

2009 MBA LEADERSHIP CONFERENCE PALACE HOTEL, SAN FRANCISCO, CA

CONCURRENT SESSION DESCRIPTIONS

Wednesday, January 28

5 – 7 pm

OPTIONAL WORKSHOP FOR NEW MBA PROGRAM DIRECTORS: EVERYTHING YOU NEED TO KNOW BUT ARE AFRAID TO ASK

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 the most 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 provide useful advice while sharing their secrets for maintaining sanity, as well as a great opportunity to begin building your network of other MBA program professionals. 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.

Thursday, January 29

Concurrent Sessions I

10:30 am – Noon

GEOGRAPHIC TRENDS AND ECONOMIC MOTIVATIONS IN MANAGEMENT EDUCATION

Prospective students face incentives that impact their ability to pursue graduate management education, and shape the attractiveness of such programs to them. GMAC data reveal that the behavior of GMAT® examinees has changed during the recent downturn in global economic activity. We will examine the historic relationship between economic fluctuations and the demand for graduate management education overall. We will also discuss key findings from the 2008 Geographic Trend Report series that highlight score-sending patterns and top schools for specific citizen groups.

INNOVATION IN THE CORE: CORPORATE GOVERNANCE AND FLEXIBILITY

As part of its new curriculum, delivered for the first time this year, Columbia Business School has introduced two new elements to its MBA program: a more flexible core and an innovative corporate governance component. This session will provide insights into the rationale, intentions, structure and content. Session attendees will engage in an interactive dialogue around the school's approach and the role of corporate governance in MBA curricula.

A PRIMER FOR MBA PROGRAM RANKINGS

Rankings are undoubtedly here to stay. This session presents an overview of the methodology behind and strategies for dealing with the business school rankings. Presenter Ellen Briones asserts that "it is really possible to streamline the process of submitting data and derive a benefit from participating. (Please note: this session is designed for those new to MBA program direction and/or new to the "rankings game".

WEB 2.0 ON A SHOESTRING BUDGET: PODCASTS, FACEBOOK, BLOGS, AND MORE

More and more students are web savvy communicators, and they expect you to be too. Whether you are communicating with prospects, a class, or your entire MBA community, this session will serve as a primer to help you find out what you need to know about Web 2.0 technologies, including podcasts, Facebook, blogs, wikis and more. Ron Desi will talk about using these technologies on a shoestring budget. You'll learn what they are, why they are so important, and how they can benefit your school. The session will end with a demonstration of how, in a short amount of time, you can create a podcast using free and publicly available software.

Concurrent Sessions II

2:30 – 4 pm

THE GREENING OF THE MBA JOB SEARCH – WHERE THE RUBBER MEETS THE ROAD

Positions in “green” and “socially responsibly” areas such as sustainability, ethics oversight, environmental impact and corporate social responsibility are in high demand from today’s graduate business education students. Often, however, there is a gap between student interest in these areas and the availability of such positions in the marketplace. Does the reality of the employment marketplace, then, support the changes that we might make in our programs to create graduates with these values? Our panel explores the marketplace for today’s socially-minded graduates.

INFORMATION LIFELINE OR HIGH-TECH TETHER: EXPLORING THE DILEMMA OF MOBILE TECHNOLOGIES

Laptops, Blackberries, and iPhones are just a few of the mobile technology devices that enable employees to connect to work 24/7. Does the ability to connect to the office from any location, at any time, provide these employees with increased control and autonomy, or do these devices act as “high-tech tethers” that impede workers from psychologically detaching from the workplace? Why are some employees more inclined to use communications technology after hours and what is the overall impact to their psychological well-being? This session explores these questions by presenting findings from a recent study of mobile technology use among organizational workers and offering participants the context to better understand patterns of behavior - their colleagues’ and their own - in the “24/7 workplace.”

MBA STUDENT LEARNING, MOTIVATIONS, AND SKILL DEVELOPMENT

Business schools are challenged to offer courses that develop skills sought by prospective students as well as employers. GMAC data reveal applicants’ achievement goal orientation, its correlation with motivations to learn, and its impact on their school choices. In this session, Rachel Edgington will discuss the implications of these student learning motivations and examine the gap between what skills prospective students say they want to learn and what current students actually learn. There will also be time to map these skills to the skills alumni use on the job at different levels and how it matches employers’ needs and expectations.

