

KU School of Business

Summary of Proposed Initiatives in 2004 Differential Tuition Plan

Below is a summary of initiatives outlined in the differential tuition (now called “course fees” at KU) proposal. The proposal is available at:

http://www2.ku.edu/~oirp/Tuition/2005/B_Differential%20Tuition%20Proposal.pdf.

Curriculum

Undergraduate: Add majors and improve the variety of course offerings while increasing enrollment by 20 percent. Add advisory boards and student clubs for the majors. Strengthen international business offerings.

Graduate: Strengthen the MBA and MAIS programs by increasing the number and variety of electives. Offer all required first-year MBA courses in Lawrence and at least one concentration. Increase graduate electives on Lawrence and Edwards Campus.

Experiential Learning Activities

Add opportunities for graduate and undergraduate students to supplement classroom activities by learning through business-related experiences. At the time of the proposal, there were “no regularly offered courses in consulting or entrepreneurship.”

Proposed: Clinical Professors with experience in consulting or entrepreneurship will be hired to offer courses focused on experiential learning opportunities in consulting and entrepreneurship. For example, students will work on consulting projects with area businesses. For the entrepreneurship course, students will have opportunities to develop plans for new businesses and to work with area entrepreneurs. In the past, the School has hired lecturers on a temporary basis to provide learning opportunities described here. The Clinical Professor will serve for longer term appointments to help foster the development of this curriculum.

Other related opportunities will include internships, seminars/conferences for students, alumni and business leaders, consulting course for graduate students, consulting projects for undergraduate and graduate student teams, and entrepreneurship initiatives such as a course for students to develop new business opportunities. This could also include a relationship with a small business incubator.

Advising and Program Administration

Add three full-time positions plus paid student assistants in order to improve the delivery of student advising services.

Career Services

Add a corporate relations development coordinator and two additional full-time positions, plus paid student assistants, in order to promote and enhance the KU School of Business brand to attract more and better recruiters, allowing students to command higher starting salaries and lasting financial rewards throughout the business graduates' career.

Student Financial Support

Provide additional financial support so students with need will continue to have access to the KU School of Business, and to prevent any negative impact on student diversity.

Use \$370,000 for scholarships, teaching and research assistant positions, staff assistant positions and study abroad support.

Other Operating Expenditures

Use \$250,000 to support the above activities with supplies and equipment, including support for academic programs, faculty teaching and school publications and publicity.

Technology

Support new web master/database manager, and Bloomberg Terminals for the Lawrence and Edwards Campuses.

Rationale: The main need is for a staff professional to manage the School's web page and databases. This person would also work with career services to initiate a new resume database that would include the School's alumni. This will improve alumni relations by assisting graduates throughout their careers. Bloomberg is a financial information service that is utilized by investment firms around the world. Recruiters in the investments field seek out candidates that have in depth knowledge of how to operate Bloomberg's services. In particular they look for candidates who are formally trained on Bloomberg and have become "Bloomberg Certified." Included under Student Support are four student positions (two in Lawrence and two at the Edwards Campus) to coordinate the Bloomberg "certification process."

Facility Improvements

Support one-time upgrades to student areas of Summerfield.