



## School of Management



All the news, events and announcements for your online courses from the SOM eLearning Team.

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### SOM eLearning Newsletter Issue # 7, Fall 2009 mid-semester

#### Contacts

Online Course Registration/Advising  
[gmbaadvising@utdallas.edu](mailto:gmbaadvising@utdallas.edu)

Online Course Support  
<http://www.utdallas.edu/elearninghelp>

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GMBA Program Contact  
George Barnes  
Director  
[gbarnes@utdallas.edu](mailto:gbarnes@utdallas.edu)

AIM Program Contact  
Amy Troutman  
Assistant Director  
[amybass@utdallas.edu](mailto:amybass@utdallas.edu)

SOM eLearning Contact  
Darren Crone, Ed.D.  
Manager  
[darren.crone@utdallas.edu](mailto:darren.crone@utdallas.edu)

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UTD Help Desk  
<http://www.utdallas.edu/ir/helpdesk/>

UTD eLearning Support  
<http://www.utdallas.edu/elearninghelp>

UT TeleCampus Tech Support  
[Help Desk](#)

UT TeleCampus  
Student Services Support  
[TeleCampus@utsystem.edu](mailto:TeleCampus@utsystem.edu)

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### SOM eLearning

I hope all is going well with your courses. You may be wondering why you are getting this newsletter now. From now on we will be sending the newsletter out in the middle of the semester (I realize it is near the end of the semester, but beginning next semester it will be sooner) in an effort to provide you with more timely information. Hopefully the course previews and faculty profiles will assist you in deciding which of our 38 online class offerings you will take in the upcoming semester.

Last semester we presented you with a survey about our proctored exam procedures. We asked, ♦How would you rate the proctored exam process?" Here is the breakdown of the 16 responses: Excellent: 6, Good: 5, Average: 4, Fair: 1, Poor: 0

This is a sampling of the 11 responses we received for the question, ♦What worked well in the proctored exam procedure?♦:

- Having a two day window, flexibility in terms of when to take the exam, and being located on campus.
- Organization and having students check in and out.
- Generally, I was able to take all my exams on the same day, so I was only required to miss one day of work. UTD staff has always bent over backwards to help ensure that my test is available on the day I attempt to take it, even when there are problems with the center.
- It was nice not having a set time to be there. I enjoyed the flexibility. I also like that a temporary parking pass was provided for GMBA students.

This is a sampling of the 11 responses we received for the question, ♦How can we improve the proctored exam procedure?♦ My responses are in bold.

- Making students come in at a set time instead of students coming in and out at all times, or make the exit doors less heavy so they do not slam shut. ♦**Logistically, it would be very difficult to have students from each class come in at a set time as we try to make the service as flexible as possible. The sound of the door shutting has been noted and we will**

UTD Records Office  
[records@utdallas.edu](mailto:records@utdallas.edu)

UTD Bursar  
[bursarsoffice@utdallas.edu](mailto:bursarsoffice@utdallas.edu)

SOM Advising Office Mailing  
Address:

The University of Texas at Dallas  
School of Management - Advising  
Office  
P.O. Box 830688, SM 20  
Richardson, TX 75083-0688  
Tel: (972) 883-2750  
Fax: (972) 883-6425

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## Helpful Links

[Global MBA Online Program](#)

[Accounting and Information  
Management Online Program](#)

[SOM eLearning Blog](#)

[UTD Distance Learning](#)

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

[Getting Started with eLearning](#)

[Textbook Ordering - UTD Bookstore](#)

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

[Proctored Exam Info Site](#)

[Academic Calendar](#)

[Graduate Catalog](#)

[Schedule of Classes](#)

[Galaxy Login](#)

[Access Your Records - Orion](#)

[Financial Aid](#)

[UT TeleCampus](#)

[UTTC Tech Support Page](#)

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**make every effort to lessen this in upcoming testing sessions.**

