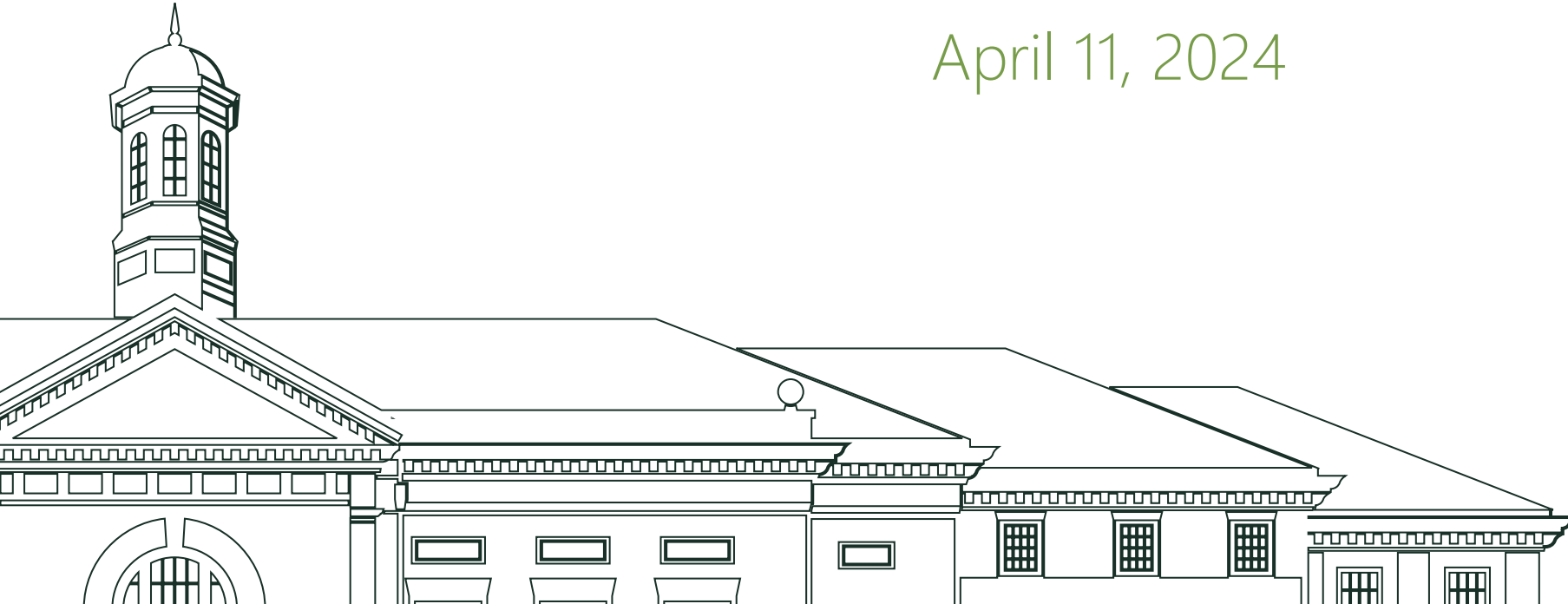




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# Dean's Update & Second Year Experience Day

April 11, 2024

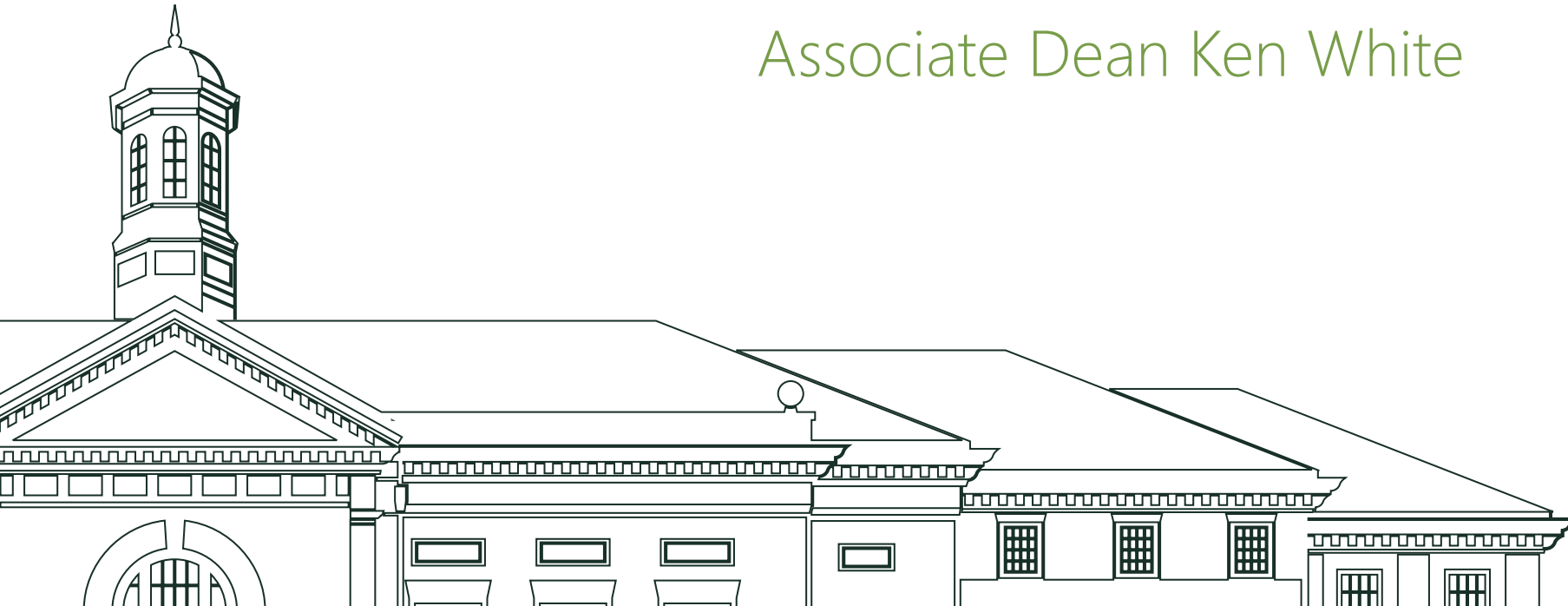




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# Welcome

Associate Dean Ken White



# Agenda

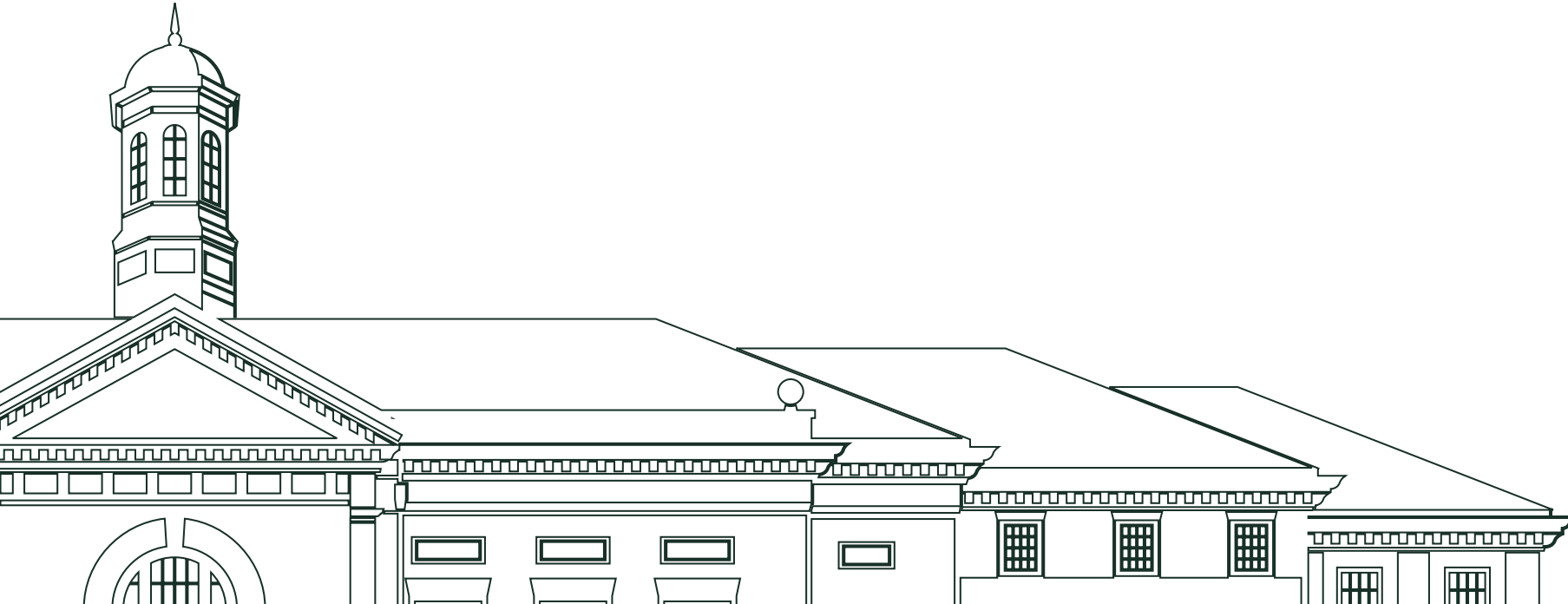
- Lunch / Dean's Welcome and Update
- Second Year Requirements & Graduate Assistantships
- Career Acceleration Modules (CAMs)
- Batten Fund Overview
- Corporate Field Consultancy Overview





