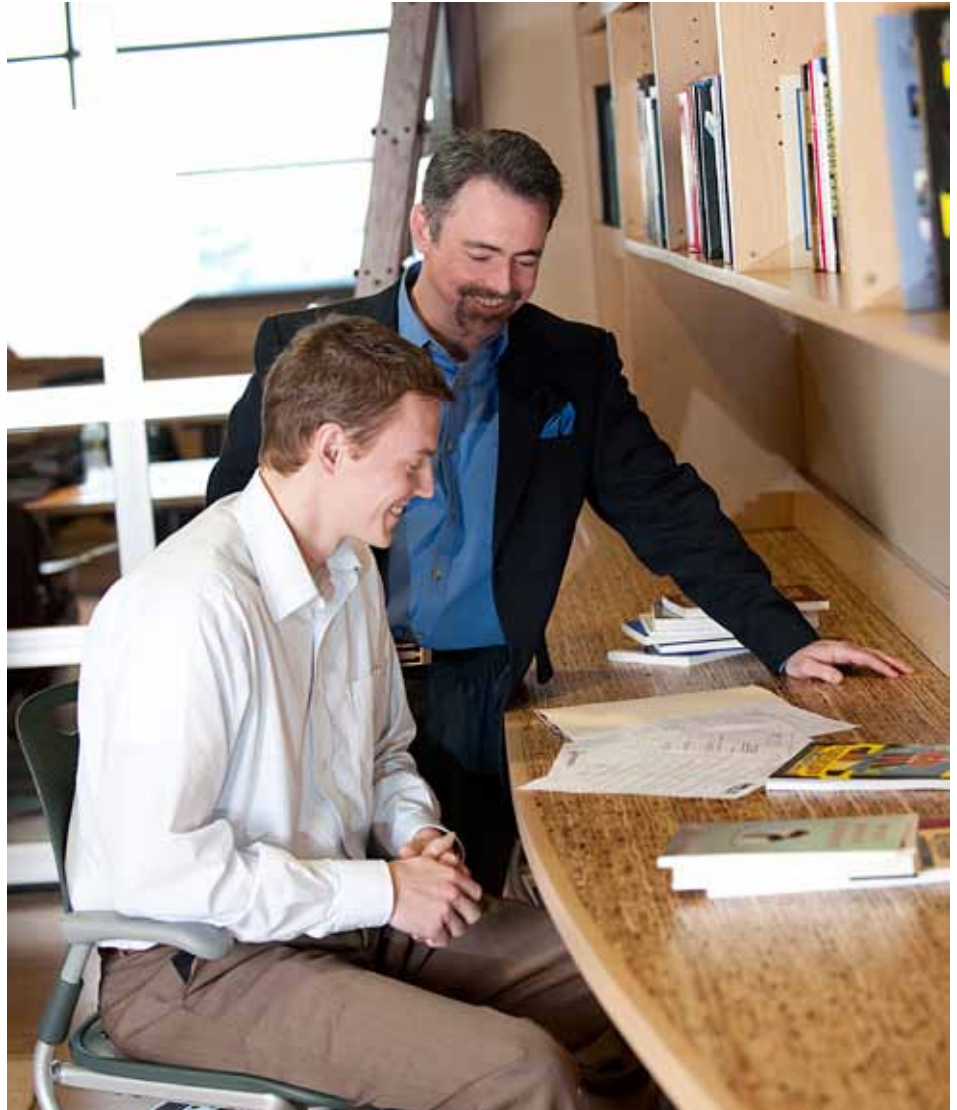


# TAYLOR MBA NEWSLETTER



## READ ON FOR UPDATES ON:

- MBA Alumni Board
- Curriculum Changes
- Global Study Tours
- Program Statistics
- Non-Profit Scholarship
- Meet a Taylor MBA Alum!



# MBA

NOVEMBER 2011



# Greetings from the Taylor MBA!

As we approach the end of 2011, we wanted to take a moment to share with you some of the great things that have been happening in the program. As the Taylor MBA continues to grow, we are seeking ways to stay connected and better engage with Alumni as we attempt to continually develop and improve upon program offerings and curriculum. Please read on to learn more!