PART-TIME PROGRAMS: DEMANDS, DILEMMAS, AND INNOVATIONS

Are you trying to build community and connectivity among your part-time students? Are you looking for alternate curriculum delivery formats that would accelerate or make your program more flexible? Are you considering changes to the career services that are offered to your part-time students? If you are looking ahead and trying to make changes within your part-time program, then this is the session for you. You will have the opportunity to talk with colleagues from similar-sized schools in facilitated, small-group discussions about what they are doing to meet the many demands facing part-time programs today. Be prepared to share and learn in this hands-on, discussion-based session.

Friday, January 30

Concurrent Sessions III

10:30 am – Noon

CO-CREATING INNOVATIVE CURRICULA THROUGH EXTERNAL PARTNERSHIPS

Learn how MBA courses can be effectively created through faculty partnerships with businesses and/or non-governmental organizations. Participants will learn from faculty who have designed courses in this way and created innovative learning experiences for students in their MBA programs. Come prepared to develop a deeper appreciation for this process and share examples from your own experience.

EMOTIONAL INTELLIGENCE: A HARD APPROACH TO ASSESSING SOFT SKILLS

Business schools attempt to select the best and the brightest candidates for their programs – and they typically do a good job at selecting the brightest. But what about the “best?” Do current selection methods, as well as the standard curriculum, ignore a set of skills and abilities that some believe to be critical to success both in an MBA program and post-graduation? Among those abilities and/or skills often overlooked are non-cognitive skills or ‘emotional intelligence.’ Author and researcher David Caruso discusses Emotional Intelligence as it relates to graduate management education - what it is, what it’s not, how to measure it, and why it is important for b-schools.

GLOBAL MINDSET: CONCEPT, INSTRUMENT, AND LEARNING OUTCOME

In this presentation, Dr. Mansour Javidan will show how a group of professors at Thunderbird have developed and defined the concept of Global Mindset and its relationship to global leadership. He will also present the Thunderbird Global Mindset Inventory (TGMI), an internet based instrument that is designed to measure an individual's Global Mindset profile, and explain how Thunderbird is using this tool as a part of its Learning Outcome Assessment in all its graduate programs.

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Concurrent Sessions IV

2:45 – 4:15 pm

CULTIVATING A GLOBAL MINDSET IN MBAS

As follow-up to this fall's MBA Roundtable symposium and the conference Global Mindset session earlier Friday morning, Dr. Mansour Javidan will facilitate an interactive discussion on how business schools can create curricular experiences that develop and enhance their students' Global Mindset. Dr. Javidan will start the session with a few brief remarks about the three dimensions of Global Mindset: Intellectual Capital, Psychological Capital, and Social Capital. Participants will then work in small groups to address ways in which business schools can enhance these three dimensions in their programs. All groups will then present their suggestions and develop a series of actionable recommendations for MBA programs.

EXPLORING THE REQUIREMENTS, RELEVANCE, AND RAMIFICATIONS OF SPECIALIZED MBA PROGRAMS

Criticisms of graduate management education as lacking "relevance" have escalated over the past several years. Although specialized MBA (SMBA) programs have been heralded with much acclaim in the popular press, very little empirical evidence exists regarding the general requirements, relevance, and ramifications of SMBA programs. This session presents research examining the prevalence, typology, and curricula of SMBA programs. Also discussed will be areas including how SMBA programs compare to other management education vehicles (e.g., MS programs), what factors might be driving these curricular innovations, and what potential impact SMBA programs have on the relevancy of management education in general.

MINDFUL LEADERSHIP

Why does Harvard Law School sponsor an annual conference in applying mindfulness to the practice of Law? Why do consultants at McKinsey & Company view "Spiritual Intelligence" as essential for successfully leading in the 21st century? And why does Google sponsor daily meditation sessions for its employees? Author and speaker Michael Carroll will lead a 90-minute discussion exploring this emerging trend in business and explaining how such a practice can cultivate healthy leadership practice. Participants will have an opportunity to practice mindfulness meditation within the session.