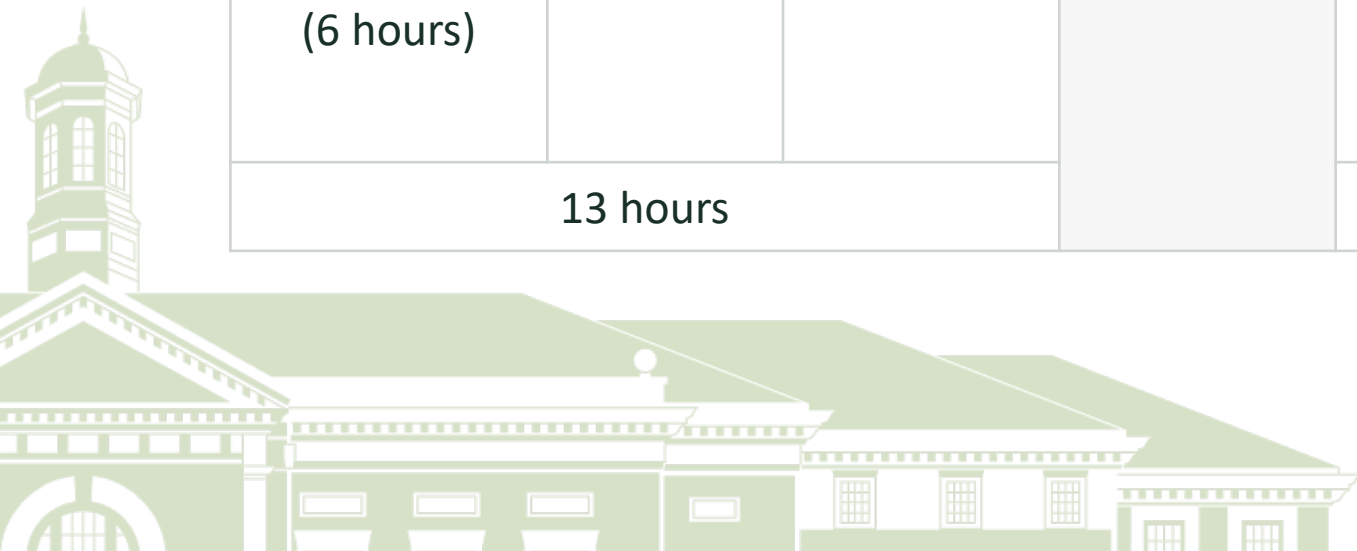
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# Second Year Experience



# Second Year Requirements

Fall 2024			Winter Break	Spring 2025		
Session A	Sprint	Session B		Session C	Sprint	Session D
Career Acceleration Module (6 hours)	SPRINT (1 hour)	Second Year Electives (6 hours)		Second Year Electives (6 hours)	SPRINT (1 hour)	Second Year Electives (6 hours)
13 hours			13 hours			



# Fall 2024 Schedule

## Experiential Courses

- CAMS (session A): Business Analytics, Corporate Finance, B2B Marketing
  - One CAM is required
- Batten Fund (Sessions A - D) \*
- Corporate Field Consultancy (Session B) \*

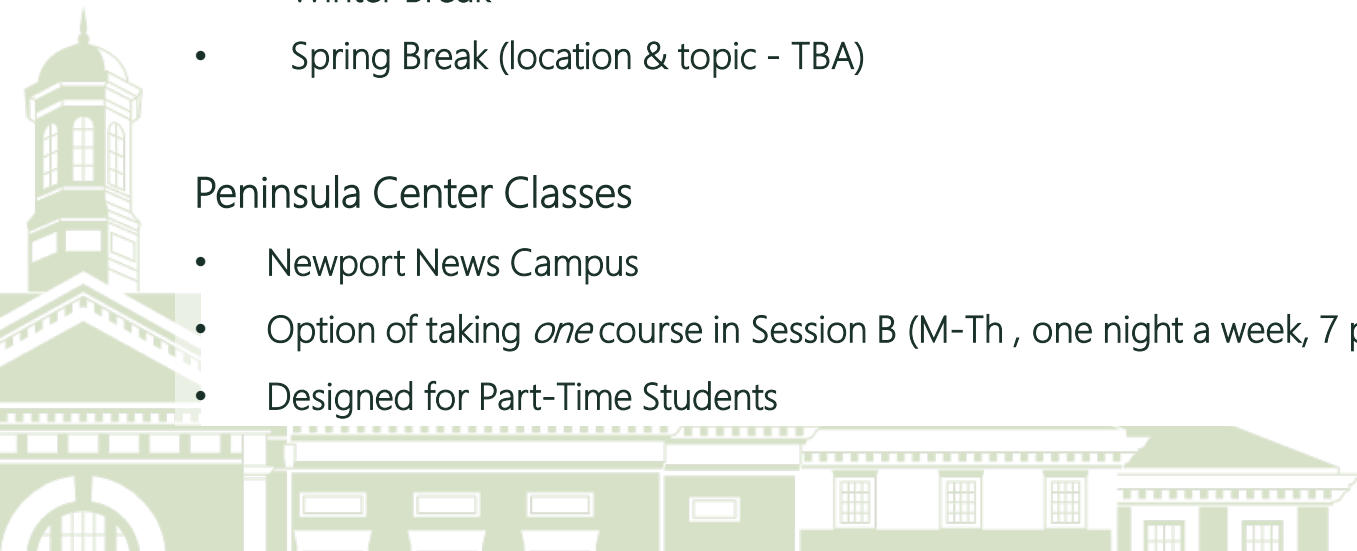
*\* The Program office will register you and once you accept, your choice is final*

## Global Business Immersion

- Winter Break
- Spring Break (location & topic - TBA)

## Peninsula Center Classes

- Newport News Campus
- Option of taking *one* course in Session B (M-Th , one night a week, 7 pm – 9:50 pm)
- Designed for Part-Time Students



# Career Acceleration Modules

Intensive career related courses - One CAM is required in session A

- Business Analytics & Supply Chain Management
  - *Professor Matt Dean*
- Corporate Finance
  - *Professor John Strong*
- Business to Business (B2B) Marketing
  - *Professor Ron Hess*



## Fall 2023 – Session A: August 26 – October 18, 2024

Time	Monday	Tuesday	Wednesday	Thursday	Friday
11:00 am – 12:20 pm	BUAD 6981-01/CRN 11453 Batten Fund Professor Coan Miller 1090 & Fin Mkts		BUAD 6981-01/CRN 11453 Batten Fund Professor Coan Miller 1090 & Fin Mkts		
2:00 – 4:50 pm	BUAD 598A-01 CRN 10807 Bus Analytics & Supply Chain Professor Dean Miller 1008	BUAD 598A-01 CRN 10807 Bus Analytics & Supply Chain Professor Dean Miller 1008	BUAD 598A-01 CRN 10807 Bus Analytics & Supply Chain Professor Dean Miller 1008	BUAD 598A-01 CRN 10807 Bus Analytics & Supply Chain Professor Dean Miller 1008	
	BUAD 598B-01 CRN 10808 Business to Business Marketing Professor Hess Miller 1018	BUAD 598B-01 CRN 10808 Business to Business Marketing Professor Hess Miller 1018	BUAD 598B-01 CRN 10808 Business to Business Marketing Professor Hess Miller 1018	BUAD 598B-01 CRN 10808 Business to Business Marketing Professor Hess Miller 1018	
	BUAD 598C-01 CRN 10809 Corporate Finance Professor Strong Miller 1013	BUAD 598C-01 CRN 10809 Corporate Finance Professor Strong Miller 1013	BUAD 598C-01 CRN 10809 Corporate Finance Professor Strong Miller 1013	BUAD 598C-01 CRN 10809 Corporate Finance Professor Strong Miller 1013	
7:00 – 9:20 pm (Optional Cross-Listed Course with Public Policy)		BUAD 6951-03/CRN 11967 Public Pol for Sci & Prof Prof. Louis Rossiter Miller 1013 8/28/24-12/17/24 (Full Semester)			

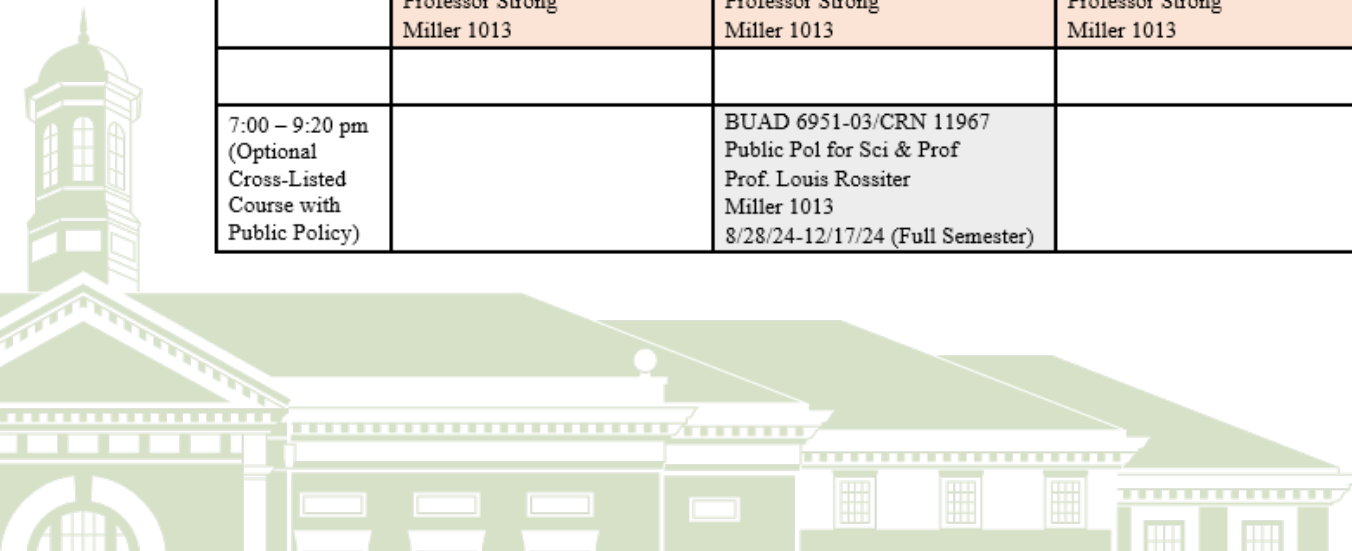
### Additional Requirements:

- Required Class of 2024 Re-Orientation:
  - Tues, Aug 27
- Fall 2023 Sprint:
  - 10/21 – 10/25, 2024  
8:00 – 5:00 pm

