

# Your Intelligence Briefing from The MBA News Digest for February 18, 2021

This is a PDF copy of the actual email, minus the header, that is sent to MBA News Digest subscribers on Thursday each week.



## Developments Driving Graduate Business Education Curriculum Change During 2020

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**30 of Coursera's most popular courses right now, offered by Yale, UPenn, Johns Hopkins, Google, IBM, and more**

**Written by:** Mara Leighton and Julia Pugachevsky

**Published by:** Business Insider on 2/12/2021

**MBA News Digest Comment:** None.

**Extracted Content:** With the number of e-learning options out there, it can be hard to know where to start. One good place to look is Coursera, one of the best-known online learning

platforms out there. Coursera offers over 3,000 online courses and longer programs, many of which are free to audit or test out with a short trial.

Since there are so many class offerings, below are the 30 most popular Coursera courses around the world right now, according to the company.

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## **A NEW PERSPECTIVE ON BUSINESS SCHOOL RANKINGS**

**Written by:** Stephen Taylor

**Published by:** Liaison on 1/13/2021

**MBA News Digest Comment:** None.

**Extracted Content:** Much like my opinion of 2020, my view on business school rankings has been one of both resentment and pragmatism; there's not much I can do to change either one, despite how much I'd like to. So when I sat down with the patron saint of GME rankings, John Byrne, last month to talk about all things GME, the last thing I expected was to develop a renewed appreciation for these lists.

My understanding, experience and cynicism of and about the rankings were developed through three very different lenses on how they work.

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## **The MBA gets emotional**

**Written by:** Andrew Jack

**Published by:** Financial Times on 2/7/2021

**MBA News Digest Comment:** None.

**Extracted Content:** When Martina Valkovicova became an assistant dean at Sauder School of Business at the University of British Columbia in Canada five years ago, she believed its careers service needed to expand its mandate radically to reflect the changing demands of recruiters.

"We can't just be a centre that posts jobs and checks résumés," she says. "When you look at the skills that are important to employers, it's about team-building, influence and negotiations, which are all connected to emotional intelligence and social skills. We have transformed into a personal and professional development centre."

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## **Credential Count Approaches 1 Million**

**Written by:** Lindsay McKenzie

**Published by:** Inside Higher Ed on 2/11/2021

**MBA News Digest Comment:** None.

**Extracted Content:** The nonprofit Credential Engine has identified 967,734 unique credentials on offer in the U.S. as part of an ongoing effort to catalog degrees, certificates, badges, licenses and apprenticeships.

More than half of the nearly one million credentials are offered by nonacademic institutions, according to data collected by the Center for Regional Economic Competitiveness and published by Credential Engine in a report Wednesday.

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### **Encouraging Business Scholars to Address Societal Impact**

**Written by:** Leonard L. Berry, David J. Reibstein, Frank Wijen, Luk Van Wassenhove, Chris Voss, Anders Gustafsson, Ann Vereecke, and Ruth Bolton

**Published by:** AACSB Insights on 2/8/2021

**MBA News Digest Comment:** None.

**Extracted Content:** By reimagining faculty research in terms of its public value, business schools will position themselves as contributors to the greater global good.

“We need a different economic system with multi-stakeholder, longer-term business models embraced by many new moral business leaders.” That was a key point made by Paul Polman, chair of IMAGINE and a former CEO of Unilever, at our 2020 Responsible Research in Business and Management (RRBM) Summit. He further emphasized that “the world is accelerating, and business schools need to move boundaries and create space for rapid change. Deans should look at drivers of behavior, adding measures of societal impact of research to the current evaluation criteria.”

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### **Adapting to [C-----19]: 5 Steps to Avoid Online Focus Group Disasters**

**Written by:** Steve Keppel

**Published by:** Percept Research Evidence-Based Innovation Blog on 2/3/2021

**MBA News Digest Comment:** None.

**Extracted Content:** As the [C-----19] pandemic has forced corporations to pivot to digital channels and universities to virtual instruction, many organizations have shifted to virtual focus groups to capture critical information typically gathered through in-person focus groups.

However, online focus groups present unique challenges - have you ever had a virtual focus group go “off the rails” like this 'unity' themed focus group from ex-GOP pollster Frank Luntz?

