

EXECUTIVE MBA COUNCIL WESTERN REGION MEETING

APRIL 5-7, 2009

Hosted by: The George L. Argyros School of Business and Economics

Chapman University

Strategic Management for Executive MBA Programs

Thomas Turk - Associate Professor of Management, ASBE, Chapman University

Every successful Executive MBA program needs a clear strategy that reflects the changing economic, social and competitive conditions. Like any other business, each Executive MBA program needs a clear defensible value proposition that distinguishes it from its competitors. Universities, however, feature divergent incentives and interests of program administrators, faculty, and university officials that often cripple the development and execution of effective strategies. This interactive session features suggestions and guided discussion of how leaders of Executive MBA programs can develop and execute compelling strategies given the unique challenges arising from operating in a university setting.

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Optimizing EMBA Faculty: PhDs and Practitioners in the Classroom

Louise Kapustka - Executive Director, Foster School of Business, University of Washington

The PhD and tenure-track "tenets" of graduate business education faculty are being turned upside down - but all is not lost! This presentation features an interactive discussion of the imperatives and challenges of ensuring that Executive MBA classrooms continue to be led by qualified and effective faculty.

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Your Worst Nightmare

Bill Lindsey - Associate Dean, College of Business Administration, Loyola Marymount University

Unfortunately the "small stuff" commands way too much of our time—a dysfunctional team, a student cheating, someone gets sick on the international trip, and the list goes on. This presentation features some collective problem solving around some of our worst nightmares. The group took away new insights and approaches for dealing with our own current and future nightmares.

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Maximizing Tax Benefits for MBA Students

Gonzalo Freixes - Associate Dean, Anderson School of Management,
University of California, Los Angeles

As MBA programs recruit students, questions frequently arise about whether students can deduct their MBA tuition expenses on their tax returns or exclude from taxable income tuition reimbursements paid by their employers. While students generally should rely on their tax professionals for these types of questions, MBA admissions and student affairs staff should be generally familiar with current tax regulations and overall strategies for maximizing the tax benefits of getting an MBA. This seminar provides an overview of the tax benefits MBA students can realize, including a discussion of recent favorable tax court rulings on the subject. In this environment of shrinking student loan and employer funding for education, students should be aware that an MBA degree can result in significant tax savings.

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Hooks and Headaches: Lessons from the IBEAR MBA's Capstone Global Consulting Experience

Marina Kotsianas - Director, International Business Consulting Projects, IBEAR MBA, Marshall School of Business, University of Southern California

Jack G. Lewis - Associate Dean, IBEAR MBA & International MBA Alumni Outreach, Marshall School of Business, University of Southern California

The USC IBEAR MBA's capstone learning experience is its International Business Consulting Projects (IBCP) course. Alumni vouch for IBCP and applicants are intrigued. However, it takes a lot of focus and effort to find 12 strong sponsor firms, form balanced teams, and manage a 4.5 month professional consulting experience toward outstanding deliverables. In this presentation, Marina and Jack talk about the high's and low's of the IBEAR IBCP process.

The Global Economy: Opportunities and Threats

Demos Vardiabasis – Associate Dean of Executive Programs, Graziadio School of Business and Management, Pepperdine University

Dean Vardiabasis reviewed the state of the economy from a global perspective. He drew parallels between various industries, as well as old, current and new government & economic policies. He also spent time on how the current economic situation is impacting higher education.