### Notes:

Monday, Sept 2  
(Labor Day) – 100% remote

Sept 18-20  
No Class  
(NB MBA Conference in DC)





## Fall 2024 – Session B: October 28 – December 18, 2024 *(Hint – Use CRN #s to expedite)*

	Monday	Tuesday	Wednesday	Thursday	Friday
9:30 – 10:50	BUAD 6611-01 CRN 11988 Supply Chain Management Professor Ganeshan Miller 1018	BUAD 6611-01 CRN 11988 Supply Chain Management Professor Ganeshan Miller 1018	BUAD 6611-01 CRN 11988 Supply Chain Management Professor Ganeshan Miller 1018	BUAD 6611-01 CRN 11988 Supply Chain Management Professor Ganeshan Miller 1018	
11:00-12:20	BUAD 6981-01 CRN 11453 Batten Fund Professor Coan Miller 1090 & Fin Mkts Classroom	BUAD 6341-01 CRN 11459 Inv. Mgmt: Equity Mkt Professor Marble Miller 1008	BUAD 6981-01 CRN 11453 Batten Fund Professor Coan Miller 1090 & Fin Mkts Classroom	BUAD 6341-01 CRN 11459 Inv. Mgmt: Equity Mkt Professor Marble Miller 1008	
12:30-1:50	BUAD 6991-01 CRN 11454 Field Consultancy Miller 1005	BUAD 6991-01 CRN 11454 Field Consultancy Miller 1005	BUAD 6991-01 CRN 11454 Field Consultancy Miller 1005	BUAD 6991-01 CRN 11454 Field Consultancy Miller 1005	
2:00-3:20	BUAD 6851-01 CRN 11462 Design Thinking Professor Olver Design Studio – Classroom 2052	BUAD 6851-01 CRN 11462 Design Thinking Professor Olver Design Studio – Classroom 2052	BUAD 6851-01 CRN 11462 Design Thinking Professor Olver Design Studio – Classroom 2052	BUAD 6851-01 CRN 11462 Design Thinking Professor Olver Design Studio – Classroom 2052	
3:30-4:50	BUAD 6431-01 CRN 11460 Digital & Integrated Marketing Communication Professor Edmiston Miller 1008	BUAD 6431-01 CRN 11460 Digital & Integrated Marketing Communication Professor Edmiston Miller 1008	BUAD 6431-01 CRN 11460 Digital & Integrated Marketing Communication Professor Edmiston Miller 1008	BUAD 6431-01 CRN 11460 Digital & Integrated Marketing Communication Professor Edmiston Miller 1008	
5:00-7:00					
7:00-9:20	BUAD 6571-01 CRN 11461 Leadership and Planned Change Professor Wilson Miller 1018	BUAD 6951-03/CRN 11967 Public Pol for Sci & Prof Prof. Louis Rossiter Miller 1013 8/28/24-12/17/24 (Full Semester)	BUAD 6951-01 CRN 14050 Intro to Lean Six Sigma & Process Improvement Professor Johnson-Hall Miller 1008	BUAD 6571-01 CRN 11461 Leadership and Planned Change Professor Wilson Miller 1018	
9:20 – 9:50					

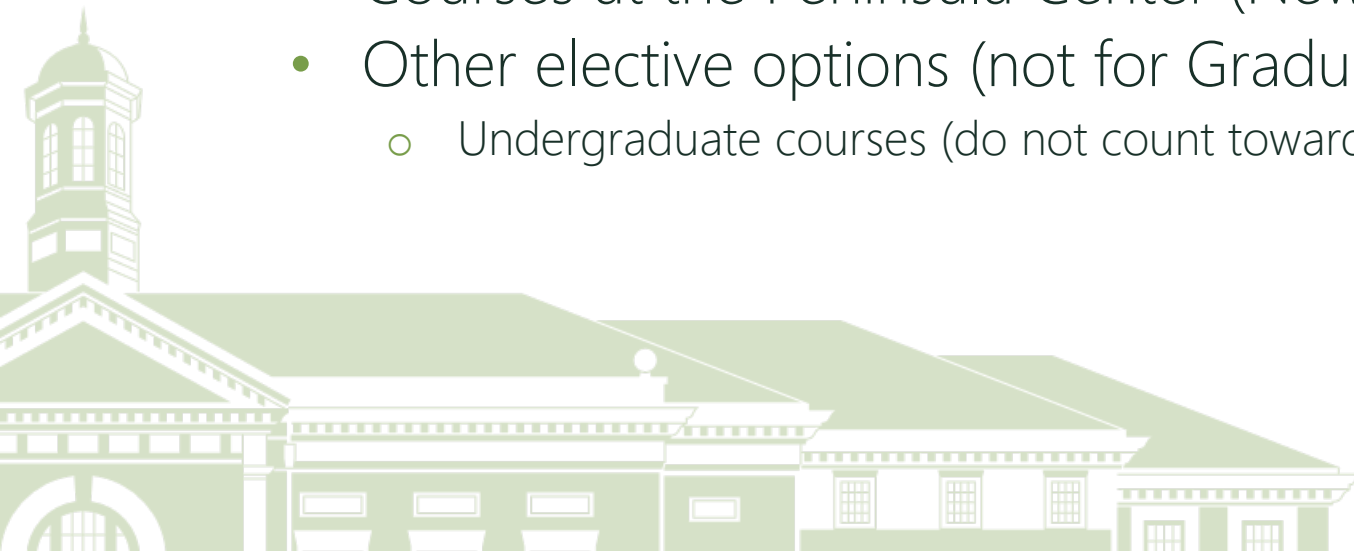
Class Meeting Notes:

Classes will be 100% Remote/Virtual on Tuesday, November 5.

# Electives (required 18 credits)

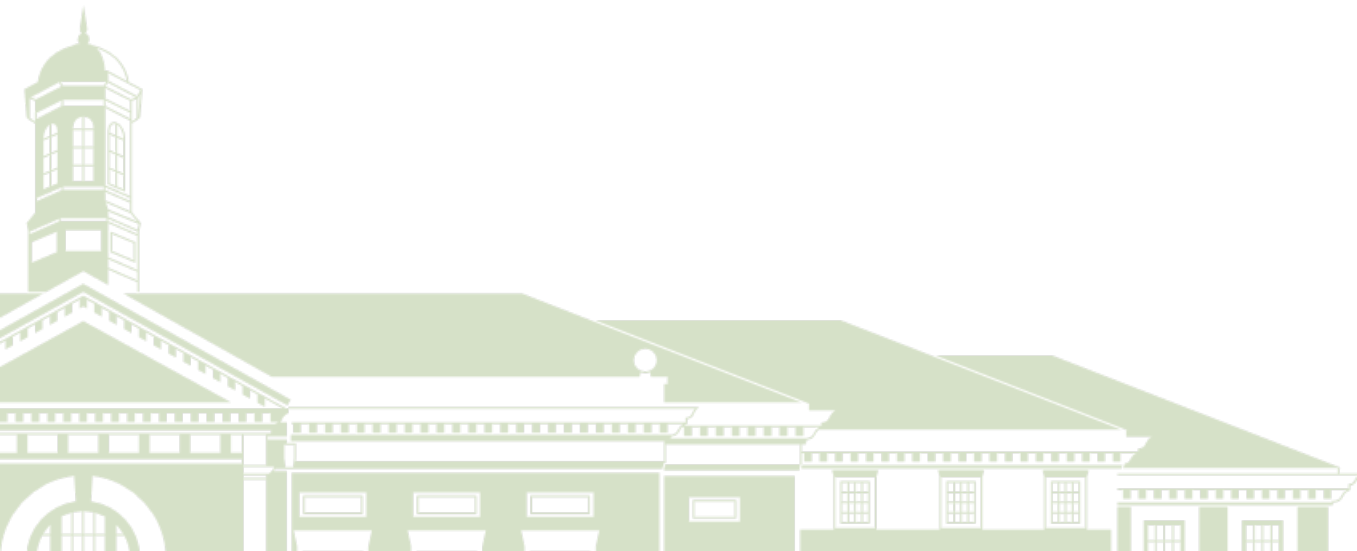
- View Fall 2024 electives in PATH
- Global Business Immersion (1.5 credits)
- Cross listed courses with Law or Public Policy
  - With Program approval. Application on myMBA. Schedule meeting with advisor prior to applying.
- Independent Study (1.5 or 3 credits – application on [myMBA](#))
- Courses at the Peninsula Center (Newport News)
- Other elective options (not for Graduate Credit)
  - Undergraduate courses (do not count towards degree)

The full-time MBA Program requires students to be registered for a minimum of 9 credit hours each semester.



# Specializations

- Enhances your career path
- Not Required but highly recommended
- Advising: Contact Advising Page on MyMBA



# Six Specializations

1. Business Analytics\*
2. Consulting
3. Innovation & Entrepreneurship
4. Finance\*
5. Marketing
6. Supply Chain Management\*



\*STEM designated.



# CAM & Specialization Process

Survey – Due Wednesday, **May 1, 2024**, by 11:59 pm ET.