## New Alumni Board

The Taylor University MBA originally had a business advisory council. These individuals were instrumental in supporting the program and reviewing overall strategy. However, none of them had gone through the program. We now have over 220 graduates, many of which are executives, community leaders, and have years of experience, so we wanted to tap into that knowledge and expertise, while also sharing the same passion for the MBA program. We launched the new Taylor University MBA Alumni Board in June 2011 during the joint residency in Upland. The new members of the Alumni Board include:

**Jane Avery**, Taylor MBA FW, '03-'04; *Executive Director of Community Harvest Food Bank*

**Scott Bodecker**, Taylor MBA FW, '05-'06; *Vice President of Operations at Rustic Hutch*

**Deb Boyd**, Taylor MBA FW, '05-'06; *Controller at The Greater Fort Wayne Chamber of Commerce*

**Angie Danner**, Taylor MBA Indy (1<sup>st</sup> Corporate Site) '08-'10; *Director of Human Resources at Wood-Mizer Products, Inc.*

**Scott Figgins**, Taylor MBA FW '06-'07; *Vice President of Underwriting at Brotherhood Mutual Insurance Company*

**Eric McCrory**, Taylor MBA FW '04-'05

**Stephanie Minier**, Taylor MBA Indy '09-'10; *Creative Services Manager at Greater Louisville Inc.*

**Greg Siefert**, Taylor MBA FW '05-'06

**Jerry Thatcher**, Taylor MBA Indy '08-'09; *Director of Operations at Precise Connections, Inc.*

**Kris Williams**, Taylor MBA FW '07-'08; *Corporate Director, Quality Planning—World Wide Operations & Interim Director of Quality & Regulatory—Asian Operations at Biomet*

The Alumni Board primarily serves as the leadership of the MBA "Alumni Association," while specifically serving as:

- Key advisors on curriculum and program changes
- Advisors on alumni engagement and alumni needs
- Program advocates to new and prospective students
- Assisting in planning and coordinating MBA alumni events

We are thankful for each member's agreement to serve the program and the alumni.

## Updated & Enhanced MBA Curriculum

The MBA is pleased to announce an updated and enhanced curriculum. The new curriculum arrives after significant study, with special thanks to the alumni board, members of the original MBA 2.0 committee a few years ago, and our corporate site partners. This new curriculum has been approved by the Taylor University School of Business and the Taylor University Graduate Council, effective with new students beginning August 2012.

The curriculum still consists of 36 credit hours spread over 12 courses. There will be 8 core courses and 4 "discretionary" courses (discretionary courses are the same as electives but a student may not get the opportunity to take each course during their 16 months in the program).

The new core curriculum is as follows:

Course #	Hours	Title
ACC 510	3	Strategic Cost Management
ECO 510	3	International Economics & Finance
MGT 515	3	Leadership & Ethics
MGT 575	3	Business Research Methods & Metrics
MGT 610	3	Management Theory & Strategy
MKT 510	3	Global Marketing & Business Cultures
ITB 515	3	Global Business Study Tour
FIN 610	3	Financial Management & Performance

Discretionary courses include:

Course #	Hours	Title
MGT 510	3	Organizational Design & Change
MGT 520	3	Business Creativity & Innovation
MGT 540	3	Business & Organizational Sustainability
MGT 620*	3	Leading Strategies and Organizations
ITB 515*	3	Global Business Study Tour
MKT 610	3	Strategic Marketing Management

\* Courses may be repeated with permission of the MBA chair.

## Updated & Enhanced MBA Curriculum (cont.)

Two new courses have also been added to the curriculum that significantly enhance the value delivered in the program. The 2 new courses are:

### **FIN 610**      *Financial Management & Performance*

This course will examine the critical financial issues and decisions facing organizations. Students will gain exposure navigating and analyzing financial statements to better understand and position organizations, including the budgeting process. A particular focus will be placed on generating and managing cash flow. Identifying and attracting a variety of funding sources is also addressed. Lastly, an examination of the means by which organizations can enhance their value and the requisite financial mechanisms to do so is undertaken.

### **MGT 540**      *Business & Organization Sustainability*

This course examines the development of sustainable organizations and practices. This course is interdisciplinary in nature, integrating science, business, and environmental studies. A look at how sustainable business practices improve long-term profitability, the health of natural systems, and the social infrastructure of our world community is undertaken. Among other activities, students will analyze how to manage resource scarcity and apply case studies to the business model. Students will also evaluate the business case for sustainable practice in selected sectors and organizations, examine the potential for implementing sustainable business practices for selected sectors and organizations, and consider the implications for Christians in sustainable organizations.

Alumni are welcome to sit in on the residency sessions for these courses when they are offered. Or, you can always choose to audit the full class for a small fee. Please contact the MBA office at [mba@taylor.edu](mailto:mba@taylor.edu) if you are interested.

---

## Global Study Tours

The global study tours continue to be a highlight of the MBA program. In May 2011, 33 students, guests and faculty traveled to Italy and Germany. Then in September 2011, 12 people traveled to Costa Rica. Both were great trips, but were very different. In Italy and Germany, we got a first hand look at how world history has shaped many of the global practices (and issues) we face today geopolitically and economically. Whereas in Costa Rica, we got a first hand look at the front lines of the environmental sustainability movement.

