well-loved, highly-rated, and very successful at working with students. What do they do differently? What skills or attributes make them stand out among their peers, and what can you do to harness these skills and share them with your entire faculty? Join Harvey Brightman as he shares research-based critical factors that can influence teaching, student learning, and student evaluations. He will also discuss two models for setting up a mentoring program that he has used with faculty at several universities, both of which have led to significant improvement within one semester.

Harvey Brightman, Regents Professor Emeritus of Managerial Sciences, Georgia State University

SESSION DESCRIPTIONS

Thursday, January 28

Concurrent Sessions III

2 – 3:30 pm

ENGAGING PART-TIME STUDENTS IN BUILDING COMMUNITY

Atlanta – 2nd Floor

Attending this session means you're ready to share, brainstorm, and discuss! How do you maintain and build your part-time student community in the face of ever-increasing demands on both you and your students? How has the part-time world changed in the past few years and how is your program changing to keep up? Our panel will provide data on part-time students, share examples of current community-building efforts, then open the conversation for an interactive dialogue on your strategies, goals, staffing, funding, and evaluation in the part-time community space — from admissions through graduation.

Monica Powell, Assistant Dean, School of Management, University of Texas at Dallas

Dylan Stafford, Director of Admissions, Fully Employed MBA Program, UCLA Anderson School of Management, University of California, Los Angeles

Moderator: *Tony Hansford*, Assistant Dean, Fully Employed MBA Program, The Paul Merage School of Business, University of California, Irvine

EREADERS AND ECONTENT IN MANAGEMENT EDUCATION

Tallahassee – 3rd Floor

What's the likely impact of digital content on the MBA curriculum, content development, and content delivery over the next three, five, and 10 years? Will eReaders and digital documents supplement — and perhaps even supplant — traditional (paper-based) textbooks and case packets? This panel features campus and industry officials who will provide an insider's perspective on what the evolving world of eReaders and eContent means for higher education, with a special emphasis on graduate management education. You'll get the perspective of publishers and find out their companies' approach and current plans regarding eReaders. You'll also hear about the experience and the challenges confronting two MBA programs that are currently using or in the process of implementing eReader projects.

Natalie E. Anderson, Senior Vice President, Publishing and Strategic Initiatives, Pearson Learning Solutions

Maureen Betses, Vice President, Higher Education, Harvard Business Publishing
Michael Koenig, Director, MBA Operations, Darden School of Business, University of Virginia

Juliana Roth, Associate Director, Modular Program, W. Cliff Oxford Executive MBA Program, Goizueta Business School, Emory University

Moderator: *Kenneth C. Green*, Founding Director, The Campus Computing Project

IMPROVING TEACHING, LEARNING, AND STUDENT EVALUATIONS THROUGH A FACULTY MENTORING PROGRAM

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Harvey Brightman, Regents Professor Emeritus of Managerial Sciences, Georgia State University

Concurrent Sessions III, continued

**STRUCTURING YOUR ORGANIZATION FOR OPTIMAL DECISION MAKING AND FLEXIBILITY:
LEARNING FROM PEERS AND RESEARCH** Richmond – 3rd Floor

Organizational structures ought to enable high-quality decision making. Unfortunately, in practice our MBA program office organizational structures often feel too bureaucratic and inhibit our actions. In this session, you will have the opportunity to share with peers best practices, lessons learned and tips for designing effective organizational charts. You will also work through a tool for designing a flexible structure to align your organization structure with available knowledge resources, and task and decision requirements.

John Austin, Senior Consultant, Decision Strategies International

4 – 5:30 pm

INVEST-IN-YOU ACTIVITIES

Cooking Demonstration

Learn to create a pasta dish and a quiche dish with Chef Todd Thompson. He will teach you how just a few ingredients can spice up a simple dish, even on a tight budget. Bring an open mind and let your creative juices flow. *Buon appetito!*

Salon 6 – 2nd Floor

Line Dancing

You don't need a partner to take advantage of this wonderful form of social exercise. Just grab your friends, form a line, face the same direction, and dance the same sequence of steps to the music. Repeat! Wear comfortable clothing and shoes.

Savannah – 3rd Floor

Texas Hold'em Poker

Learn key strategies of the game and pick up tips on how to read your opponents; then practice your new skills by playing a couple of friendly hands of cards. Bring your poker face.

Nashville – 2nd Floor

Yoga

Whether you're a beginner or an experienced student, you'll enjoy a safe and supportive environment to establish or deepen your grasp of the principles that apply to all styles of yoga. Wear comfortable, loose-fitting exercise clothing that lets you have full range of motion.

Salon 1 - 2nd Floor

from 5:30 pm

Free Evening

Friday, January 29

Concurrent Sessions IV

8:30 – 10 am

**THE CHANGING FACE OF MANAGEMENT EDUCATION: KEY TRENDS
IN THE GMAT STUDENT PIPELINE (Repeated from Wednesday)**

Tallahassee – 3rd Floor

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Alex Chisholm, Senior Research Analyst, Graduate Management Admission Council

SESSION DESCRIPTIONS

Concurrent Sessions IV, continued

CREATIVITY AND IMPROVISATION IN BUSINESS (Repeated from Thursday)

Columbia – 2nd Floor

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Allison Gilmore, Owner and Lead Facilitator, DuMore Improv

MANAGING TEAMS IN TRYING TIMES

Richmond – 3rd Floor

Team leaders face the challenge of managing multiple projects and personalities and understanding the dynamics of their teams. Team management is an even more daunting task during times of constrained resources, so it becomes essential that we capture the advantages of effective team processes. John Austin leads a session designed to help you configure and reconfigure your team resources as demands change, maintain team focus and motivation, and work through the challenges of driving team-based work within the confines of academic decision-making processes.

John Austin, Senior Consultant, Decision Strategies International

STUDENT EXPERIENCE MAPPING: HOW YOU CAN USE IT TO IMPROVE YOUR MBA PROGRAM

Atlanta – 2nd Floor

Experience mapping is an innovative research method used to focus on tracing a customer's journey as he or she interacts with an organization in the process of receiving a service, with special attention paid to the emotional highs and lows. The aim is to improve customer satisfaction by reducing the low points while maintaining the highs. Professor Jeanne Liedtka provides an insider's perspective on how Darden implemented an MBA student experience mapping project. She will share details on the surprising insights gained as well as how Darden altered its MBA services and support based on these findings. In addition, Liedtka will lead a hands-on workshop so that you can better understand how to implement experience mapping at your own school.

Jeanne Liedtka, Professor of Business Administration, Darden School of Business, University of Virginia

10:30 – 11:45 am

KEYNOTE SESSION

Salons 1, 3, 5

Bill Taylor, co-founder and founding editor of *Fast Company*, explains why **A Crisis Is a Terrible Thing to Waste** and urges us to learn the right lessons from the most recent global economic crisis. Presenting a first look at the lessons outlined in his new book, *Practically Radical: Strategies to Transform Your Company, Shake Up Your Industry, and Recharge Yourself*, Taylor shares his perspective on how being different makes all the difference in a troubled market, how you can become irreplaceable in the eyes of your constituents, and why you should create a brand culture — no matter your business or school. Taylor offers us a positive alternative to a demoralizing status quo and a great note on which to conclude the 2010 MBA Leadership Conference.

Bill Taylor, Co-founder and Founding Editor of *Fast Company*