*If you do not complete the survey by deadline, you will be assigned to a CAM*

Specialization

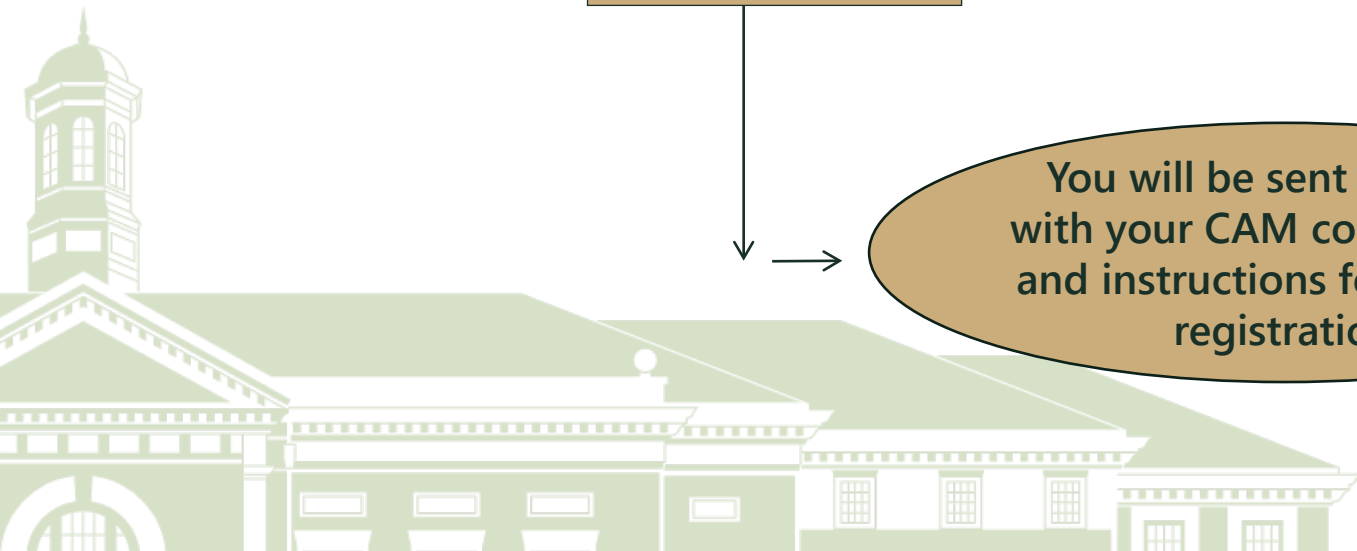
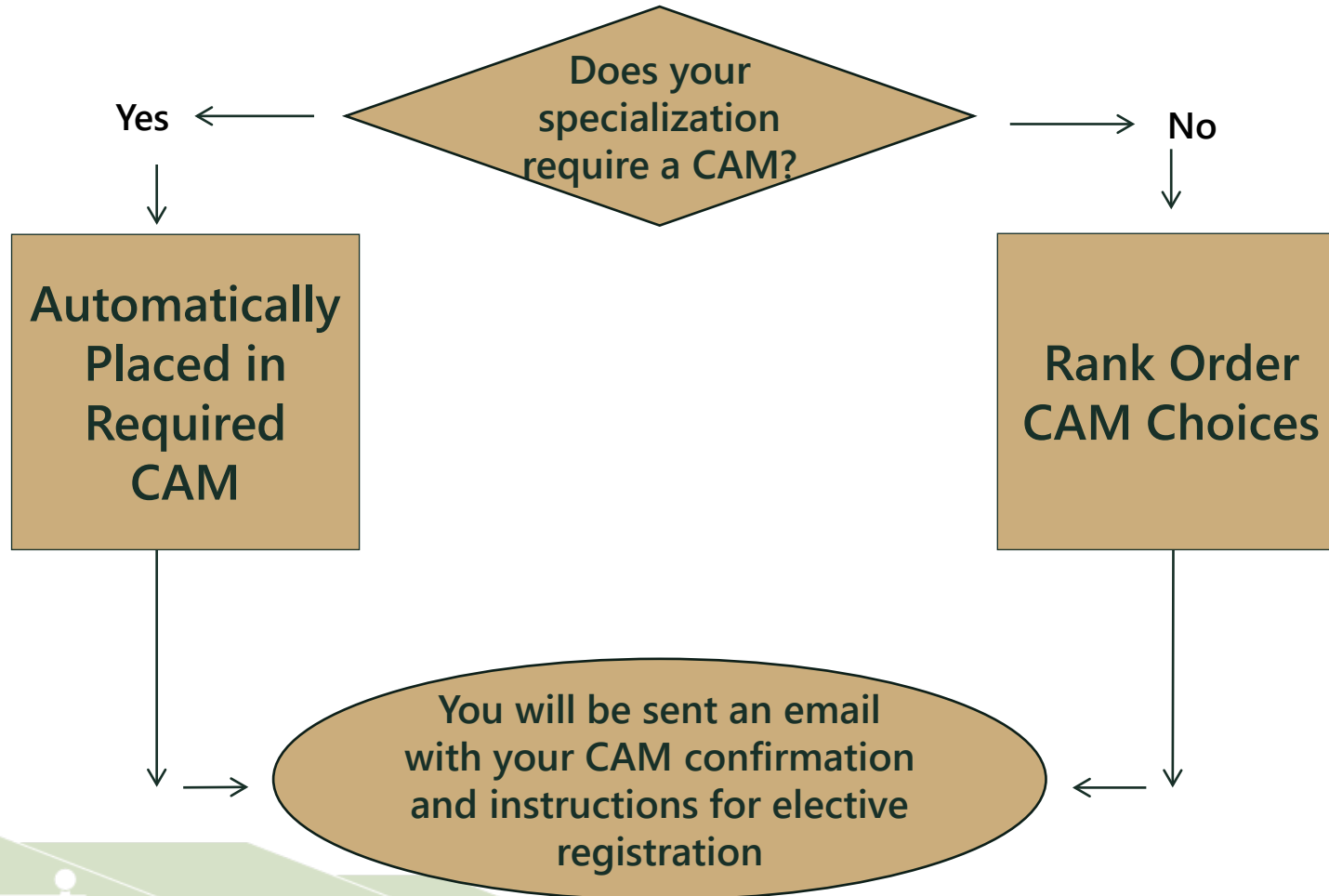
- Determines your CAM choice

Advising

- Julie – Advising Links on [myMBA](#)

Self Registration for Session B Elective Courses

## Selecting Your Specializations and CAMs



# What you need to know about your degree

MBA – General Management

Diploma:  
Masters of Business Administration

Transcript: Lists Specialization, BGS  
Honors



# Self-Registration – PATH (new system)

Registration Opens for Fall: April 16, 2024 (old Banner goes away)

- MBA Program Team will register you for your CAMs, Batten Fund, Corporate Field Consultancy, Sprint, and Internship Issues (required for CPT for international students).
- You will need to self-register for **Session B** Electives.

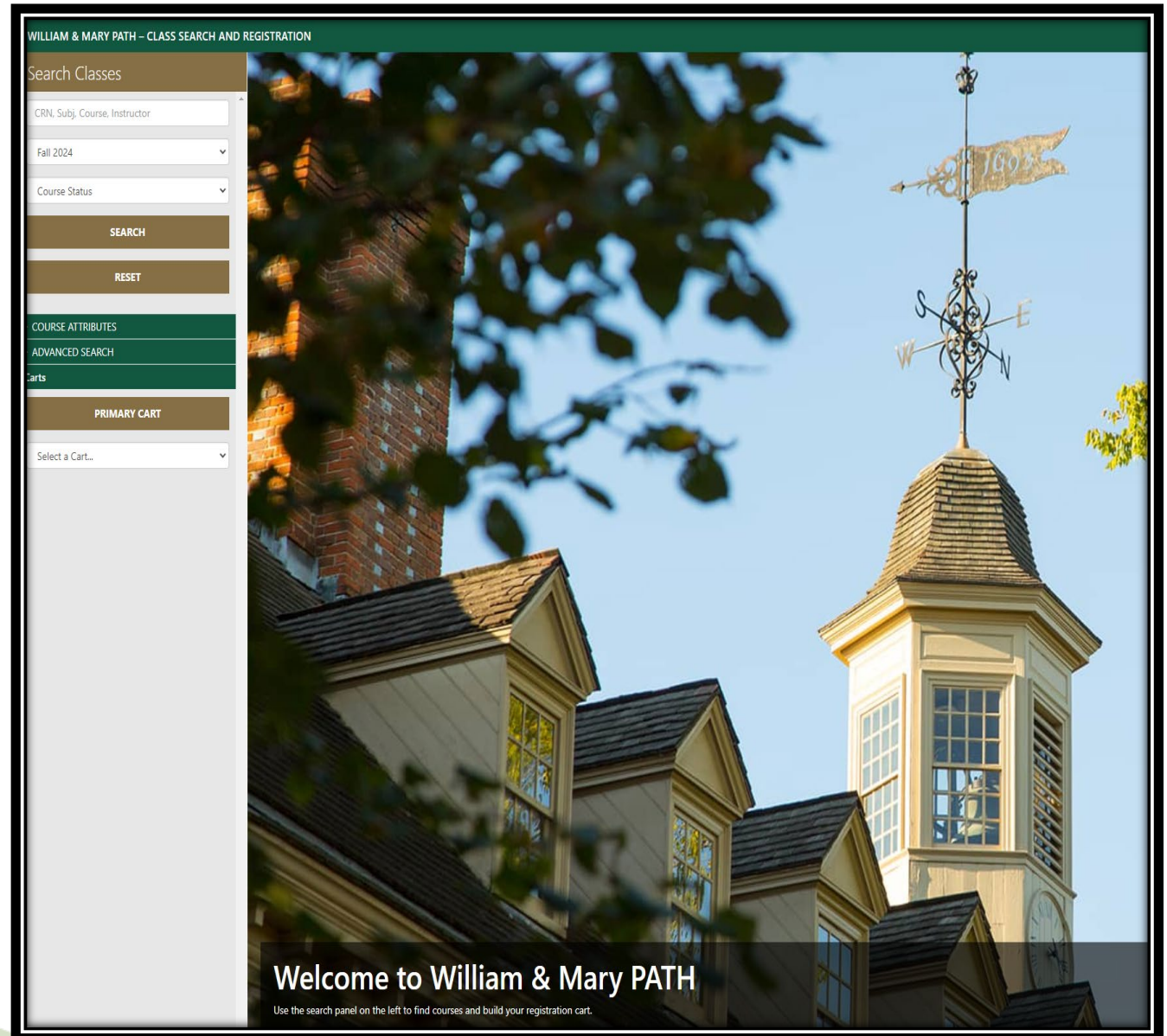




# PATH – Search

You can search for courses using any of the following criteria:

- CRN
- Course Subject
- Course Title
- Instructor
- Level
- Campus/Location
- Time/Day



The image shows a screenshot of the William & Mary PATH Class Search and Registration interface. The interface is overlaid on a photograph of a building tower with a weather vane. The interface includes a search panel on the left with the following elements:

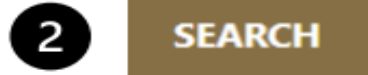
- WILLIAM & MARY PATH – CLASS SEARCH AND REGISTRATION** (Header)
- Search Classes** (Section Header)
- 
- (Dropdown)
- (Dropdown)
- SEARCH** (Button)
- RESET** (Button)
- COURSE ATTRIBUTES** (Section Header)
- ADVANCED SEARCH** (Section Header)
- Carts** (Section Header)
- PRIMARY CART** (Section Header)
- (Dropdown)

**Welcome to William & Mary PATH**  
Use the search panel on the left to find courses and build your registration cart.

## PATH Quick Start Guide Building a Cart & Setting Registration Priorities registration.wm.edu



**1** In PATH, select **Login** in the upper right, and authenticate with your W&M credentials



**2** Enter the term and search for courses by subject, CRN, course attribute, or other criteria under the advanced search



**Select a course to view the course details panel.**

Courses with one section will open details for the specific CRN. For courses with multiple sections that meet your search, choose a specific CRN from the **All Sections** widget at the bottom of the course details panel



**Take note of any registration restrictions** like instructor approval required, pre- or co-requisites, social class restrictions, etc.

