



SOM eLearning Newsletter

School of Management - The University of Texas at Dallas



Summer is finally here and the SOM eLearning Team has all of the news, events, and announcements to keep you up to date.

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SOM eLearning Newsletter
Issue # 2, Summer 2008

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eLearning Wants Your Feedback!

Welcome to the 2nd issue of the SOM eLearning Newsletter. I just wanted to take a minute to talk about the eLearning Team's mission. We are here to assist academic programs with providing high quality educational opportunities to students who may be at a geographic disadvantage, have employer travel and other conflicts which prevent on-campus class attendance, have course conflicts, or have personal circumstances that require scheduling flexibility. It is our goal that students in these programs have an exceptional educational experience.

One of the drawbacks of working in an online environment is that we don't have the opportunity to interact with students as much as we would like. The main contact we have with students is when assisting with technical issues, proctored exams, and reviewing end of course evaluations (and yes, we read and appreciate every one of your comments). We would like to hear more from you. In the spirit of being student centered, I invite you to provide suggestions on how we can improve your educational experience.

Some questions for your consideration are:

- How was the enrollment/course access process?
- Do you like how the content is delivered (multimedia presentations and optional downloadable mp3 files)?
- What are your thoughts on tests and assignments?
- Are you happy with the level of engagement of professors and

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Helpful Links

[Global MBA Online Program](#)

[Accounting and Information
Management Online Courses](#)

[SOM eLearning Blog](#)

[UTD eLearning](#)

[UTD Distance Learning](#)

[Information Page for Registered Online
Course Students](#)

[Getting Started with WebCT](#)

[Textbook Ordering - MBA Direct](#)

[Textbook Ordering - Off-Campus Books](#)

[Proctored Exam Info Site](#)

[Academic Calendar](#)

[Graduate Catalog](#)

[Schedule of Classes](#)

[Galaxy Login](#)

[Access Your Records - SIS](#)

[Financial Aid](#)

[UT TeleCampus](#)

[UTTTC Tech Support Page](#)

[Comments and Feedback](#)

other students?

- Are there other courses/programs you would like to see offered?

Survey: What Online Learning Feature is Most Important to You?

If there is something that you like or don't like, or if you can think of something that we can do better, please let us know by completing our online survey: [What Online Learning Feature is Most Important to You?](#). Your feedback is very important to us.

The results of the online survey "What Online Learning Feature is Most Important to You?" will be posted in the upcoming SOM eLearning newsletter.

Best of luck in your courses in Summer 2008 and beyond!

-Darren Crone, SOM eLearning Manager

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News from Global MBA Online (GMBA)

GMBA Adds Electives

The GMBA continues to add electives: two in international management and one in marketing debut in the summer term. Based on the 12 credit hour requirement, the GMBA now has 5 concentrations: Accounting and Information Management (the courses in the MS AIM online program), International Management, Information Technology, Marketing and Finance.

International Business Transactions (IMS 6202):

The legal environment and framework affecting international business transactions: sales contracts, non-establishment forms of business such as agency/distributor agreements and licensing, documentary credits, and intellectual property protection. Other topics include unauthorized channels of distribution, contract disputes and dispute resolution, and corporate conduct and standards.

The course will be taught by George Barnes, Senior Lecturer, International Management Studies in the School of Management, and Director, Global MBA Online program. Mr. Barnes holds a Masters degree in International Law & Diplomacy from the Fletcher School, Tufts University, and teaches International Marketing in the GMBA as well as undergraduate courses Export Market Development and International Business. He has held executive positions with Citibank in the Middle East and was involved in international planning and regulatory analysis at Mobil Oil.

International Corporate Finance (IMS 6220):

The global business environment is such that managers with international know-how will be invaluable to their organizations. If we look at any measure of economic or business analysis today; the aspects of a growing interdependence between stock markets, exchange rates, and balance of payments among countries are increasingly intermeshed. All one has to do is look at any media source (TV, newspapers, the Net) to see this dynamic trend of global financial

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May 2008
Editor: Christie Wright

interdependence. Future business leaders will need to possess skills in all aspects of international business. Knowledge of international financial issues is expansive and varies from hedging profits in a foreign currency to protecting against foreign exchange exposure.