- Determine a secure way to take exams online in order to avoid having to travel to a proctored exam site. **While there are ways to increase security for online exams (biometrics, webcam, etc.) face-to-face proctoring has been found to be the most feasible and effective.**
- More uniformity in the exam windows would help a great deal. Thus far, I have always had at least one day overlap between all my exam windows, but sometimes that day is very inconvenient. When the exam window is only two days long, and one of those days is a weekend, it means I absolutely must take the test on the other day of the window. **Scheduling is always a challenge. The exam window is at the discretion of the professor (as long as it falls within the final exam week designated by the university). While the free proctored exam service that the School of Management provides is only during a Friday/Saturday time window, another available option is to use a pay service and schedule for another date.**
- Perhaps have a TA from each course represented for clarification of some questions. **This will be conveyed to the professors.**

Thank you for the great comments! Please keep them coming. This semester's survey has to do with the delivery of course materials. We want to provide you with the most effective, convenient, and instructionally sound course possible. Please take a moment to complete this (exceptionally) short survey:

[Delivery of Course Materials](#)

I wish you the best with your finals!!!

-Darren Crone, Ed.D., SOM eLearning Manager

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## News from Global MBA Online (GMBA)

### Top 25 national ranking

The Global MBA Online program is an extension of the Part-time Professional MBA. In November 2009, *Business Week* published its 2009 rankings of part-time programs, and UT-Dallas was 24th nationally, including the online program. For the Southwest region, UTD was first among public universities in Texas, and 3rd overall. You have yet another reason to be proud of your choice of MBA programs.

### ENTP is growing

Entrepreneurial job creation is the engine of our economy. The need for talented individuals trained in the processes of innovation and entrepreneurship has never been more needed and is not limited to new ventures. There is also a recognized need among mature organizations for the training and expertise required to effectively evaluate opportunities and risks, and to manage and facilitate the processes of innovation.

The School of Management continues to respond by adding new

[University of Texas at Dallas](#)

November 2009

Editor: Rita Cubie

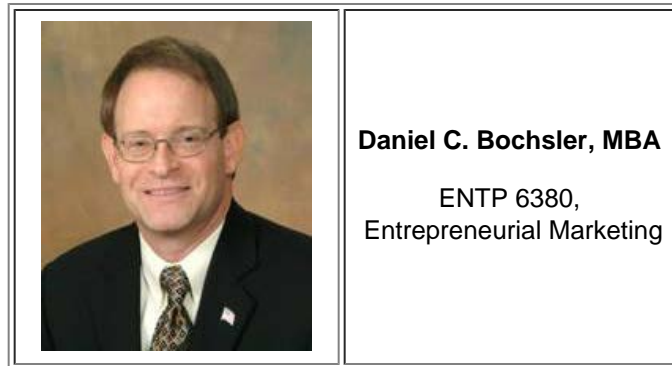
entrepreneurial course offerings to its nationally recognized programs. Three new online offerings are now available for enrollment in Spring 2010. Please refer to the course and faculty profiles in this newsletter.

*-George Barnes, Global MBA Online Program Director*

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## Meet Our Faculty



**Daniel C. Bochsler** joined the faculty of the School of Management at The University of Texas at Dallas in 2009 as Senior Lecturer of Entrepreneurship, teaching undergraduate and graduate courses in Entrepreneurship, Technology, Strategic Management and Organizational Behavior. He also supports the activities of the Institute for Innovation & Entrepreneurship at UTD promoting cross-disciplinary academic and outreach programs across the university, community and region to enhance business and economic growth and performance.


Dan holds a B.Sc. in Computer Science from Oregon State University, and an MBA from the University of Houston Clear Lake with emphasis in technology and international business. He has also served on the adjunct faculty of The University of Texas at Tyler teaching graduate level Systems Engineering, Project Management, Theory of Constraints, and Strategic Management of Technology and Innovation for the College of Engineering and Computer Science.