Search Classes

CRN, Subj, Course, Instructor

Spring 2024

Course Status

SEARCH

RESET

**COURSE ATTRIBUTES**

College 200 (C200)

Arts Letters Values (ALV)

Culture Society Individual (CSI)

Nat World Quant Reasoning (NQR)

Any COLL Curriculum Attribute

Any Non COLL Curriculum Attributes

**ADVANCED SEARCH**

WILLIAM & MARY PATH – CLASS SEARCH AND REGISTRATION

Search Classes

CRN, Subj, Course, Instructor

Spring 2024

Course Status

SEARCH

RESET

**COURSE ATTRIBUTES**

College 200 (C200)

Arts Letters Values (ALV)

Culture Society Individual (CSI)

Nat World Quant Reasoning (NQR)

Any COLL Curriculum Attribute

Any Non COLL Curriculum Attributes

**ADVANCED SEARCH**

Carts

PRIMARY CART

Search Results

Found 159 courses

PHIL 313 Philosophy of Science

PHIL 315 Biomedical Ethics

PHIL 330 Ethics and Data Science

**PHYS 172 Stellar Astronomy & Cosmology**

PHYS 201 Intro Psy as a Natural Science

PHYS 202 Intro Psy as a Social Science

PHYS 310 Developmental Psychology

PHYS 311 Cognitive Psychology

PHYS 313 Physiological Psych

PHYS 172 Stellar Astronomy & Cosmology

Section 01, CRN 21889

Last Updated Mon Feb 19 2024 20:15:05 GMT+0000 (UTC)

3 Credit Hours

Maximum Enrollment: 165 / Seats Avail: 89

Grade Mode: Standard Letter

**Meeting Info**

MWF 9am-9:50am in Small Physics Lab 110 (1/24 to 5/14)

**Section Attributes**

- College 200 (C200)
- High Impact Projects (HIP)
- Nat World Quant Reasoning (NQR)

**Catalog Description**

Star classifications, stellar evolution and stellar remnants, distance scales in the universe, galactic structure and evolution, galactic superclusters. The past history of the universe and the experimental evidence for the big bang. The beginning and the end of the universe. Included will be discussions of the historical ramifications of the discoveries of the early 20th century and the philosophical implications of study of the beginning of the universe (or universes).

**Registration Restrictions**

Enrollment is limited to International Honours, Undergraduate or VCCS/BB Co-Enroll Articulation level students.

**All Sections**

CRN	Section #	Meets
25217	01	TTh 12:30-1:50p
25218	02	TTh 2-3:20p

ADD TO CART

## Important Notes:

- Co-requisite courses will be processed in the same round **as long as you have added them to your primary cart.** The highest priority assigned to a course in the co-requisite 'group' will be applied to the whole group
- If more than one course has the same priority assigned, PATH will use the auto function to evaluate which course to attempt first (*auto serves as a "tie breaker" in these situations*)








### Registration Holds – resolve before carts close!

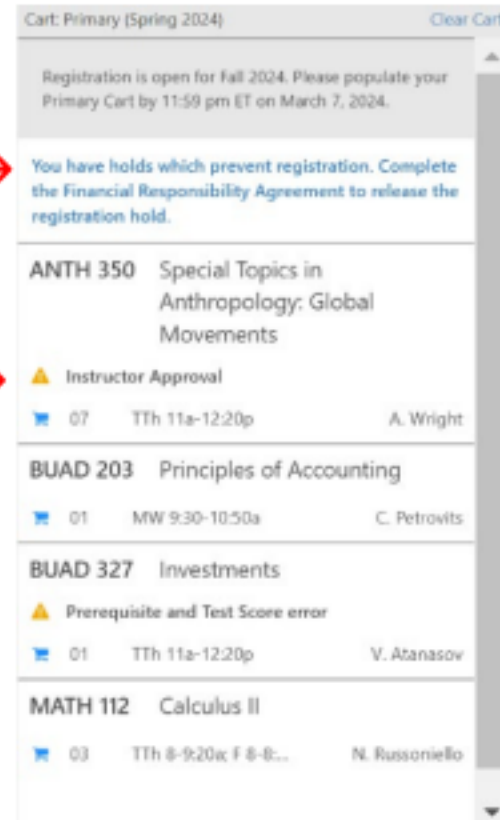
- Holds display at the top of your cart. PATH will allow you to build a cart even if you have a hold, **but your course selections will not be processed if your hold is still active** when carts close.

### Registration Errors – review your cart and resolve before carts close!

PATH displays registration errors in the cart. Resolve any issues before carts close, or remove the section from your cart and choose a different course

#### PATH Icon Legend







- |   |   |   |  |
|---|---|---|--|
|   | Blue cart icon indicates the course is in one of your carts   |   | An hourglass indicates you are on the waitlist for the course    |
|  | Black check mark indicates you are fully registered in the course   |  | Green check mark indicates you have passed the course previously |
|  | Pencil indicates you are editing the registration options for the course  |  | Red line indicates you are attempting to remove the course       |
|  | Yellow or black triangle with exclamation indicates a warning: closed course, pre- or co-requisite error, time conflict, instructor approval required, etc. |   |  |



Cart: Primary (Spring 2024) Clear Cart

Registration is open for Fall 2024. Please populate your Primary Cart by 11:59 pm ET on March 7, 2024.

You have holds which prevent registration. Complete the Financial Responsibility Agreement to release the registration hold.

ANTH 350	Special Topics in Anthropology: Global Movements
	Instructor Approval
	07 TTh 11a-12:20p A. Wright
BUAD 203	Principles of Accounting
	01 MW 9:30-10:50a C. Petrovits
BUAD 327	Investments
	Prerequisite and Test Score error
	01 TTh 11a-12:20p V. Atanasov
MATH 112	Calculus II
	03 TTh 8-9:20a; F 8-B... N. Russoniello

# Self-Registration

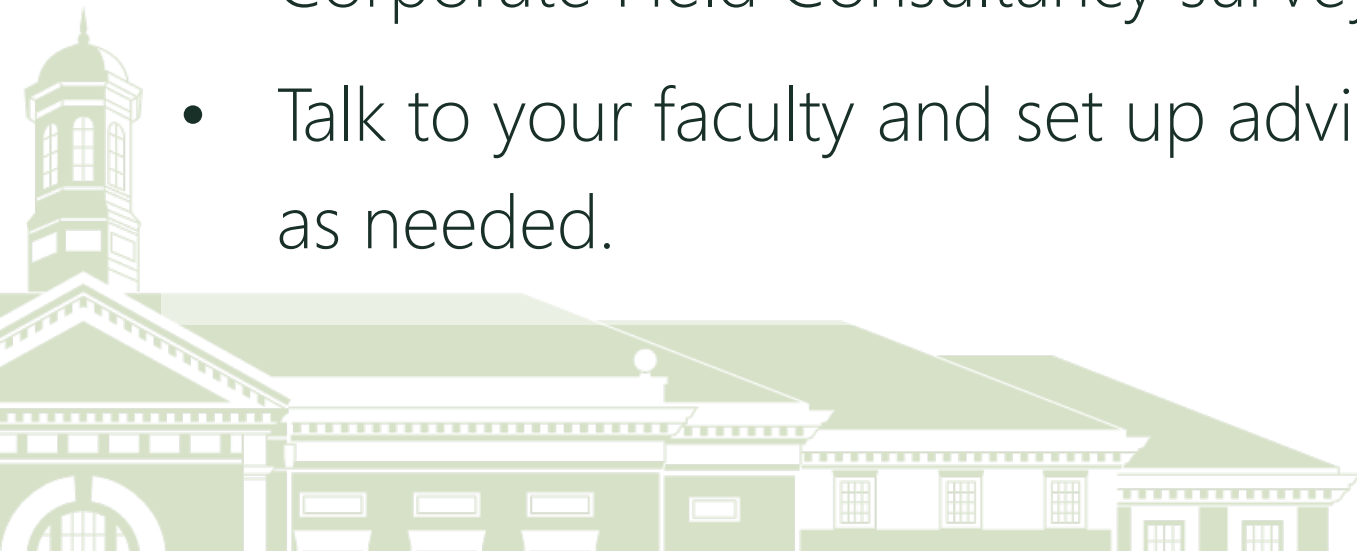
- For future semesters, you can find all courses listed in Path.
- Please note that there is a location tab available if you only wanted to see courses available at the Miller Hall or Peninsula Center.
- Courses that have not yet been assigned a permanent course number are listed under **BUAD 6951** – Business Research Seminar. If you are not using the Advanced Search feature, these all appear as one line. You must click on the course to expand the list.





# Don't Forget

- Holds will prevent registration.
- You will self-register for all future classes (except for CAMS, Batten Fund, CFC and Sprint)
- Complete CAM (required), Batten Fund, and/or Corporate Field Consultancy survey.
- Talk to your faculty and set up advising appointments as needed.



