REQUEST FOR PROPOSALS

MBA Spring Mid-Semester Modules, February 27 - March 8, 2013
Atlanta-Based Modules Only

Summary

- The Goizueta Business School of Emory University (Atlanta, Georgia) is seeking proposals for its compressed elective Atlanta-Based Mid-Semester Modules
- The Mid-Semester Modules are one opportunity to expose Goizueta students to innovative elective subjects and formats not easily addressed in the traditional semester format
- Mid-Semester Modules will be taught during the Mid-Semester Module break which is adjacent to Spring Break
  - Atlanta-based Modules will be taught between February 27 - March 8, 2013
  - If you are interested in submitting a proposal for a travel-based Module, please contact Amy Doughney (amy.doughney@emory.edu or 404-727-5704) in the MBA Program Office
- Final deadline for this year’s Module submissions is August 1, 2012

Background and History

Mid-Semester Modules build on a well-established Lead Week model of innovative educational modules. By shifting the timing to the middle of the semester, we also have the option of linking content of the modules with the content of courses the students could be taking in the Spring semester.

Mid-Semester Modules are one way Goizueta Business School facilitates innovation and variety in its elective courses, by providing an opportunity for students to choose from a slate of compressed electives that would not easily fit into the usual set of elective offerings due to their content, format, or special teaching requirements.

All full-time MBA students who are not part of a joint degree program must take one Mid-Semester Module each academic year. (Joint degree students must take a Mid-Semester Module during the MBA residence year only.) Students will be graded using the standard Goizueta Business School grading system or on a Satisfactory / Unsatisfactory basis, as determined by the course faculty instructor. One credit hour is granted for the successful completion of a Module.
**Atlanta-based Modules**

Nearly 60% of our MBA students choose to take Atlanta-based Mid-Semester Modules. Student enrollment ranges from 25 to 70 students in each Atlanta-based Module.

The following is a partial list of Atlanta-based Modules that have been offered:

- Economics and Finance of Sports
- Economics and Finance of Entertainment
- Principles and Practice of Finance
- Global Risk Management
- Syndicated Data Analysis for Brand Scientists
- Advanced Communication Skills for High Potential Managers
- The U.S. Health Industries Sector: Basics, Trends, Issues and Opportunities (sponsored and led by PWC)
- The Real Estate Development Process: From Market Research to Project Financing
- The World of Strategic Brand Management (sponsored and led by SmithKline Beecham)
- Marketing Creativity
- The Consulting Process: From Questions to Action
- Tomorrow’s Capitalism: Emerging Global Patterns of Ownership, Performance and Sustainability
- Managing Early Career Issues
- Business Law (led by Smith, Gambrell & Russell)
- Sales and Business Development
- Valuation Techniques
- Emerging Technologies – Biotechnology and Nanotechnology
- Relationship Economics

**Suggested Guidelines for Atlanta-based Modules**

A critical objective of the Mid-Semester Modules is to provide a place for non-standard forms of elective courses; hence we expect diversity in the nature of the Modules proposed. In order to help possible faculty shape proposals that are likely to fit the Goizueta vision, we have created the following guidelines. These are meant to make the concept more concrete but are not meant to be absolute or restrictive.

**Content Themes**

Possible content themes for Modules include: industry or regional focus; examination of inter-disciplinary, inter-organizational, or cross-functional issues; professional development related topics; and current “hot topics” with significant impact on business management and operations. The expectation is that, for most Modules, the content will require no prerequisites and will be open and accessible to both first- and second-year MBA students.
Format
As with full length courses, in-class contact time may take different forms such as lectures, case discussion, guest speakers, panels and student presentations. Outside class requirements might include pertinent readings, research, case preparation, field work, group meetings, exercises, and preparation of presentations and papers.

Modules need not be offered in a standard classroom format. Possible variations might include site/field visits, experiential exercises, and local travel. It is expected that whatever form the Module takes, there will be regular and frequent contact with the Module instructor. A minimum of 15 contact hours is expected.

