Please note that conference sessions are subject to change. Please check back regularly for the latest schedule.

**Wednesday, May 13**

12:30 p.m. – 6:00 p.m. Conference Check-In and Information

4:00 p.m. – 5:00 p.m. General Session: The Role of Graduate Programs in a “Credentialing” World

*Have student preferences shifted away from earning degrees and towards building competences? This session will explore alternative credentials, badges, certificates and more as we discuss the relationship of lifelong learning and the value of the MBA.*

**Presenter:**
- **Peter Methot**, Associate Dean of Executive Education, Rutgers Business School

5:00 p.m. – 6:00 p.m. Welcome Reception

**Thursday, May 14**

8:00 a.m. – 5:00 p.m. Conference Check-In and Information

8:00 am – 9:15 a.m. Continental Breakfast and Networking

8:00 a.m. – 12:00 p.m. Exhibitor Showcase Open

8:15 a.m. – 9:00 a.m. Bonus Session: Curricula Through a Competence Lens

*Join this session for strategies to look beyond the traditional discipline lens and establish a set of demonstrable characteristics that improve the efficiency, and ultimately the performance, of students’ skills on the job.*
**Graduate Curriculum Conference**  
**May 13-15, 2020**  
The Alexander Hotel, Indianapolis, Indiana, USA  
Conference Chair: Idalene Kesner, Dean, Kelley School of Business, Indiana University, Bloomington / Indianapolis

**Presenter:**  
- **Ted Cross**, Associate Dean and Academic Program Director, Western Governors University

**9:15 a.m. – 10:15 a.m. Plenary I: Conducting Digital Transformation in B-Schools**

Organizations are rethinking operations and strategy in response to digital disruption and the rapid rate at which technology is emerging. How we can lead digital transformation in business schools? Furthermore, how can we prepare students to lead companies with agility? This session will offer insight to understanding what it takes to successfully navigate digital transformation.

**Presenter:**  
- **Robert Brunner**, Associate Dean for Innovation and Chief Disruption Officer, Gies College of Business, University of Illinois

**10:15 a.m. – 10:45 a.m. Topical Group Discussions**

**10:45 a.m. – 11:00 a.m. Refreshment Break and Networking**

**11:00 a.m. – 12:00 p.m. Concurrent Sessions**

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<tr>
<th>Delivery Modes</th>
<th>Program Innovation</th>
<th>Curriculum</th>
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<tbody>
<tr>
<td>(A1) Developing a Specialized Masters Program</td>
<td>(A2) Going Online: When and How to Transition Programs</td>
<td>(A3) Technology: AI, Fintech, Blockchain – what’s next?</td>
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<td>What does it take to build a specialized masters program from the ground up? Speakers will share their experiences developing new programs and offer practical tips.</td>
<td>This session will share tips on implementing a digital strategy to make successful decisions. Speakers will share ideas to understand demand and know when to partner or develop an internal capability.</td>
<td>This session will present a picture of the technology landscape convergence and discuss key disruptors. Speakers will explore what this means for higher education— are we in a paradigm shift? What drives the need to offer courses?</td>
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strategies that can be applied across your graduate portfolio.

**Presenter:**
- **Michael Peters**, Accounting Department Chair, School of Business, Villanova University

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<td>(B1) Future Flavors of the MBA</td>
<td>(B2) Merging Masters Programs</td>
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**Speakers will share insight for deciding program offerings and balancing your portfolio among full-time resident MBA, online MBA, executive MBA, and part-time MBA options.**

**Presenters:**
- **Patricia Abril**, Vice Dean, School of Business Administration, Miami University

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**Merging programs offers a rich opportunity to carefully analyze a program and how it fits into a larger picture. Join this session for strategy to address redundancy, increase efficiency, and meet today’s demand.**

**Presenters:**
- **Javier Reyes**, Dean, John Chambers College of Business and Economics, West Virginia University

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**Presenters:**
- **Ash Soni**, Executive Associate Dean for Academic Programs, Kelley School of Business, Indiana University, Bloomington / Indianapolis
- **Yiorgos Bakamitsos**, Associate Dean, School of Business, Stetson University