Several businesses visited in Italy and Germany included: Dalarara (Indy Racing R&D company), Hewlett-Packard, Deloitte, and the US Consulate in Rome.

Businesses visited in Costa Rica included: Boston Scientific, IBM, Hewlett-Packard, a small coffee entrepreneur, American Chamber of Commerce Costa Rica, and several others for a total of 12 visits.

Of course, cultural excursions are a part of these trips as well. Italy and Germany were filled with many highlights, including the Collesseum, the Vatican with the Sistine Chapel and St. Peters Basilica, the Trevi Fountain, the Last Supper, and Venice among many other sites visited in Italy. In Germany, we ate at the location where Hitler formed the 3<sup>rd</sup> Reich and were humbled at the somber tour of Dachau, among many other sites of significance in Germany.

In Costa Rica, the excursions were completely different. We toured a few rainforests and saw monkeys, toucans, and an abundance of plant and wildlife. We stayed at the base of the Arenal Volcano. We observed giant green sea turtles come out of the ocean to lay eggs on the beach, and toured coffee and banana plantations. We also had the opportunity to walk the remote village of Tortugero, where we played a little soccer with local youth, looked at their school, and observed a funeral for a local who had passed.



May 2011 - Italy & Germany



September 2011 - Costa Rica

## Program Statistics

45 total MBA Students  
27 total CEU Students

### May 2011 Grads

Angie Clay  
James Dryden  
Cathy Gallmeyer  
Ben Grawcock  
John Morgan  
Josh Perry  
Mike Plank  
Matt Voss

### August 2011 Grads

Jacob Briscoe  
Lossing Coxeter  
Rob Eggers  
James Hanson  
Jenna Johnson  
Cheryl-Lynn Lerew  
Tammy Shepherd  
LisaAnn Woodford



May 2011 Hooding Ceremony

24 more graduates anticipated in  
December 2011 and May 2012

91.55% of Credit Hours Taught by  
Doctorally-Qualified faculty

---

## Non-Profit Leadership Scholarship

The MBA is pleased to announce the creation of a new scholarship to support emerging leaders of local non-profit organizations. The scholarship is designed to help current leaders in the non-profit sector enhance their capacity to lead their organizations and serve their constituents. It is also designed to better prepare those in non-profits for future leadership succession.

The scholarship has 3 financial parts:

1. The MBA will provide 25% of tuition as a direct scholarship.
2. The MBA is seeking to raise funding to provide 50% of the costs as a special scholarship.
3. The individual and their non-profit organization will fund the remaining 25%.

This provides significant funding to individuals and organizations that can greatly benefit from the education but that do not have access to the funding. The MBA believes this will provide a much needed boost to area non-profits that are dealing with the pending retirements of founders and long-time leaders.

We need your help. Near the end of the year, you will be receiving a separate fundraising letter from the MBA. We are seeking alumni that are willing and able to help fund this much needed scholarship to help sustain valuable non-profits with well prepared leaders. Our goal is to raise \$80,000 from alumni, with 100% of that funding going to this scholarship. We will then target key foundations to help raise funding for more scholarship money.

On a related note, Indiana residents are entitled to a tax credit equal to 50 percent of the total of their annual gifts to institutions of higher education in Indiana. This is valid on gifts of up to \$200 for an individual, or \$400 for a couple filing a joint tax return. That means a \$400 gift only costs the giver \$200 before any federal tax deductions.

Keep your eye out for this fundraising letter and consider how you or your organization can participate.

## Meet Jane!

*Jane Avery was enrolled in the very first Taylor MBA cohort in Fort Wayne*

### Graduated when?

December 2004

### Why an MBA?

Actually, I hadn't planned to pursue an MBA. I'd participated in the Institute for Organizational Effectiveness at the Taylor Fort Wayne campus. When the Institute for Organizational Effectiveness ended, the new Taylor MBA Program was announced, which I happened to mention at a meeting of my board's executive committee. Before I knew it, the board officers were moving that I apply for the program and that it would be covered by the food bank (with some conditions that were all very reasonable). It all happened so fast and I didn't have the guts to tell them that I wasn't thinking about applying for the program but had just wanted to share that info! Next thing you know, I was enrolled and scared to death!!!



### What are you doing now?

What I've been doing for 15 years... I'm the Executive Director of Community Harvest Food Bank of NE Indiana, Inc. (CHFB) and am proud to be a charter member of the Taylor MBA Alumni Board.