Dan's business and consulting career spans 30 years. He has previously held technical, marketing, and management positions with large and small firms in aerospace, defense, computer technology, manufacturing and energy, especially related to emerging and advanced technologies. Product and technology experience includes complex computer systems for Space Shuttle, interplanetary spacecraft, launch vehicles, expert systems software, embedded control software and silicon devices for consumer and industrial products, computer networking and data storage systems, and alternative energy technology. He has extensive international business experience, and has headed his own consulting firms. Since 2006, Dan has served as a board member and evaluator for the Alliance for Higher Education's North Texas Regional Center for Innovation and Commercialization, which administers Texas' Emerging Technology Fund regional efforts in North Texas.

Over many years, he has served on a variety of boards and panels for private companies, economic development, community, civic, and education groups. He has published numerous articles in trade and professional journals, forums and conferences on technology development, integration, and management. Dan has also been a

licensed pilot since 1978.

**ENTP 6380, Entrepreneurial Marketing** addresses the marketing challenges facing the entrepreneurial firm, including the introduction and marketing of new products and services without the benefit of an established reputation, channel infrastructure or customer base. Topics include the development of marketing strategies, channel selection and design, product positioning, competitive pricing strategies, advertising and promotion, etc., all within the framework of the resource limitations inherent in an entrepreneurial startup. This course is equivalent to MKT 6380 and only one of these may be counted toward a degree.

	<p><b>Madison Pedigo, CPA, MBA</b></p> <p>ENTP 6315, Entrepreneurial Finance</p>
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**Madison Pedigo** is a Senior Lecturer in the School of Management at UTD, where he teaches Entrepreneurship and Finance courses. Madison is a founding member of the Institute of Innovation and Entrepreneurship's Advisory Board, and the Faculty Advisor for the UTD Entrepreneurship Club. Prior to joining UTD in June 2009, Madison was the Manager of TI's Venture Capital Program, where he led investments in multiple private companies and venture capital funds. He was also a key player in TI strategic analyses and coordinated the acquisition of multiple strategic companies. Prior to joining TI's M&A team in early 1994, Madison held financial management positions in TI's businesses and corporate staff.

Madison formerly served as a member of the State's Emerging Technology Fund Advisory Committee. He was also an advisor to the UT System regarding the formation of the Texas Ignition Fund in 2007. Madison has a degree in Biochemistry and an MBA from the University of Texas at Austin, and he is licensed as a CPA in the State of Texas.

**ENTP/FIN 6315 Entrepreneurial Finance** builds skills and knowledge in the financing of entrepreneurial ventures. Entrepreneurial Finance concerns not only the processes of financing and investing in start-up companies, but also the myriad of financial decisions a start-up makes at each stage of its life cycle. Examples of topics addressed in the course include: 1) discount rates and valuation methodologies for valuing start-up companies, 2) review of angel, venture capital, and private equity financing, 3) review and analysis of term sheet terms, and 4) overview and analysis of exit strategies. The course is primarily comprised of case analysis, but also includes a research paper, additional reading, and several guest lectures. The course is equivalent to FIN 6315, and only one of these may be counted toward a degree.





**Jackie Kimzey, MBA**

ENTP 6370,  
Entrepreneurship

**Jackie Kimzey** joined Sevin Rosen Funds in 1999 after nearly 20 years as an executive at wireless carrier and service provider companies. He brings a keen understanding of what it takes for a promising venture to evolve into a successful business and company. He has held management positions at the semiconductor manufacturer Mostek and was also co-founder and CEO of wireless provider ProNet, a company he took public in 1987 and eventually merged with USA Mobility in 1997. He helped develop proprietary products (ProNet Tracking Systems), generated "turn-around" strategies, recruited top executives, and played key roles in mergers and acquisitions. At SRF, Jackie applies his experience and entrepreneurial perspective to young companies in the wireless and software arena, including airBand, GlobeRanger, Tangoe, Verified Person, and Invodo. Companies that Kimzey invested in and helped develop as a member of the Board of Directors include: Wayport (sold to AT&T), NeoWorld (sold to Sprint/Nextel), LiveVault (sold to Iron Mountain), Voyence (sold to EMC) and Tonic Software (sold to Symantec/Altiris). Kimzey holds a Master of Science Degree in Management and a Bachelor's Degree in Business from Abilene Christian University. He also holds a Master of Business Administration Degree from the University of Dallas.