In this course students will learn how to deal with issues faced by managers operating in the global financial markets. The purpose of this course is to analyze the critical factors, risks, and decisions that relate to both the short-term and long-term financial position of the firm in an internationalized setting and discuss strategies for dealing with these added complexities.

This course is taught by Jonathan Hochberg, Senior Lecturer II in International Management Studies. Dr. Hochberg holds a Masters of Business Administration (MBA) in International Business from the George Washington University and an Ed.D. in Instructional Technology and Distance Education from Nova Southeastern University. He has a diverse professional background including six years of international project finance experience with the Overseas Private Investment Corporation (OPIC), six years as an international management consultant, and over 10 years as an online instructor of International business courses.

Brand Management (MKT 6330):

To provide an adequate overview of the field of "Strategic Brand Management" from a business standpoint. The fundamental concepts will be systematically presented in class sessions and related to real-life business situations. Numerous examples and caselets will be used to highlight the most relevant topics and issues.

The primary mode of teaching will be lecture modules along with discussions and group case presentations. Many examples and cases will also be discussed in class. A significant component of the learning experience, in a course of this type, is constructive & reasoned class discussion. With this in mind, all students are encouraged to actively and judiciously participate in all class discussions.

Professor Abhi Biswas has taught Marketing courses for the last 18 years at Purdue University, SMU and UT Dallas. He has had two years of experience working with and for advertising agencies, has worked for two years in industry and has also been in marketing consulting for nine years.

GMBA Faculty Accomplishments



Dr. Habte Woldu (Global Economy, Cross-cultural Communications and Management) was recognized by the U.S. Academy of Management for one of the most influential papers in the field of international human resource management.

Dr. Woldu was the lead author of "A Cross-national Comparison of Cultural Value Orientations of Indian, Polish, Russian and American Employees," published in the International Journal of Human Resources in June, 2006. The 2007 award was the first of its kind given by the Academy.

Professor Stan Liebowitz (Economics of Information Goods -- offered Summer 2008) had several recognitions:



The *NY Post* published his article on the causes of the mortgage meltdown (February 5, 2008) and he was invited to testify before Congress on this issue.

His paper on the impact of file-sharing was published in the April issue of *Management Science*; in March, *Handelsblatt*, the leading German business magazine, published an article about his dispute with two other economists on the impact on record sales of file-sharing.

-George Barnes, Director, GMBA

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News From Accounting Information Management (AIM)

New Faculty Teaching AIM 6343 - Accounting Information Systems

Dr. Indranil Bardhan

Indranil R. Bardhan is an Associate Professor with tenure in the School of Management at the University of Texas at Dallas. He holds a joint appointment with the Management Information Systems (MIS) and Accounting and Information Management (AIM) programs. He currently teaches [MIS 6302: Strategic Impact of Information Technology](#) (also listed as [AIM 6349: Information Technology Strategy & Control](#)), [HMG 6323: Healthcare Informatics](#), and the classroom version of [AIM 6343: Accounting Information Systems](#) (cross listed as MIS6350: Information Age Enterprise). He will teach the online version of AIM 6343 for the first time this summer.



He is an Associate Editor at *Information Systems Research* and *Electronic Commerce Research & Applications*, and serves on the editorial board at *Decision Sciences*. His research interests lie in the areas of information systems productivity in the context of manufacturing and new product development, and strategic planning of information technology investments. His research has been published or forthcoming in prestigious academic journals, including *Operations Research*, *MIS Quarterly*, *Information Systems Research*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *European Journal of Operational Research*, *Journal of Management Information Systems*, *Accounting, Organizations and Society*, *Annals of Operations Research*, *Information Technology and Management*, and the *Journal of Productivity Analysis*.

