



School of Management



Get the semester started off right with all of the news, events, and announcements from the SOM eLearning Team.

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SOM eLearning Newsletter Issue # 10, Fall 2010

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Support

[UTD eLearning Support](#)

[UTD Help Desk](#)

Helpful Links

[GMBA Online Program](#)

Advising

SPRING 2011 REGISTRATION - The Office of the Registrar will be assigning all students an *enrollment date/appointment* on October 28th. On that day or any day after, you will be able to log into ORION and see the date assigned to you. Beginning on your assigned date, you will be able to log in and start registering in Spring 2011 coursework.

-Corina Cantua, Academic Advisor

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SOM eLearning

We just reached the halfway point in the semester and Spring 2011 is rapidly approaching. There are lots of big changes going on here at UTD. As you may or may not know, the campus has been under major construction over the past year or so. It is finally wrapping up and the [results are quite impressive](#). UTD's physical environment now matches the academic excellence that has been recognized recently by the *U.S. News and World Report* "Best National Universities [tier one ranking](#). The enrollment at UTD is now up to 17,000. You are a huge part of this success and I would like to thank you for choosing The University of Texas at Dallas.

Last semester we asked you about your preferences regarding synchronous learning (such as web conferencing) versus asynchronous learning (such as recorded lectures and discussion boards). We received 59 responses to the survey and this is what you said:

For the first item, "I would like courses to remain primarily asynchronous (utilizing recorded lectures, discussion boards, and email)."

- 90% (53) said yes
- 10% (6) said no

For those who said no, here is the breakdown of those who would like to see more synchronous (utilizing web conferences, Second Life, and chat) interaction:

- 3 would like for 26-50% of the course to be synchronous
- 3 would like for 11-25% of the course to be synchronous
- 2 would like for 1-10% of the course to be synchronous

When asked if instructor led web conferences should be required:

- 26% (15 responses) - strongly disagreed
- 33% (19 responses) - disagreed
- 24% (14 responses) - unsure
- 14% (8 responses) - agreed
- 3% (2 responses) - strongly agreed

When asked if instructor led chat sessions should be required:

- 22% (13 responses) - strongly disagreed
- 29% (17 responses) - disagreed

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- [ITM Online Program](#)
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October 2010
Editor: Rita Cubie

[Send us your comments and feedback!](#)

- 22% (13 responses) - unsure
- 22% (13 responses) - agreed
- 3% (2 responses) - strongly agreed

When asked if instructor led Second Life sessions should be required:

- 29% (17 responses) - strongly disagreed
- 21% (12 responses) - disagreed
- 43% (25 responses) - unsure
- 7% agreed (4 responses) - agreed
- 0% (0 responses) - strongly agreed

Here is a sampling of your comments:

- "Timely responses to discussion posts from professors and classmates is sufficient. Having a scheduled time for chat sessions and web conferencing takes away from the flexibility of the program. I enjoy the option to listen to lectures in the wee hours of the morning or late nights if I choose."
- "Optional web or chat sessions might be OK but requiring attendance or attention at a specific date and time defeats the virtual, self-paced format. Personally, I probably would not use optional sessions but some students might."
- "Requiring synchronous sessions would greatly reduce the flexibility that attracts many students to the online format, without adding much benefit."
- "The reason I take online classes is to accommodate my busy schedule. If I am required to logon at certain times, I may as well take the class on campus. At least this way I would have a set time and day that I would need to be there, rather than it possibly changing week to week."
- "I like the convenience of setting my own schedule. Travel requirements and time zone differences would make it difficult for me to conform to the proposed requirements."

Thank you for all of the feedback! These surveys are a great way to keep our finger on the pulse of our students' needs, so to speak. Just to put your mind at ease, we have no plans to change the format of our classes. We appreciate that the flexibility of online courses is important to our students - and you are the reason we are here.

This semester's survey is about advising and registration for online courses. Please take a couple of minutes to answer a few short questions to help us improve the registration process.

[Take the survey!](#)

I wish you continued success with your studies!

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

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Global MBA Online (GMBA)

WHO ARE YOU IN 2010?

- 234 designated as GMBA Online students in fall (high of 250 in spring)
- 64% reside in DFW/25% rest of TX/9% rest of USA/2% overseas
- 5.5 average credit hours/student (47% take 2 courses)
- 2010 graduates (spring, summer): 52
- Average GMAT: 570

-George Barnes, Global MBA Online Program Director

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Featured Courses

ENTP 6375: Technology and New Product Development (3 semester hours) This course addresses the strategic and organizational issues confronted by firms in technology-intensive environments. The course reflects five broad themes: (1) managing firms in technology-intensive industries; (2) linking technology and business strategies; (3) using technology as a source of competitive advantage; (4) organizing firms to achieve these goals; and (5) implementing new technologies in organizations. Students will analyze actual situations in organizations and summarize their findings and recommendations in an in-depth term paper. Case studies and class participation are stressed. Prerequisites: ENTP 6370 and OB 6301 or consent of the

instructor.

