
MSU Business Institute

MBA Special Topics/Independent Study Project MGMT 577-81, -82 FA-07 (3 SH)

Objectives:

Two Special Topics/Independent Study projects will be conducted beginning in the Fall-07 semester. Their purpose is to support the proposed establishment of a Business Institute (BI) at Montclair State University (MSU).

Two student teams will work closely with professors and the School of Business (SBUS) management team to determine the education/training and executive information needs of industry. They will also design an organizational model and operating structure for the BI to operate within the infrastructure of MSU.

These Independent Study projects will be offered as 3 SH elective courses (for MBA students, as MGMT 577 - Special Topics, applicable as a free elective or to the concentration in Management). They will provide the participating students with excellent experiential learning and provide them the opportunity to establish relationships with major northern New Jersey businesses. (Further detail on academic content is below).

The Business Institute Special Topics/Independent Study projects:

- 1. Research and analyze the educational needs of businesses in Northern NJ (MGMT 577-81):**
 - Analyze the industry makeup of the northern New Jersey business community and identify business segments and leading companies that are potential supporters and users of the MSU BI.
 - Develop an industry educational needs profile (training and executive information) by first researching other university business offerings and then surveying the educational needs of businesses across multiple industries and business segments. In addition, the team will determine the small subset of companies who are candidates to work closely with MSU in the establishment of the BI.
 - Review the industry educational needs outcome with the faculty in the School of Business and determine areas and topics of mutually high interest.

In support of this study, the School of Business will provide the study team with companies and contact executives who have agreed to support the survey.

The Business Institute Special Topics/Independent Study projects:

2. Design an operational model and structure for the Business Institute to function within the MSU infrastructure (MGMT 577-82):

- Complete an operating model for MSU to include functions, organization, high level business processes and job responsibilities. Once a general operating model is defined, the students will define:
 - A quality assurance process for both offering development and offering delivery.
 - The user interface processes to make use of the Institute a user friendly experience.
 - Define the compensation, relief time and other incentives and ground rules for professor participation.
 - Define an exchange process for MSU to adapt offerings that are being conducted in other universities.
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Academic Objectives:

The academic components of the two independent study activities include:

- Industry research
- Business survey development
- Survey results assessment
- Executive meeting development and executive interviews
- Executive presentations
- Organizational needs analysis and organization design.
- Business process and job responsibility design
- Quality requirements analysis
- User interface requirements analysis
- Compensation requirements analysis
- Alliance/partnership requirements analysis

Other important business learning lessons and experiences associated with the operation of a cross functional team:

- **Project definition and development.** Students will develop the project plan and timeline required to successfully complete the study. This will involve
 - determining the steps and actions required to achieve the objective,
 - defining the associated responsibilities, and
 - establishing a time based plan.
- **Project management:** Students will be responsible to operate as a self-managed team to execute the project plan and achieve the project objectives.

The Business Institute Special Topics/Independent Study projects:

The Independent Study teams will have a mix of graduate and undergraduate students (7-8 students). A team of faculty will supervise all aspects of the BI projects, including:

- Dr Richard Peterson (Chair, Management & Information Systems)
 - Professor Jeff Monacelli (General Administrator)
 - Doctor Ram Misra (Operational Design)
 - TBD (Organizational Design)
 - TBD (Survey Development - Marketing Department)
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MBA students interested in participating in one of these Business Institute Projects, beginning in FA-07, must be interviewed by Prof. Jeff Monacelli.

To set up an interview, send an e-mail to monacellij@mail.montclair.edu, with “MSU Business Institute” in the Subject line, and include ALL the following information:

- Your daytime / cellphone number
- Your student ID number
- The project number(s) you are interested in (MGMT 577-81 or MGMT 577-82)

If Prof. Monacelli agrees to add an applicant to one of the BI project teams, enrollment in the relevant MBA course (MGMT 577-81 or MGMT 577-82) must be approved by Dr. Richard Peterson (MGIS Department Chair) and Assistant Dean Karen Dennis (the MBA Director).