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### **3 HyFlex lessons from the pandemic and what's next**

**Written by:** Hallie Busta

**Published by:** Higher Ed Dive on 2/5/2021

**MBA News Digest Comment:** None.

**Extracted Content:** Many colleges that pursued the approach during the pandemic have come up short of full-on HyFlex, however, online learning experts say. That's in part because the crisis is limiting how much choice students have in how they participate in a HyFlex class.

Still, they say, institutions can learn from how HyFlex was used during this period, should they want to make it a bigger part of their offerings going forward.

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### **The future of business schools**

**Written by:** MBA.CO.ZA

**Published by:** MBA.CO.ZA on 2/2/2021

**MBA News Digest Comment:** None.

**Extracted Content:** UCT GSB Director, Dr Catherine Duggan, shares her thoughts on the future of business education and how to prepare students for an increasingly complex world.

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### **Lifting The Curtain On 'Touchy Feely,' Stanford's — And The World's — Most Iconic MBA Course**

**Written by:** Marc Ethier

**Published by:** Poets&Quants on 2/8/2021

**MBA News Digest Comment:** None.

**Extracted Content:** Carole Robin taught the world's most iconic MBA course for 17 years. She has stories.

“It's a life-changing class for many,” Robin says of Stanford Graduate School of Business' Interpersonal Dynamics, better known as “Touchy Feely.” “Thousands of MBA students and

executives who took that class say that Touchy Feely improved their lives, made their relationships better, made their careers better — helped save their marriages, even. The lessons of Touchy Feely stay with you your whole life.”

Touchy Feely’s overarching premise is that strong relationships are a vital part of effective management, and that becoming a better manager requires an ability to forge those relationships. MBA students in the course learn, in real time, how their behavior affects others, practicing leadership skills and getting immediate peer feedback.

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## **U.K. Universities Face Financial Loss As Brexit Hits E.U. Student Numbers**

**Written by:** Nick Morrison

**Published by:** Forbes on 2/9/2021

**MBA News Digest Comment:** None.

**Extracted Content:** The extent of the financial hit facing U.K. universities through losing tuition fee income from E.U. students has been laid bare for the first time.

Universities are forecast to lose an estimated [sixty-two million] [\$ eighty-six million] per year in tuition fees as a result of Brexit, according to new analysis.

And the number of European Union students at U.K. universities is predicted to slump by more than half.

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## **Alumni networks reimagined:Innovations expanding alumni connections to improve postsecondary pathways**

**Written by:** Julia Fisher and Richard Price

**Published by:** Christensen Institute on 2/1/2021

**MBA News Digest Comment:** None.

**Extracted Content:** Alumni networks are part of the bill of goods that colleges and universities sell to students. But according to a Strada-Gallup Alumni Survey, only 9% of college graduates reported that their alumni network was helpful or very helpful in the job market.

That startling statistic says a lot about how poorly most institutions actually perform when it comes to systematically connecting alumni and students in reliable, scalable ways. Endowment-supported institutions have long-held, elaborate strategies in place to “engage” alumni to mine their financial capital. But if the Strada-Gallup alumni survey is any clue, they—and their peer institutions with smaller or no endowments—could be doing more to successfully activate alumni’s social capital.

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### **Maryland Smith Unveils Flex MBA for Part-Time Students**

**Written by:** Greg Muraski

**Published by:** CISION PR Newswire on 2/8/2021

**MBA News Digest Comment:** None.

**Extracted Content:** MBA degree seeking professionals in the Greater Washington and Baltimore region have a new option. The University of Maryland's Robert H. Smith School of Business has designed and opened a new Flex MBA program, providing versatile -- in-person and online -- access to a curriculum augmented with special topic seminars and completable within 24 months through the school's Baltimore, Rockville and Washington, D.C. locations.

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### **University of Fredericton Launches Cybersecurity MBA and Executive MBA Programs**

**Written by:** Liam Floyd

**Published by:** Huddle on 2/7/2021

**MBA News Digest Comment:** None.

**Extracted Content:** The University of Fredericton's Cybersecurity Leadership specialty stream will be available for those interested in working in leadership roles.

