


E-Commerce and Graduate Business Education at Bentley College



Masters Degree in E-Commerce Conference

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Topics



- **E-Business MBA Concentration**
- **E-Business Graduate Certificate**
- **Online E-Business Course with SAP America, Inc.**
- **MS in Information Age Marketing**
- **Integrating IT and Business Across the Curriculum**

E-Commerce vs. E-Business



What's in a name?

E-Business MBA Concentration



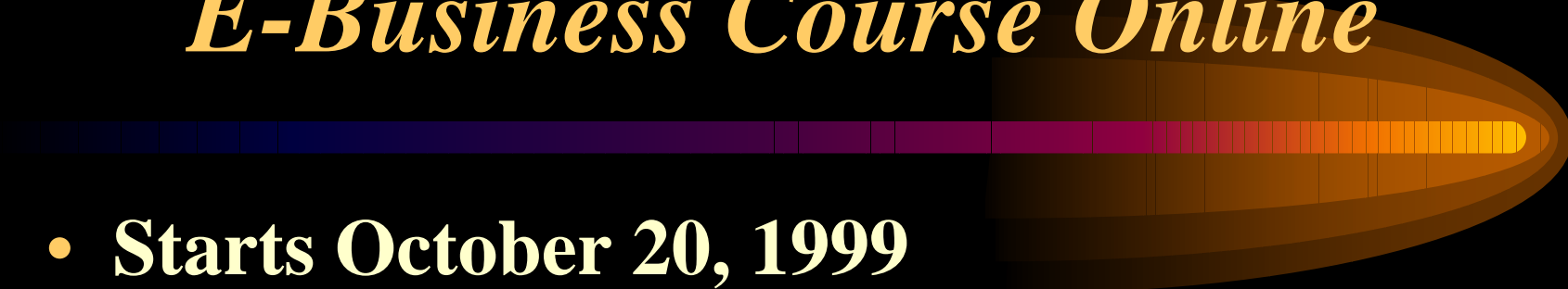
- **Required course:**
 - **E-Commerce in the Global Economy**
- **Electives (select 3):**
 - **Accounting Information Systems**
 - **Audit Fundamentals & Assurance Services**
 - **Managing Corp.Communication on the WWW**
 - **Communications Networks I**
 - **Cyberlaw**
 - **Marketing & IT**

Graduate Certificate in E-Business



- **15 credits from the E-Business MBA concentration courses**
- **Must include E-Commerce in the Global Economy**
- **Pre-requisites (Bus. core courses):**
 - **Marketing Management**
 - **Accounting for Decision-Making**
 - **IT in the Business Environment**

Bentley/SAP America, Inc. E-Business Course Online



- **Starts October 20, 1999**
- **6 two-hour modules online**
- **Offered twice monthly**
- *E-Business Fundamentals*

Bentley/SAP America Inc.
“E-Business Fundamentals” Course



- **Intro to E-Business & Internet Architecture**
- **Linking the Enterprise to Consumers & Business**
- **Internet-Based Knowledge Management**
- **Security in an E-Business Environment**
- **Doing E-Business: Payments & Controls**
- **Looking to the Future of E-Business**

Master of Science in Information Age Marketing (MSIAM)



- **10-course/30-credit program**
- **7 required courses (4 MK; 3CS):**
 - **Strategic Marketing**
 - **Marketing & IT**
 - **Strategic Database Marketing**
 - **Relationship Marketing**
 - **System Analysis & Design**
 - **Communication Networks I**
 - **E-Commerce in the Global Economy**

MSIAM (continued)

- **3 elective courses (at least one in MK)**
- **Specializations/Tracks possible:**
 - **Internet Marketing**
 - **Database Management**
 - **Systems**
 - **Marketing Applications**
 - **Data Analysis**

Marketing Technologies Showcase



- **Unique Education & Research Facility**
- **Best Practices Center**
 - **Features a broad range of new and evolving technology tools**
- **Hands-on Experience and Business Applications**

Marketing Technologies Showcase



- **Resources include high-end applications in:**
 - **Advertising Creation**
 - **Database Marketing**
 - **Online Auctions**
 - **Virtual Shopping**
 - **Supply Chain Integration Systems**
 - **3D Visualization**

•and many more

Integrating Business Education & IT



- **Level One: Create sophisticated IT infrastructure for all students**
 - many schools
- **Level Two: Produce more IT specialists**
 - some schools
- **Level Three: Infuse IT into, and transform, core of business curriculum**
 - very few schools

“Level Three” Specialized Facilities



- **Marketing Technologies Showcase**
- **Financial Trading Room**
- **Accounting Center for Electronic Learning & Business Measurement (ACELAB)**
- **Design & Usability Testing Center**
- **Smith Academic Technology Center**

“Level Three”

Other New Graduate Programs



- **MS in Accounting Information Systems**
- **MS in Global Financial Analysis**
- **MS in Human Factors in Information Design**
- **MBA Concentration in Change Management**
- **Information Age MBA (IAMBA)**



Information Age MBA

- **Interdisciplinary Faculty Development Team**
- **Business Advisory Group**
 - **13 corporate teams, with expertise in:**
 - **IT**
 - **Business Processes**
 - **MBA Recruiting**
- **Reduced Cycle Time**
 - **24 months**



Business Advisory Group

- **Andersen Consulting**
- **Arnold
Communications**
- **Cabletron Systems**
- **Compaq Computers**
- **Federal Express**
- **Fidelity Investments**
- **The Foxboro Co.**
- **GE Capital Services**
- **Hewlett-Packard**
- **John Hancock Life
Insurance**
- **KPMG Peat
Marwick, LLP**
- **SAP America, Inc.**
- **State Street Bank &
Trust**

Bentley College Information Age MBA

Fall Semester

Spring Semester

Year One (33)

O r i e n t a t i o n	Integrated Business Fundamentals I (7)* Business Environment, Economics, Operations, Marketing, Accounting	Integrated Business Fundamentals II (6) Accounting, Marketing, Finance, Economics
	Business Processes (6)	
	Information Technology for Competitive Advantage (4)	
	Data Collection, Analysis & Management (4)	
	Team Effectiveness: Theory & Skills (3)	
	Leadership Effectiveness: Theory & Skills (3)	

* Numbers in parentheses shows number of credits

Bentley College Information Age MBA

Fall Semester

Spring Semester

Y e a r T w o (25)	Global Strategy (1)	Customer Focused Management (6)	
	Knowledge Management I (2)	Management Consulting Teams (November - April) (3)	Knowledge Mgt. II (1)
	Elective (3)		Elective (3)
	Elective (3)		Elective (3)

* Numbers in parentheses shows number of credits

Creating a Culture that Embraces Change



- **IAMBA - Engine for Curricular Change**
 - **New courses & processes extended to other programs**
- **Academic Technology Center**
- **Faculty & Curriculum Development \$\$\$**
- **Small College/Large B-School Benefits**



www.bentley.edu