Scheduling
The available window for the 2013 Atlanta-based Modules is February 27 - March 8, 2013. Although a variety of meeting schedules is possible, a typical format is classroom-centered. A single Module will represent a student’s full academic load during this period, so it is expected that outside assignments will require at least 3-5 hours per day. The Module may require a final paper or project.

Requirements and Grading
All Modules carry one hour of course credit, and students will be graded using the standard Goizueta Business School grading system or on a Satisfactory / Unsatisfactory basis, as determined by the course faculty instructor. The instructor must design the Module requirements so that there is a reasonable basis on which to evaluate the students’ performance. In previous Modules, grade components included participation in case discussions, short written assignments, final projects and presentations and research papers. Examinations are permitted but have not employed by any of the Modules to date.

Some Modules required students to complete significant specified work in advance of the first meeting of the Module; others have permitted final papers or projects to be submitted several weeks after the final meeting of the Module. The instructor must clearly articulate to the students his/her expectations with respect to course requirements and grading.

Compensation for Atlanta-based Modules
Instructors will receive compensation in the range of $5000 to cover travel expenses, accommodations, and honorarium for Atlanta-based modules. If there are multiple instructors for a module, how the compensation is to be split must be determined by the instructors prior to the delivery of the module. For Goizueta faculty, there is no teaching credit awarded for delivering modules.
Submission of Proposals for Atlanta-based Modules

Module proposals should contain the following information:

- Suggested Title
- Lead Instructor Contact Information
- Requested Course Meeting Dates and Times
- Grading Scale (GBS Standard Grading or Satisfactory/Unsatisfactory)
- Module Learning Objectives
- Major Topics and Issues
- Format & Preliminary Schedule
- Student Requirements
- Module Prerequisites (if any)
- Additional Budget Requests (if any)
- Qualifications of the Instructor to lead the proposed Module

Proposals should be mailed or emailed to:

Amy Doughney
MBA Program Office
Goizueta Business School
1300 Clifton Road
Atlanta, GA 30322

Amy.Doughney@emory.edu
404-727-5704

Proposals for all Atlanta Modules need to be received no later than August 1, 2012

Proposal Evaluation Process

Proposals will be evaluated by the Full-time MBA Program Office and the Faculty MBA Program Committee. During the evaluation process, additional formal input on each submission may be sought from the Area Coordinators (the faculty heads of Goizueta’s five academic areas). In addition, high-potential module proposals are typically discussed further with the person submitting the proposal in order to gather additional information and insight about the proposal and suggest amendments that might strengthen it.

Module proposals will be evaluated on a variety of individual and portfolio criteria. Modules proposals most likely to garner support will be those that:

- Clearly articulate their learning objectives
- Hold the students to high intellectual and professional standards
- Have a high potential to generate student interest
- Make an original and unique contribution to the Goizueta curriculum

Module proposals that materially duplicate existing Goizueta courses have little chance of being accepted.
The Faculty MBA Program Committee will develop a prioritized slate of Modules and forward it to the Dean’s Office. The Dean’s Office will negotiate all contracts for accepted proposals. The Full-time MBA Programs Office will implement the final slate to the extent possible. Proposed modules not included in the final slate may be resubmitted for future Mid-Semester modules.

Modules are subject to cancellation due to low student enrollment.

**Additional Note to Goizueta Faculty**

Goizueta faculty are encouraged to submit proposals themselves, and to distribute this Request for Proposals to other members of the University community, colleagues at other institutions, alumni, business contacts, and others you think might be valuable additions to the Mid-Semester Modules.

**Additional Note to Goizueta Students**

Goizueta students are encouraged to partner with an interested faculty member or outside professional to develop a proposal. *Current students are not eligible to serve as an instructor for a Mid-Semester Module.* Goizueta students are also encouraged to distribute this Request for Proposals to other members of the University community, colleagues at other institutions, alumni, business contacts, and others you think might be valuable additions to the Mid-Semester Modules.