ENTP 6385/BPS 6385: Entrepreneurial Business Strategies (3 semester hours) This course is an advanced course in strategic management, with an emphasis on business strategies for entrepreneurial firms. Within this framework, the course addresses the most recent approaches and perspectives on strategic management in rapidly changing environments. Topics include the formulation and evaluation of strategy in emerging industries, strategies for market entry and competition against established incumbents, the role of technology standards, the technology adoption life cycle model, theories of disruptive innovation, and the use of creative imitation, speed and agility to prevail over established competitors. This course is equivalent to BPS 6385 and only one of these may be counted toward a degree. Prerequisites: ENTP 6370 and BPS 6310 or consent of the instructor.

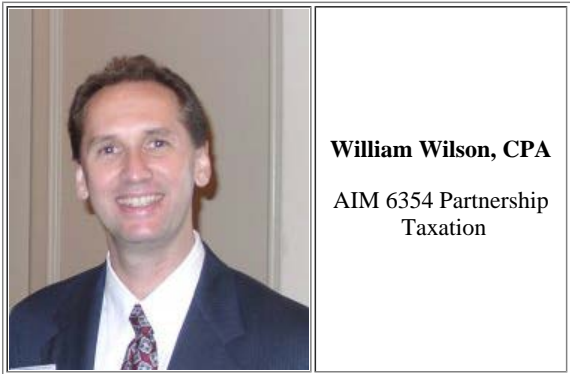
MKT 6301: Introduction to Marketing Management (3 semester hours) This course is designed to introduce you to the basic principles of Marketing including, but not limited to, consumer behavior, marketing research, strategic planning, and marketing planning, with emphasis on marketing mix decisions in the areas of product strategy, integrated communications, pricing, and distribution.

Marketing is viewed as a well planned function for influencing buyer behavior, beyond merely selling and advertising. The course teaches marketing concepts, terminology, and practices that can be used to increase organizational profitability and to integrate marketing with other business activities. Case analyses and marketing plan development are integrated into the course.

Course objectives are (1) to provide an overview of the basic concepts in marketing; (2) to develop decision-making skills by applying these concepts to real-life problems; and (3) to provide experience in developing marketing strategies for products in various stages of their product life cycle. These objectives are achieved by a combination of lectures, readings, class discussions, case analyses and development of a marketing plan.

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Meet Our Faculty



William Wilson, CPA, a Partnership Technical Advisor with the Internal Revenue Service, will teach AIM 6354, Partnership Taxation online during the Spring, 2011 Semester. Mr. Wilson has taught both the live and online versions of AIM 6354 since Spring of 2008 and teaches a similar course for IRS employees.

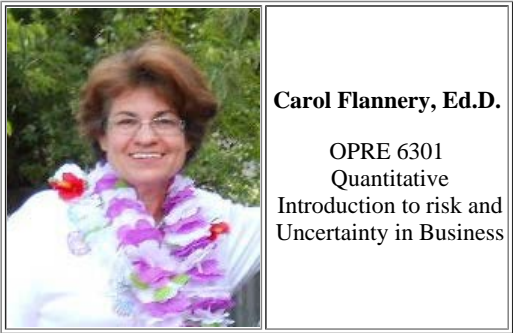
""Partnership taxation is a growth area for aspiring tax professionals," Wilson said. "The partnership tax return filing population is increasing faster than other business returns, somewhere around 10-11% per year. This is understandable since partnerships are tax efficient and can be structured to provide limited liability protection for owners similar to that of corporations. But the rules can be complex. I try to help students navigate that complexity."

Mr. Wilson is especially enthusiastic about UTD's use of technology to aid in student learning. "UTD's online learning program is truly outstanding. The technology is first rate and the availability of training enhances the experience for both students and instructors. Students who work while going to school, or who have travel and/or family commitments have flexibility in where and when they learn without compromising quality or access to the instructor."

Wilson says teaching at UTD helps him stay current in his area of expertise. "As a specialist focusing in a relatively narrow area of taxation, I am called upon daily to consult on complex partnership transactions. Teaching at UTD helps me keep current in the field and strengthens my skills in explaining the concepts to others." He adds, "and I get great satisfaction in being told by former students that the partnership part of the CPA exam was easy after taking my class."