### Where are you located? What led you there?

CHFB has been in Fort Wayne since its founding in 1983. I came to FW in 1971 to attend Saint Francis College (now the University of Saint Francis) to pursue a degree in Social Work. My professional focus was in geriatrics and Hispanic ministry at St. Paul's Catholic Church. I was a close friend to Fr. Tom O'Connor who was the long-time pastor of St. Mary's Catholic Church. Fr. Tom started the first soup kitchen in Fort Wayne and I volunteered there. When the previous Executive Director at CHFB announced her retirement Fr. Tom told me to apply for the job, and you never argued with Fr. Tom! I did and was selected by the board. I am the second Executive Director this organization has had and I was definitely led here because I would have never applied if Fr. Tom hadn't insisted I do so.

### How did the Taylor MBA prepare you for your current role?

One of my stipulations when I applied for the MBA program was that I would be allowed to do meaningful work in my studies that would apply to the food bank's needs and goals since the organization was paying for my education. I'd never had a single business class – not even in high school, so I had to spend a lot of time every night and weekend studying to learn the basics let alone MBA level work. The good thing was that I was doing the right things here at CHFB even though I didn't know the correct language to explain it. I also learned to think more strategically and to appreciate business practices for a nonprofit, especially since the food bank works in both nonprofit and for-profit worlds. I actually learned to really appreciate managerial accounting as a good tool for our operation. Also, having an MBA adds credibility to me as an administrator and to the organization as well.

---

## Introducing Kindles

Alumni and current students are all too familiar with the number of books assigned in any given term. While the books are excellent sources, it can be a challenge to carry them all and keep track of them, especially for those that travel frequently. The MBA received initial funding from Taylor University to pilot the introduction of Kindles for all MBA students beginning in April 2012. As part of the program, each student will receive a new Kindle. All books, articles, syllabi, and associated materials will be wirelessly distributed to the Kindles directly. Of course, students will still have Blackboard access on any computer as well.

There are several advantages to this Kindle initiative:

- Students get all their materials in one, easy to carry device allowing them to read anywhere, anytime
- Materials delivered wirelessly
- Lightweight, anti-glare reading to allow reading in the sunlight and reading without eye strain (as opposed to computers, iPads, and other eReaders)
- Great highlighting and note taking, with easy to search capabilities for all notes
- Professors can make notes and share them with students – in the book (not just on Blackboard)

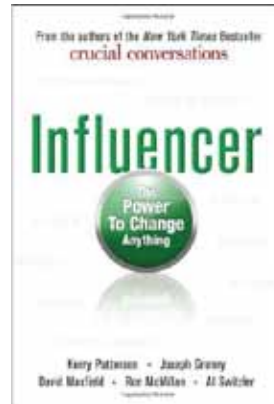
We have tested out a variety of options, and we believe this will be a major enhancement for students.

## MBA Blog and Online Digital Brochure



In June 2011 we launched an online digital brochure in conjunction with the Taylor MBA blog in an effort to better communicate with prospective students, MBA alumni and current students. The digital brochure and blog is a great way to keep in touch with the Taylor MBA! Visit the MBA blog at [www.taylormba.org](http://www.taylormba.org) to learn about MBA events, upcoming study tours, current happenings, etc. and also join the discussion.

## MBA Book Club

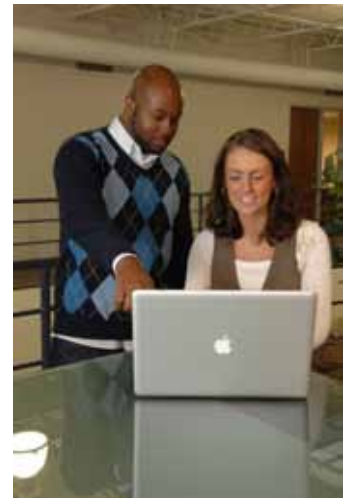


MBA Book Club reading The Oz Principle: Getting Results through Individual & Organizational Accountability. In December we will begin reading Influencer: The Power to Change Anything. Look for more details to follow and visit <http://taylormba.wordpress.com/join-the-discussion/> for more information.

Do you miss the interaction of Blackboard discussion boards? Consider joining the Taylor MBA Book Club! In August we launched the first installment of the

## We need your help!

Do you know someone who could benefit from the Taylor MBA? Our best Taylor MBA referrals come from our own alumni and current students! Have them contact us at [mba@taylor.edu](mailto:mba@taylor.edu) or you can send us their names and contact info. and we will follow up with them. You can also direct them to the online digital brochure at [www.taylor-mba.org](http://www.taylor-mba.org) to learn more about the Taylor MBA.



# What's in a NAME?

Be watching your email and Facebook for an announcement soon!

## We want to hear from you!

Have you moved, changed jobs, had a baby, got married, etc.? Let us know about what is happening in your life! Please email your new addresses or life changes to [mba@taylor.edu](mailto:mba@taylor.edu).