**ENTP 6370, Entrepreneurship** provides an introduction to entrepreneurship, with an emphasis on identifying, evaluating and developing new venture opportunities. Topics include opportunity identification and evaluation, startup strategies, business valuation, business plan development, attracting stakeholders, financing the venture, managing the growing business and exit strategies. Case studies and guest lectures by entrepreneurs and venture capital partners provide a real-world perspective.



**Holly Lutze, Ph.D.**

OPRE 6302, Operations  
Management

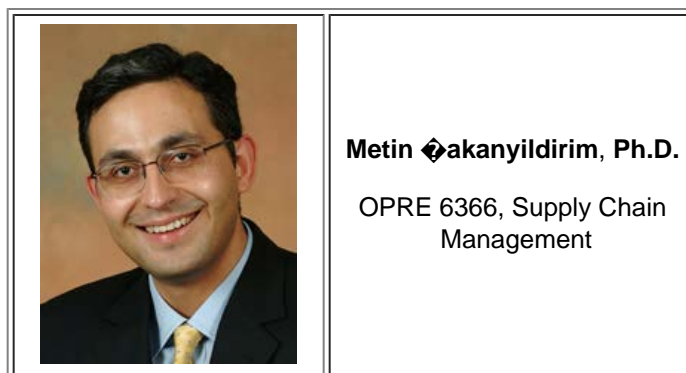
**Holly Lutze** joined the ranks of the GMBA faculty with both on-campus and on-line sections of OPRE 6302 Operations Management. Since joining the University of Texas at Dallas in Fall 2004, She has taught undergraduate operations management and graduate inventory control.

Her background in this subject area began with a B.S. in Industrial



Engineering and Engineering Management from Oklahoma State University. She then went on to Stanford University to earn a M.S. in Engineering-Economic Systems and a Ph.D. in Management Science and Engineering.

**OPRE 6302 Operations Management** integrates all of the activities and processes that are necessary to provide products and services. This course overviews methods and models that help managers make better operating decisions over time. How these methods will allow firms to operate both manufacturing and service facilities in order to compete in a global environment will also be discussed.



**Metin Çakanyildirim** is an associate professor at the School of Management, University of Texas at Dallas. He received a B.S. in Industrial Engineering from Bilkent University, Turkey; a M.S. in Management Sciences from University of Waterloo, Canada; a Ph.D. in Operations Research from Cornell University, USA. His research focuses on decision making under uncertainty and applications to supply chain, inventory, and capacity management. He also works on industry-specific (semiconductor, heating/cooling equipment, and printed materials) forecasting. He has about thirty papers published in scholarly journals. He has best published paper awards from Naval Research Logistics and IIE Transactions. He has received Wickham Skinner early career research award from POMS.

Metin teaches courses on Production Management; Operations Management; Supply Chain Management; Demand and Revenue Management; Advanced Supply Networks. He taught the in-class version of Supply Chain Management course 15 times at UT Dallas since 2001. He is the academic director of the Supply Chain Management Master of Science degree at UT-Dallas. He chairs the Supply Chain Management Industry Advisory Committee at UT-Dallas. He also serves in teaching and curriculum development committees at UT-Dallas.

Metin is also a member of POMS (Production and Operations Management Society), Informs (Institute for Operations Research and Management Science) and CSCMP (Council of Supply Chain Management Professionals). He has organized various tracks/sessions for several POMS and Informs. He was the local organization chair for POMS 2007 annual conference in Dallas. He is the vice-president of Informs-DFW chapter, which, among other activities, organizes seminars once a month. He is an education associate of DFW roundtable of the CSCMP. He participates in ISM (Institute of Supply Management) activities/conferences in DFW.