Cybersecurity jobs continue to become more and more in need and the program, run entirely online, will aim to fill a gap in leadership roles through its MBA and Executive MBA programs.

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### **KENT STATE BECOMES THE FIRST UNIVERSITY IN OHIO TO OFFER DIRECT ADMISSION TO MBA PROGRAM TO FIRST-YEAR AND TRANSFER STUDENTS**

**Written by:** Sean Broghammer and Emily Vincent

**Published by:** Kent State University on 2/4/2021

**MBA News Digest Comment:** None.

**Extracted Content:** This fall, Kent State University's College of Business Administration will begin offering direct admission to its Master of Business Administration (MBA) program to qualifying, incoming freshmen and students transferring into business programs. Kent State

is the first university in Ohio to initiate this program offering students a direct path from their undergraduate studies to the university's nationally recognized MBA program.

No separate application is required, but incoming freshmen will have to meet certain high school academic requirements. Requirements for transfer students will be based on a combination of high school and college transcripts.

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### **Successful Project-Based Learning**

**Written by:** Terri C. Albert

**Published by:** Harvard Business Publishing on 5/22/2019

**MBA News Digest Comment:** None.

**Extracted Content:** Project-based classroom exercises—particularly ones that involve embedding students within organizations—are an excellent way for instructors to enhance students' learning experiences. Classes that incorporate real-world, experiential projects not only foster lifelong learning, but also appeal to students and help them identify interesting career paths. Students also get to practice soft skills such as networking and teamwork along with technical skills such as analytical thinking and budgeting.

For faculty members, however, implementing project-based learning can be challenging—it often requires instructors to reformat their courses and play a large, hands-on role in overseeing student projects. Research confirms that under the right conditions project-based learning, although sometimes difficult to implement, can improve student learning.

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### **emlyon is launching an MSc in Cybersecurity & Defense Management**

**Written by:** Julie Guillot

**Published by:** EMLYON Business School on 1/18/2021

**MBA News Digest Comment:** None.

**Extracted Content:** As of January 2021, emlyon business school is expanding its program range of Masters of Science with a new program, focused on security and defense related issues in a global world. The MSc in Cybersecurity & Defense Management, targeting French and International students, aims at addressing worldwide complex issues and managing emerging threats.

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## **MBA News Digest Academy New Content - Members Only**

### **Developments Driving Graduate Business Education Curriculum Change During 2020 - PowerPoint Presentation Slides**

**Written by:** Rodney G. Alsup, D.B.A., CPA, CITP

**Published by:** MBA News Digest Academy on 2/9/21

**Extracted Content:** This is the PowerPoint slide deck from the MBA Roundtable's annual look back...and look ahead...at trends and innovations in graduate business curriculum innovation on February 9, 2021. Graduate business programs are moving fast to remain viable and competitive, so let the MBA Roundtable help you stay on top of the latest happenings in the graduate business industry. This annual review will provide insight into how the industry is changing and how program administrators are adjusting to those changes. It is nearly impossible to stay on top of all the changes and innovations in the industry but Rodney Alsup of the MBA News Digest reviews 1000s of articles and papers each year and will use his insights to identify the happenings and future trends that you need to monitor.

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## **ESIC Business & Marketing School - Adds Big Data & Analytics, Accreditations and Rankings Director**

**Written by:** Gracia Serrano García  
**Published by:** LinkedIn on 2/1/2021

**Extracted Content:** Gracia Serrano Garcia is new Big Data & Analytics, Accreditations and Rankings Director at ESIC Business & Marketing School.

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## **New Head of Marketing and Talent Acquisition- EMBA HSG at University of St.Gallen**

**Written by:** Nathalie Naveda  
**Published by:** LinkedIn on 11/1/2020

**Extracted Content:** Nathalie Naveda named new Head of Marketing and Talent Acquisition- EMBA HSG at University of St.Gallen.

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## **New Dean, College of Business at Ohio University**

**Written by:** Jackie Rees Ulmer  
**Published by:** LinkedIn on 2/1/2021

**Extracted Content:** Jackie Rees Ulmer appointed new Dean, College of Business at Ohio University.

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March 2, 2021

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2:00 - 3:00 PM EST

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March 16-18, 2021  
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