# Graduate Assistantships

Graduate Assistantship (GA) information

- Minimum GPA 3.0 required
- \$15/hour – typically 5-10 hrs/week

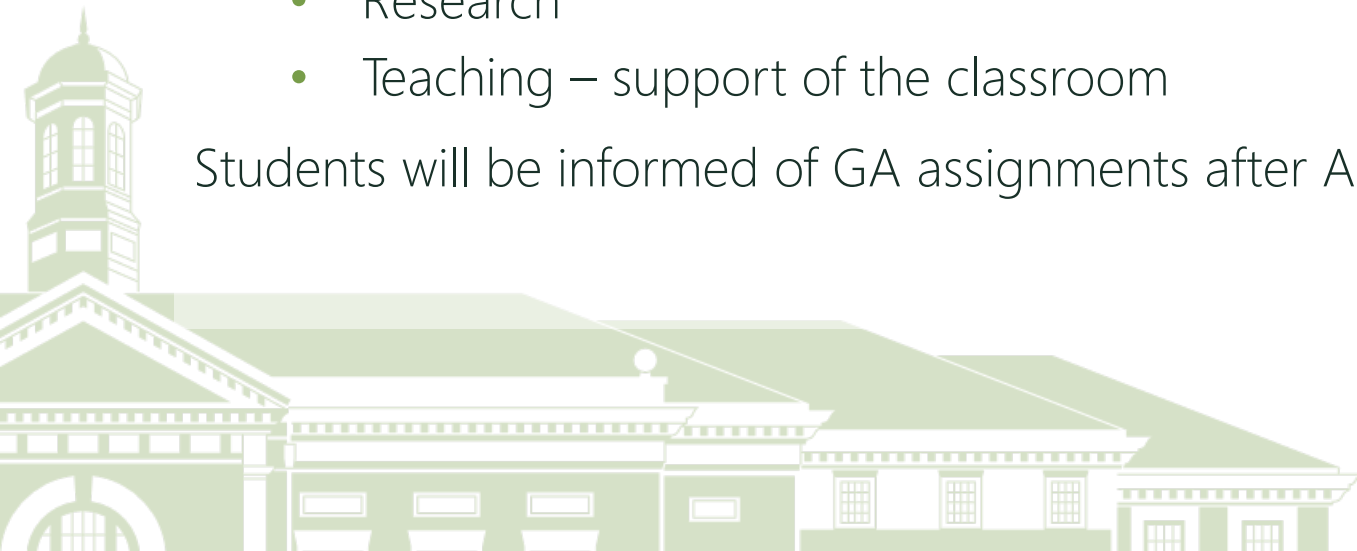
Complete application by **May 10, 2024**

- Application will be sent via email

Types of Graduate Assistantships

- Research
- Teaching – support of the classroom

Students will be informed of GA assignments after August 1 once assignments are complete.





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# Business Analytics CAM

Professor Matt Dean

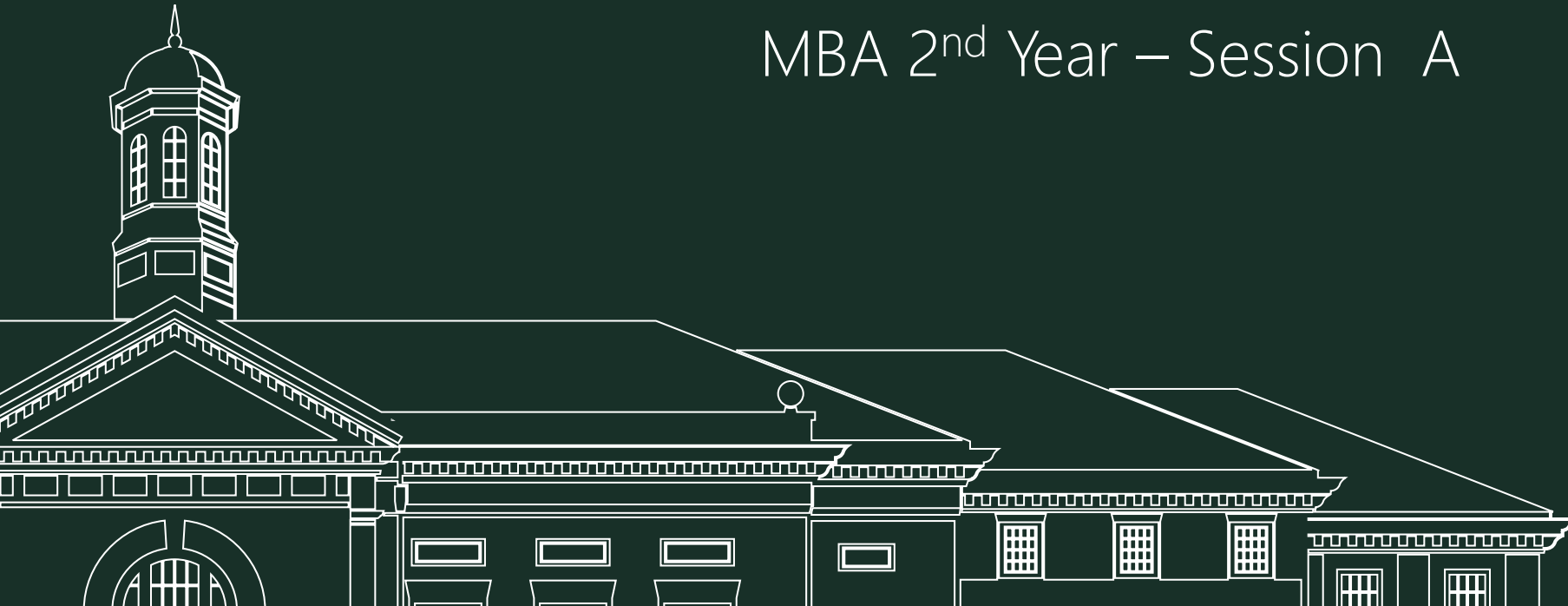




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# Business analytics & Supply Chain CAM

MBA 2<sup>nd</sup> Year – Session A





# Builds upon material from BUAD 6701

6701 is a pre-req to the BA/SCM CAM

- Tools for Business Analytics

6701 gives you an introduction to the tools that we will be using in the CAM

- Python

# Where will we focus?

We will attempt to demystify common buzz words like "machine learning"

- You will do hands-on coding/programming
- What are the key pillars to the various algorithms/techniques?

Our goal is to apply business analytics techniques to supply chain concepts

# Questions?

Feel free to email me:

[matthew.dean@mason.wm.edu](mailto:matthew.dean@mason.wm.edu)

u





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# Corporate Finance CAM

Professor John Strong



# Finance CAM

- Corporate Finance
- Financial analysis
- Project evaluation
- Risk/return
- Valuation: M&A, Private Equity, Alternatives (jv's, alliances)
- Financing
- Debt policy
- Equity management
- VC / IPOs
- Derivatives/Options/Risk management
- Governance

# Finance CAM

- Cases, simulations, team projects; take-home final exam
- Training the Street / FPA Software & Tools
- Joint Law/Exec Partners MBA Acquisition Simulation
- Spectrum of sectors (industrial, services, retail, transport, financial institutions)
- Guest speakers (spectrum from career mgmt through specific financial policies through governance)
- Port of Virginia, Adobe, Instacart, Smithfield, Mountaire, Amazon, Lowes, DLTR, NSC, KMX, Tredegar, Atlantic Union, PwC, CSX, Estes, HII
- Executive immersion program
- Questions: [john.strong@mason.wm.edu](mailto:john.strong@mason.wm.edu)



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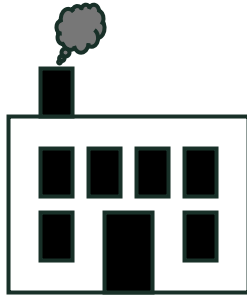
# B2B Marketing CAM

Professor Ron Hess

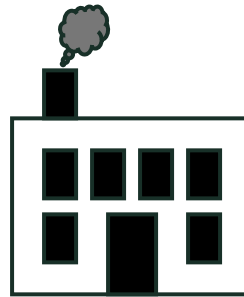
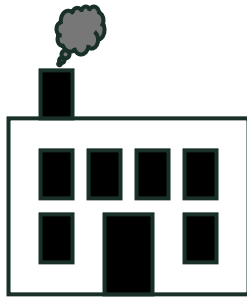