Mr. Wilson holds an undergraduate degree in accounting from George Mason University and a Master of Taxation degree from Virginia Commonwealth University. He is a licensed CPA.

Mr. Wilson is married with a nine-year-old daughter. His wife Lisa recently completed her accounting education at UTD and also is a CPA. When not working or teaching, Mr. Wilson enjoys writing, jogging, and spending time with family.



Carol Flannery, Ed.D. has been teaching math and statistics in college and universities for more than thirty years. She has obtained grant monies for mathematics related projects, produced and appeared in math tutoring videos, and was even a guest on the children's show, Mr. Peppermint, in which she was teaching the concept of volume to Muffin the Bear and Jingles the Dragon.

Carol has always been eager to share her enthusiasm for learning math. Along with developing short-term courses for local business and industry, she has created workshops to attract and retain more people into the fields of science and mathematics. Her energies now focus upon developing "to the point" online courses, such as the Math Refresher for MBA students at UT Dallas and OPRE 6301, Quantitative Introduction to Risk and Uncertainty in Business.

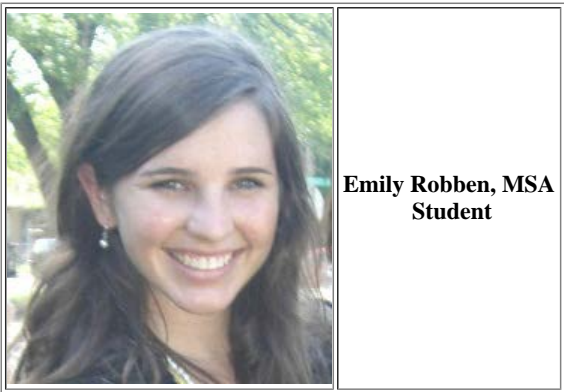
"OPRE 6301 is a very good online statistics course. It has been structured for an audience with limited statistical knowledge who would like to successfully progress from the basics into more in depth topics such as hypothesis testing, one-way ANOVA, and simple and multiple linear regression. The course is divided into four modules: The Basics, Probability, Random Variables and Distributions, and Statistical Inference. There will be a pre-scheduled test after each module. The course utilizes Excel 2007, but will also show some manual calculations in problem solving."

Among Carol's hobbies are music, she is an accomplished guitarist, woodworking, photography and learning more about conservation of wildlife and wild places . At one time, she was Texas Director of the Elsa Wild Animal Appeal, a worldwide wildlife conservation charity. Her association with the Appeal provided the opportunity not only to travel to Kenya and Tanzania, but meet the organization's founder, author Joy Adamson ("Born Free", "Living Free", et al). The two became friends and Carol was able to witness first-hand some of the activities with one of Joy's last animal rehabilitation projects in Kenya involving Penny the Leopard.

Carol has been associated with the University of Texas at Dallas since 1995 and is currently Senior Lecturer in the Information Systems and Operations Management Department. She has Masters and Doctoral degrees from Texas A&M at Commerce.

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Meet Our Students



The eLearning Team invites you to meet our students by viewing a different profile each newsletter. This semester's featured student is Emily Robben.

- **Name:** Emily Robben

What degree are you seeking?

Master of Science in Accounting

- **Where do you work?**

Deloitte & Touche, LLP

- **What is your position?**

Audit Assistant

- **How long have you been there?**

I interned at Deloitte & Touche, LLP this summer in the audit practice and I will start full-time next fall.

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

When I finish my degree, I plan on taking the remaining parts of the CPA exam I have left, then I will start full-time in September 2011.

- **How many online courses have you taken?**

This is my first online class at UTD but during my undergraduate career I took three classes online.

- **Why did you decide to take online courses?**

I decided to take this online class because I needed a Texas State Board approved ethics class in the fall semester so I could be CPA eligible in January. In general, I take online courses because they allow me to learn the material on my own schedule.

- **How is the online experience different from the traditional classroom?**

Online classes are different from the traditional classroom because you have more responsibility to learn the material on your own. Online classes have given me the opportunity to improve my time management and written communication skills.

- **What makes an online course effective?**

An effective online course engages its students through podcasts but also requires additional online discussions throughout the course.

- **Who was your favorite professor and why?**

My favorite professor is Dr. Solcher because he encourages applying the material we learn in his course to real life situations through the use of case studies and an ethics journal.

- **Is there any advice you can give to other online students?**

My advice to other online students is to stay caught up with the schedule provided by the professor. It's easy to fall behind and let other classes take priority, but staying caught up is crucial to understanding the course material.

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Important Reminders

- **Online Teaching Award Nomination**

Please consider nominating an instructor for a job well done: [Teaching Award Nomination](#)

- **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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