He has several years of management consulting experience, most recently as a Principal with Pricewaterhouse Coopers Consulting. In that role, he advised and consulted with senior IT and business executives of Fortune 500 companies to provide a wide array of IT-focused consulting services, including development of strategic IT plans and architecture, valuation of a portfolio of IT services, and design of education and training seminars for senior IT executives.

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Meet Our Students

The eLearning Team invites you to meet our students by viewing a different student profile each newsletter. This Summer's featured student is Jim Harlan.

- **Name:** Jim Harlan
- **What degree are you seeking?**
MBA in Finance
- **Employment details:**
Where do you work?
Siemens Corp.



What is your position?

Intellectual Property Counsel (I'm a patent attorney)

How long have you been there?

3 years

What do you want to do after you finish your degree?

I'd like to work for a hedge fund or private equity firm with an IP investment strategy...in Dallas!

- **How many online courses have you taken?**
At the end of Spring 2008 I'll have taken 12
- **Why did you decide to take online courses?**
Convenience & efficiency. I already have 3 degrees (Bachelors in Chemistry, Masters in Computer Science, & Law Degree). I have 4 children, married, and work full time. I am uber-busy. My goal is to get the degree, not necessarily participate in the "college experience." Further, I've taught math classes online for undergrads and was impressed with the ability for instructors to teach and for students to learn in a virtual environment. And lastly, I can work on assignments, etc., when it impacts my family the least, e.g., 10pm-12am and 5am - 6am. There's no time wasted traveling from class to class to home. Learning is as close as the next room, and as convenient as checking email.
- **How is the online experience different from the traditional classroom?**
I can learn at my own pace, and focus on my strengths. Unfortunately, there is no "personal" development with classmates and professors. I am a very personable-guy and enjoy interacting with people. It's a bit tougher online.
- **What makes an online course effective?**
Staying on top of the weekly assignments. Receiving prompt instructor feedback. Feeling a part of a community where everyone is just as busy. And, appreciating the outside responsibilities of group members that arise from time to time.
- **Who was your favorite professor and why?**
To date, I'd have to say Ted Day in the finance department, although I think Peter Lewin and John Wiorkowski are also top

notch. Prof. Day must be on his computer constantly because the guy is a master at responding directly to your emails and posts. His lectures are logical, and well supported by thorough notes. Further, his exams challenge one's understanding of Finance, and not simply memorized recall of facts.

- **Is there any advice you can give to other online students?**
Pace yourself, and be understanding that we all have crazy-busy schedules.
- **Do you have any additional comments?**
I chose UTD's online MBA program because the degree is the same regardless the route I took; it's still an MBA in Finance from UTD. Also, I was impressed in my research of the professors how many have degrees from the University of Chicago, the quintessential school of economic thought. Further, it's hard to beat the cost. When it's all said and done, my total out of pocket will be less than 1/2 that of other MBA programs.

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Important Reminders

- **Online Teaching Award Nomination**
If you haven't submitted your nomination for the Spring 2008 semester, you still have the opportunity to acknowledge a professor who has done an excellent job in teaching an online course in the Fall semester. Please submit your [Teaching Award Nomination!](#)
- **UTD SOM in SecondLife**
[http://slurl.com/secondlife/UTD SOM/141/70/2](http://slurl.com/secondlife/UTD%20SOM/141/70/2)

For more information about the UTD SOM island, please visit: <http://som.utdallas.edu/secondlife>.
- **Join Our Facebook Group: *UTD SOM Online Students***
The eLearning Team has created a group in [Facebook](#) called "UTD SOM Online Students". This group is intended for UT Dallas students (past and present) who are taking or have taken online courses through the UTD School of Management online programs.
- **SOM eLearning Blog**
For the most up to date eLearning information visit our blog at <http://gmba.wordpress.com/>
- **Don't forget to register!**
[Summer](#) and [Fall](#) 2008 [registration](#) is now available.

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