**B2C**



**B2B**







## ***B2C Marketing***

*Exchange of goods, services and ideas among households / individuals.*

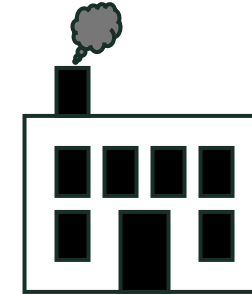


***Customer in a  
B2C Environment***

**Understanding  
Household/Individual  
Buying Behavior**

## ***B2B Marketing***

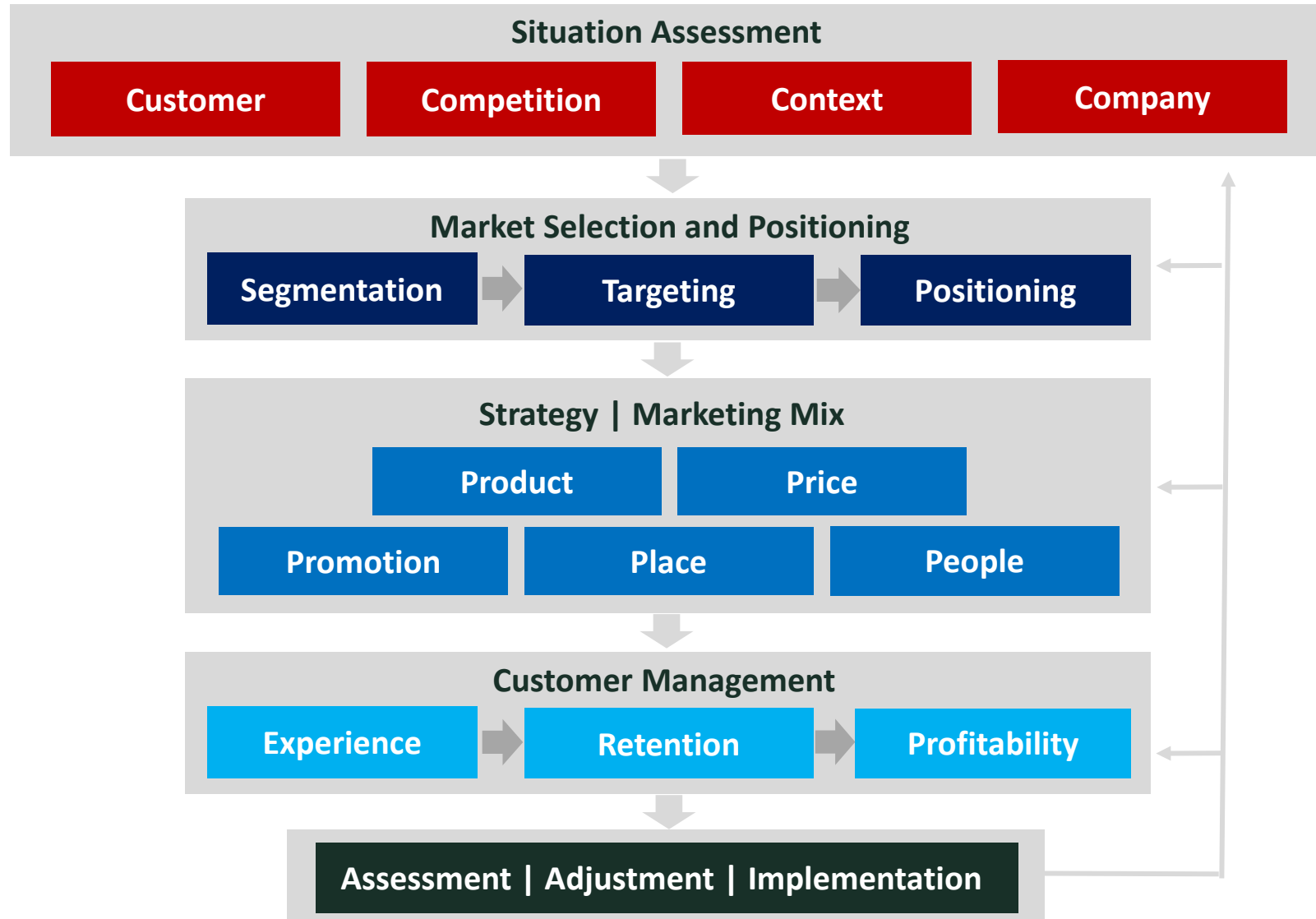
*Exchange of goods, services and ideas among companies.*



***Customer in a  
B2B Environment***

**Understanding  
Company  
Buying Behavior**

# Strategic Framework





## Is the Marketing CAM Right for You?

*Anyone interested in ...*

Marketing field in general  
Marketing Operations/ MARTECH  
Supply chain interests  
Technology/New Innovations  
Business Services  
Selling/sales management  
Strong job opportunity



## What Can You Gain from the Marketing CAM?

Appreciation for the B2B and B2C market environment and its unique characteristics

Understanding of marketing and strategy fundamentals

Enhance your ability to solve actual business problems that companies experience

Work data to gain a better understanding of situation and provide most appropriate strategic recommendations

## Teaching Techniques & Style

**Lectures/Discussions (Fill Toolbox)**

**Guest lectures**

**Case discussions (Application)**

**In-Class exercises (Application)**

**Presentations of case recommendations**

**Visits to global and innovative companies**

**CAM trip to SAS, Cisco, RedHat, Lenovo, others**

**Semester-long “Live” case (Actual Company Problem)**





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# Batten Fund Overview

Professor Tim Coan

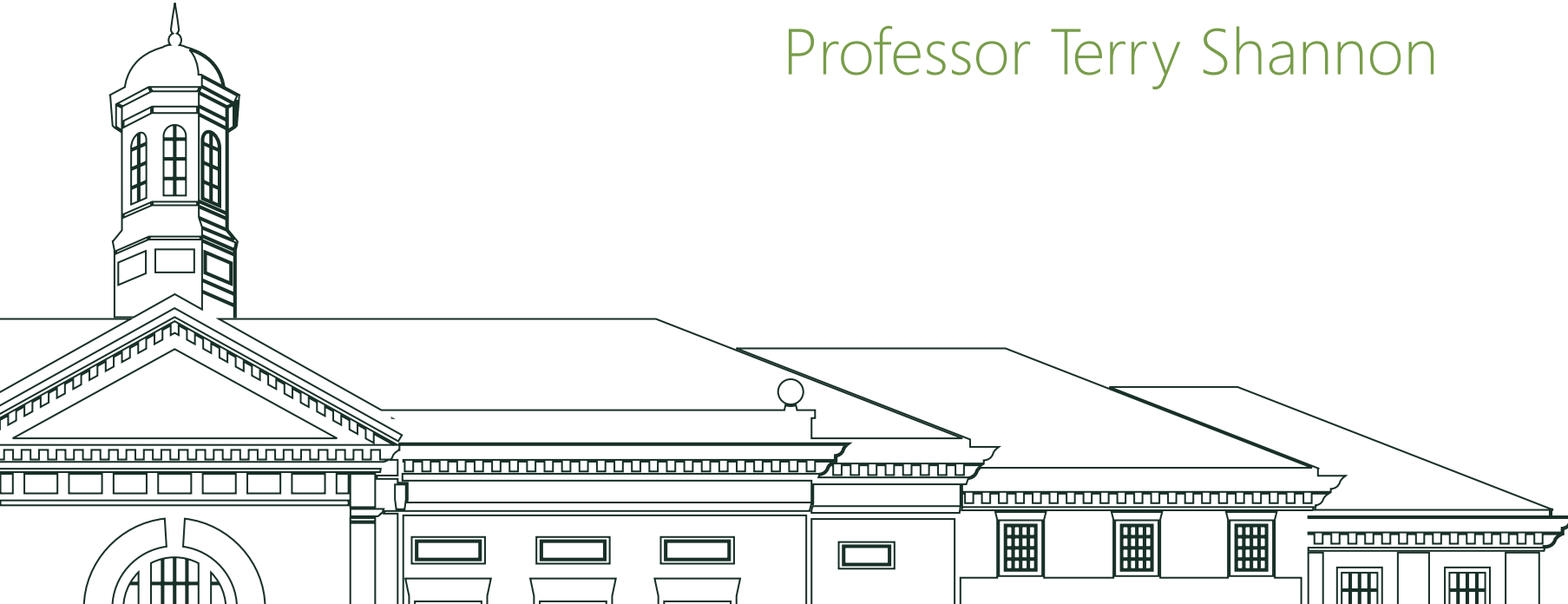




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# Corporate Field Consultancy Overview

Professor Terry Shannon





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# Corporate Field Consultancy

Terry Shannon

Director CFC

[tpshannon@wm.edu](mailto:tpshannon@wm.edu)

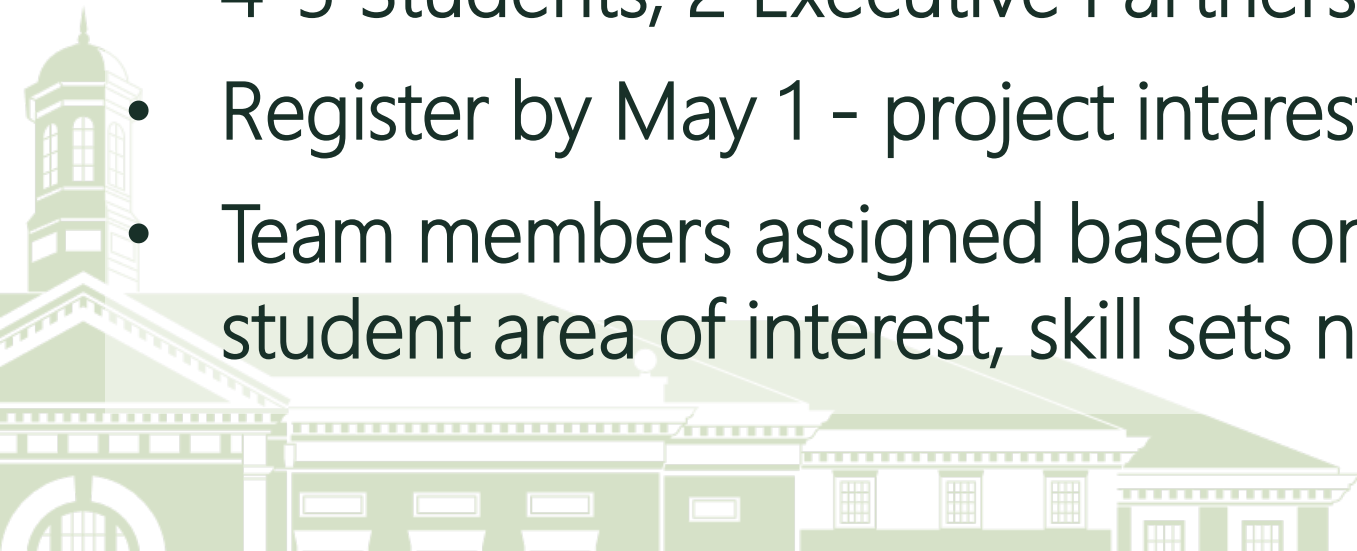
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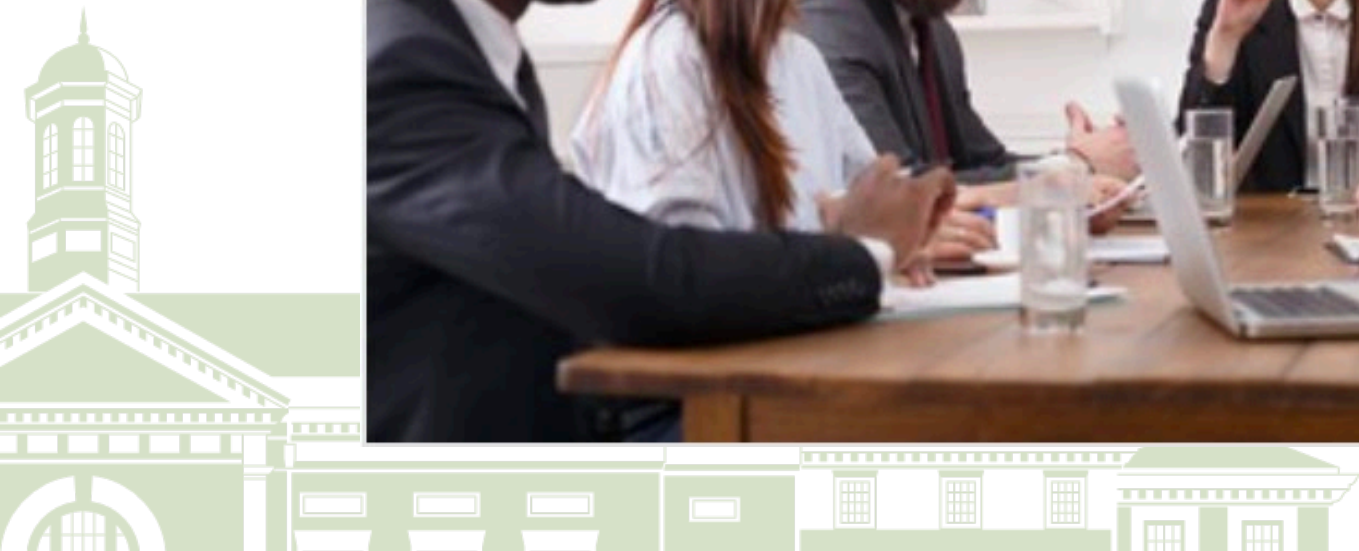