**OPRE 6366 Supply Chain Management** is an overview of Supply Chains. It is the first course to take to be introduced to supply chain concepts. It examines the components of a supply chain: retailer,

distribution center, manufacturer, supplier, etc. It emphasizes that these components have their own agendas or objectives to achieve. Integration of these agendas (coordination of objectives) is a central theme of the course.

The course consists of the following modules: Introduction, Location and Distribution, Aggregate Planning, Inventory, Sourcing and Partnerships, and Green and Global Supply Chains. In these modules, supply chains strategies and models are studied. This study is supplemented with examples from organizations such as Dell, HP, Toyota, GM, Ford, Amazon, Barnes and Noble, Wal-Mart, Target, Carrefour, Benetton, Zara, Boeing, Lockheed Martin, Texas Instruments, Intel, IBM, UTD bookstore and UTD procurement department. There will also be some remarks on risk management in financial supply chains and procurement in health care supply chains. These examples will provide contexts to illustrate supply chain concepts such as pull/push process, milk runs, crossdocking, product-to-plant assignment, sequence of decisions and demand realizations, risk and value of flexibility, ecommerce, various distribution network configurations, exchange rate risk, responsiveness versus efficiency tradeoff, promotion timing, postponement, dual sourcing, quick response, contracts, bullwhip effect, loose/strict partnerships, vendor managed (consignment) inventory, information leakage, environmentally friendly supply chains, reverse logistics, carbon counting, and some others. This course is a core course for the supply chain management master of science degree. Information on this degree and on the other related courses can be found at [www.utdallas.edu/~metin/SCM/scm-ms.html](http://www.utdallas.edu/~metin/SCM/scm-ms.html).

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### Meet Our Students



The eLearning Team invites you to meet our students by viewing a different profile each newsletter. This fall's featured student is Wade Johnson.

- **Name:** Wade Johnson
- **What degree are you seeking?**  
MBA (GMBA)
- **Where do you work?**  
Microsoft
- **What is your position?**  
Student Partner (intern). It's a great program for a student. I'll be gone this December. I know they will be looking for a replacement. Doesn't pay well and low hours, but lots of free stuff and insight to direct marketing and how big business touches the students.
- **How long have you been there?**  
1.5 years
- **What do you want to do after you finish your degree?**

Get a fulltime job (I hope Microsoft will pick me up).

- **How many online courses have you taken?**  
Lots! About ♦ my degree program has been online (GMBA student).
- **Why did you decide to take online courses?**  
Moved to California.
- **How is the online experience different from the traditional classroom?**  
It's much more progressive given the right instructor. However, some of the things you miss out on ...like network building. You can add classmates to your various 'friends' list, but it's really not the same. Also, you miss all the groups and clubs.
- **What makes an online course effective?**  
I find the courses that make you do a little each week ...boards, quizzes, group projects are the most effective. A little more time consuming, but better in the long run.
- **Who was your favorite professor and why?**  
I have had some really good ones online and in-class. The ones that come to mind are:  
**Biswas** is exceptional, tough but fair. Knows how to teach! UTD needs more professors like him.  
**Barden** is great at Accounting. Can make a boring subject understandable and interesting. Also very good at supporting the students.  
**Polze** is great at Law, he should really have more courses at the graduate level.
- **Is there any advice you can give to other online students?**  
Stay connected, your network is one of your greatest assets. Many times you can fall into the trap of go go go, just get through it, then you ♦ graduate and have just the degree. Make your online experience a life experience, not just another degree.
- **Do you have any additional comments?** Best of luck to you all!

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## Important Reminders

### Online Teaching Award Nomination

For the Fall 2009 semester, you will be able to nominate an Instructor for an excellent job done in teaching an online course. Access to the [Teaching Award Nomination](#) will be available to you on November 30, 2009.

### UTD SOM in Second Life

[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/somResources/eLearning/faculty/secondLife.php>

### 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/>



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