**Presenter:**
- **Ali Emdad**, Associate Dean, Graves School of Business and Management, Morgan State University
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<tr>
<th>• Irene Scruton, Associate Dean &amp; Director of MBA Program, School of Business State University of New York at Oswego</th>
<th>• Lynne Richardson, Dean, College of Business, University of Mary Washington</th>
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2:15 p.m. – 2:30 p.m. Networking Break

2:30 p.m. – 3:30 p.m. Concurrent Sessions

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| (C1) Developing Blended Programs  
Speaker will share their experiences integrating resident and online learning programs, sharing what went well and what could have been better along the way. Join this session for experiential learning ideas and practical strategies to ensure cost-efficient and project-based experiences in the classroom.  
Presenters:  
• Matthew Exton, MBA Programme Manager, Cardiff University  
• Channell Lester, MBA Director, School of Business, The College of New Jersey | (C2) Mini Ted Talks: Innovative Strategies for Success in the Classroom  
Join this session for ideas to improve students experience and help professors in the classroom. What does success look like and what innovative ways can schools support both experienced and new professors? |

3:30 p.m. - 4:00 p.m. Refreshment Break and Networking

4:00 p.m. – 5:00 p.m. Afternoon General Session: Career Readiness
Speakers will share best practices for job searching, career building and ownership to prepare students for the global marketplace. Learn teachable strategies that will help each student highlight the skills and attributes that differentiate him or her and assist them in taking ownership of their career. Elevate your program’s reputation and learn how to best support your students’ personal, professional, and leadership development.

Presenters:

- **Dorothy Billingsly**, Certified Career Coach, Billingsly Associates LLC and Adjunct Instructor, St Cloud State University

- **Brandon Johnson**, MBA Director, Herberger Business School, St. Cloud State University

5:00 p.m. – 6:00 p.m. Evening Reception

Friday, May 15

7:45 a.m. – 1:00 p.m. Conference Check-In and Information

7:45 a.m. – 9:00 a.m. Continental Breakfast and Networking

7:45 a.m. – 12:00 p.m. Exhibitor Showcase Open

8:00 a.m. – 8:40 a.m. Business for Social Impact Curriculum (Standards 8 & 9)

Speakers will explore a curriculum model with synergistic courses offering deliverables and assessments that can be tied directly to positive, measurable impacts on society. Participants will leave with the tools to map synergies and identify the critical issues on which your school can have an impact.

Presenter:

- **Mai Thai**, Associate Professor, Department of Entrepreneurs
9:00 a.m. – 10:00 a.m. Plenary II: PANEL: Rethinking Graduate Program Portfolios: Creation, Integration, Growth and Management

This session will feature a panel of those with experience building an integrated graduate professional portfolio. What must be done to creating culture and synergies across online and resident programs? How can we satisfy the competing and ever-changing demands of stakeholders?

Moderator:
- Brian Cameron, Associate Dean for Professional Graduate Programs, Smeal College of Business, The Pennsylvania State University

Panelists:
- Deborah Crown, Dean, Crummer Graduate School of Business, Rollins College
- Sri Zaheer, Carlson School of Management, University of Minnesota

10:00 a.m. – 10:30 a.m. Refreshment Break and Networking

10:30 a.m. – 11:45 a.m. Concurrent Sessions

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<td>(D1) Analytics for Improving Program Quality</td>
<td>(D2) Understanding Today’s Demand for Graduate Education: Two Angles of Approach</td>
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<td>Creating programming strategy from data removes emotions and politics from decisions. How can business schools practically leverage analytics to better understand their market and appropriately adjust their graduate portfolios?</td>
<td>Is strong curriculum enough for a successful graduate program? What other services/experiences are prospective students looking for? Presenters will share resources and best practices to enhance business programs through a market and career training approach as well as a teaching and learning approach.</td>
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Presenters:
- Jean-Baptiste Picentino, Humanroads
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<tr>
<td>• Frank Fletcher, Sr. Director MBA Programs, School of Management, University of San Francisco</td>
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<tr>
<td>• Dan Gruber, Associate Dean for Teaching &amp; Learning, W.P Carey School of Business, Arizona State University</td>
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- **Alain Goudey**, Associate Professor of Marketing, Neoma Business School

12:00 pm – 1:00 pm Networking Luncheon

Conference concludes