# CFC Outline

- 3 credit elective course
- Session "B" October 28 to December 18, 2024
- Project team meets Monday thru Thursday 12:30 to 1:50 PM
  - Plus Client site visits
- 4-5 Students, 2 Executive Partners & Faculty Advisor
- Register by May 1 - project interest will be surveyed in September
- Team members assigned based on balancing project scope, student area of interest, skill sets needed & team size



# Corporate Business Meeting -Experiential Learning



# CFC Client Industries & Scale

- National, International & Local
- Manufacturers
- Healthcare
- Trade Associations
- Social Service Non-Profits
- Communication
- Government
- Service Providers
- Technology



# Past Corporate Field Consultancy Clients



Newport News  
Shipbuilding



Lackey Clinic  
Free and Charitable Healthcare Center

StanleyBlack&Decker

Genentech  
A Member of the Roche Group

STIHL



Colonial  
Williamsburg

COMCAST  
NBCUNIVERSAL



RIVERSIDE  
Health System

DICK'S

ChildFund

FERGUSON



SubAir

Smithfield  
Good food. Responsibly.



COMMONWEALTH  
COMMERCIAL  
Comprehensive Property Solutions

Ryan  
Homes



SENTARA  
RMH Medical Center



ARCADIS  
Design & Consultancy  
for natural and  
built assets



HOSPICE HOUSE  
& Support Care of Williamsburg

NEX / MCX

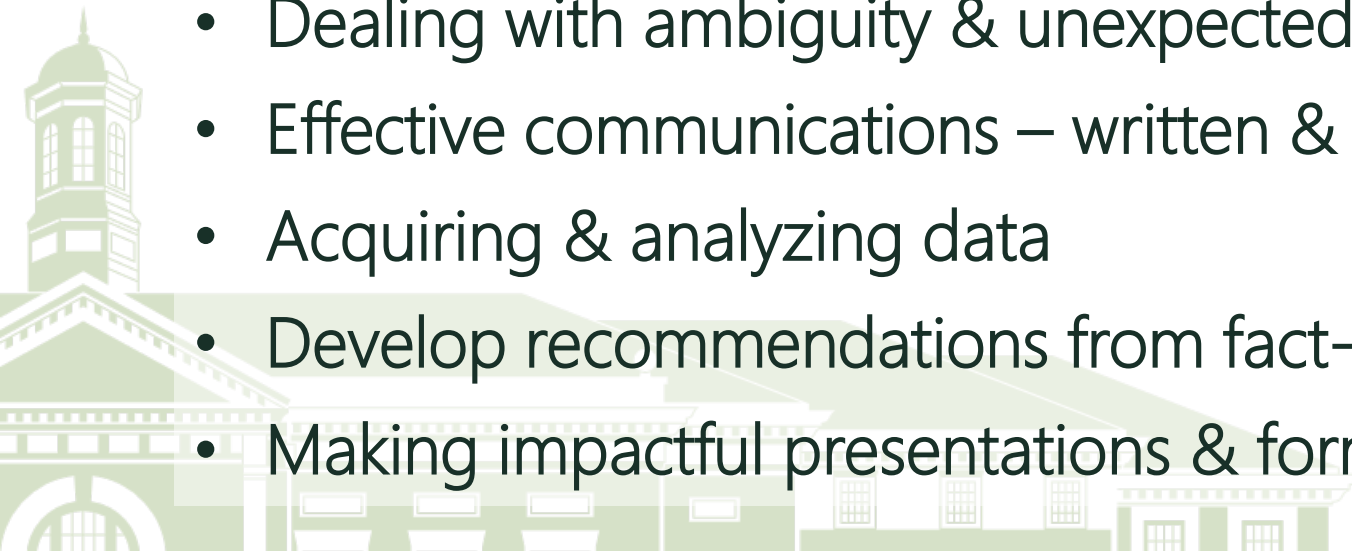
# CFC Project Scope Areas

- New Markets
- New Product Offerings
- Pricing/Service Analysis
- Improving Service
- Awareness & Fundraising
- Market Research
- Cost/Value to the Community
- Forecasting
- Customer Churn Analysis
- New Program Development
- Business Processes
- Operations



# What skills are used & developed?

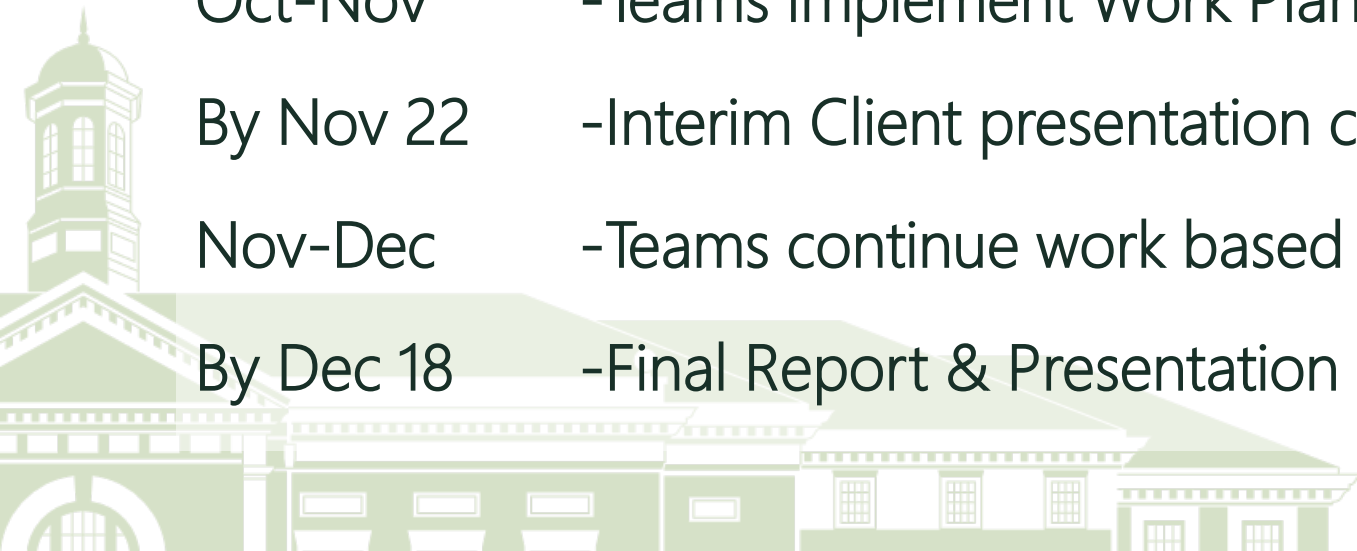
- “Real World” field experience
- Working in a team environment
- Refining a project scope & deliverables
- Creating, managing & following a “Work Plan”
- Managing Client multi-level relationships
- Dealing with ambiguity & unexpected situations
- Effective communications – written & verbal
- Acquiring & analyzing data
- Develop recommendations from fact-based data analysis
- Making impactful presentations & formal written report





# CFC Timeline

- May 1 - Register for CFC
- By Sept 1 -Finalize Clients & Projects – Student Interest Survey Completed
- Oct 28 -CFC Team Kick off & Orientation – Session B
- Oct 29 -First meeting with Client
- Oct-Nov -Teams implement Work Plans; weekly Client communications
- By Nov 22 -Interim Client presentation completed
- Nov-Dec -Teams continue work based on interim presentation feedback
- By Dec 18 -Final Report & Presentation delivered to Client's Sr Leadership





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# Corporate Field Consultancy Student Perspective

Alec Smith

MBA '24

Jamestown/Yorktown Foundation





# My experience

- Client – Jamestown Yorktown Foundation
- Project scope – marketing research project
  - Financial and operational industry benchmarking survey
- Hard skills gained: survey development, data analysis and visualization, developing data-driven recommendations
- Soft skills gained: project management, effective communication, problem solving, conflict management



# Why CFC?

- Real-world stakes – clients have real problems and high expectations
- Takes you out of your comfort zone – there will be ambiguity
- Exposure to a new industry and/or functional area
- Unique hard and soft skill development
- Build new relationships





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# Closing

Associate Dean Ken White

