Dean’s Update & Second Year Experience Day

April 11, 2024
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
## Second Year Requirements

<table>
<thead>
<tr>
<th>Fall 2024</th>
<th>Winter Break</th>
<th>Spring 2025</th>
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<tbody>
<tr>
<td>Session A</td>
<td>Sprint</td>
<td>Session C</td>
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<tr>
<td>Career Acceleration Module (6 hours)</td>
<td>SPRINT (1 hour)</td>
<td>Second Year Electives (6 hours)</td>
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<tr>
<td>Session B</td>
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<td>Second Year Electives (6 hours)</td>
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<td>SPRINT (1 hour)</td>
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<td>13 hours</td>
<td>Winter Break</td>
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<td>Second Year Electives (6 hours)</td>
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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

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
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<td>BUAD 6981-01/CRN 11453 Batten Fund</td>
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### 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)

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<tr>
<td>9:30 – 10:30</td>
<td>BUAD 6611-01 CRN 11988 Supply Chain Management Professor Omumah Miller 1018</td>
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<td>11:00–12:20</td>
<td>BUAD 6981-01 CRN 11453 Batten Fund Professor Cova Miller 1090 &amp; Fin Mkt Classroom</td>
<td>BUAD 6981-01 CRN 11453 Inv. Mgmt: Equity Mkt Professor Maribe Miller 1008</td>
<td>BUAD 6981-01 CRN 11453 Batten Fund Professor Cova Miller 1090 &amp; Fin Mkt Classroom</td>
<td>BUAD 6981-01 CRN 11453 Inv. Mgmt: Equity Mkt Professor Maribe Miller 1008</td>
<td>BUAD 6981-01 CRN 11453 Inv. Mgmt: Equity Mkt Professor Maribe Miller 1008</td>
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<td>12:30–1:50</td>
<td>BUAD 6991-01 CRN 11454 Field Consultancy Miller 1005</td>
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<td>2:00–3:20</td>
<td>BUAD 6831-01 CRN 11462 Design Thinking Professor Olver Design Studio – Classroom 2652</td>
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<td>3:30–4:50</td>
<td>BUAD 6431-01 CRN 11460 Digital &amp; Integrated Marketing Communication Professor Edmundson Miller 1008</td>
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<td>5:00–7:00</td>
<td>BUAD 6571-01 CRN 11461 Leadership and Planned Change Professor Wilson Miller 1018</td>
<td>BUAD 6571-01 CRN 11461 Leadership and Planned Change Professor Wilson Miller 1018</td>
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**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

Does your specialization require a CAM?

- Yes
  - Automatically Placed in Required CAM

- No
  - Rank Order CAM Choices

You will be sent an email with your CAM confirmation and instructions for elective registration
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
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

3. 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.
**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](image) indicates the course is in one of your carts.
- ![Black check mark](image) indicates you are fully registered in the course.
- ![Pencil](image) indicates you are editing the registration options for the course.
- ![An hourglass](image) indicates you are on the waitlist for the course.
- ![Green check mark](image) indicates you have passed the course previously.
- ![Red line](image) indicates you are attempting to remove the course.
- ![Yellow or black triangle with exclamation](image) indicates a warning: closed course, pre- or co-requisite error, time conflict, instructor approval required, etc.
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.
Business Analytics CAM

Professor Matt Dean
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
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
B2B Marketing CAM

Professor Ron Hess
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
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)
Batten Fund Overview

Professor Tim Coan
Corporate Field Consultancy Overview

Professor Terry Shannon
Corporate Field Consultancy

Terry Shannon
Director CFC

tpshannon@wm.edu
757-221-2963
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
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
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
Corporate Field Consultancy

Terry Shannon
Director CFC

tpshannon@wm.edu

757-221-2963
Closing

Associate Dean Ken White