

Business Education at Illinois



Wohlers Hall

THE ILLINOIS
COLLEGE OF BUSINESS
EDUCATION MODEL.
IT'S NOT BUSINESS
AS USUAL



Business Education at Illinois

The College of Business at the University of Illinois at Urbana-Champaign is setting the standard for a new kind of business education, one with:

- a focus on the interface of business and technology and on the entrepreneurial process
- an integrated learning model blending three approaches to learning

The College has expanded its presence in the Chicago metropolitan area to better serve the regional business community and connect with potential students and alumni.

FOCUS ON BUSINESS, TECHNOLOGY, AND ENTREPRENEURSHIP

Business leaders in the 21st century face an environment that is unprecedented in its complexity and scope. The global economy, with its increasingly interdependent parts, is highly competitive. Successful business leaders need to manage effectively within that environment. They must be proficient in traditional business disciplines as well as masters of the interface between technology and business. When and how to nurture innovation and how to manage the entrepreneurial businesses that result are critical skills. Illinois is at the forefront of the integration of technology and entrepreneurship in graduate and undergraduate curricula.

ILLINOIS IN ACTION

OSBI Consulting is a *college-based consulting firm* that transforms classroom knowledge into real-world business solutions for multinational companies, start-ups, and non-profit organizations. Staffed by teams of Illinois MBA students, OSBI offers marketing and business development assistance, pricing studies, internet strategy development, and financial planning and modeling.

MBA students participating in the College's Center for Entrepreneurial Development (CED) work with technology start-ups by providing *on-demand short-term consulting services*. CED staff also develop and sponsor seminars and networking opportunities for regional entrepreneurs. Graduate students researched and deployed a web-based portal of entrepreneurial information.

Business and technology converge in the undergraduate Hoelt Technology & Management (T&M) Program, which the College of Business offers in conjunction with the College of Engineering. The specialized curriculum educates students to *function effectively in a technical, interdisciplinary, team-based industry environment*. In the senior year, teams of T&M students work together to develop a solution to a real-world industry problem.

INTEGRATED LEARNING MODEL

The Illinois College of Business blends three approaches to learning, called the integrated learning model.

Traditional classroom instruction — a professor at the front of a classroom and students scribbling notes— continues to serve an important function in the integrated learning model. In addition, classes in the College of Business emphasize team-based experiences, where students learn from their peers. The lively exchange of ideas offers students an opportunity to analyze data and situations, hone their reasoning skills, and refine their arguments. Classes frequently incorporate case studies and capstone projects, which emphasize practical, real-life application of traditional business skills and provide opportunities for students to lead a team, drive results, and develop interpersonal and communication skills.

ILLINOIS IN ACTION

The *traditional classroom* with a twist. Professor of Finance Stephen D’Arcy teaches an introductory insurance class each fall in a 300-seat auditorium. A large, but not impersonal, class. Why? Each Friday, the class learns about current industry issues from visiting actuaries, agents, attorneys, CEOs, and regulators. After class, the guest speaker, students, and D’Arcy share lunch and informal discussions.

Many courses feature hands-on projects that put classroom knowledge to work. *Hands-on learning* is integral to the College’s Industrial Distribution Management concentration. An on-site practicum at a sponsoring business is the capstone course for IDM undergraduates, who learn to manage the supply

chain interface with an emphasis on business procurement, distribution, and logistic functions. Teams of students collaborate on a real-world project at a host company.

Team work is at the core of countless undergraduate courses in the College of Business. Students in a retailing course participate in small groups that developed retail concepts for the “tween” market. Teams of students in a consumer behavior course use focus groups and personal interviews to determine the appropriate target for a new product being launched by a multinational print and communication company headquartered in Chicago.

A PRESENCE IN CHICAGO

Almost 2.8 million people call Chicago home. The College of Business knows that the Windy City is home to a large percentage of our alumni. In fact, more than 21,000 Business alumni live in the Chicago area. Current and future students are from the area as well.

That’s why the College has established an office in the Illini Center, a facility that consolidates the services and outreach activities offered by the University of Illinois at Urbana-Champaign in the Chicago area. The convenient Loop location — at 200 South Wacker Drive — is also the location for quarterly round table luncheons featuring College of Business speakers.

ILLINOIS IN ACTION

The Executive MBA Program has *changed its headquarters from Champaign to Chicago*. The revamped, 15-month degree program started calling the Illini Center home in August 2003. The capstone experience of the Illinois Executive MBA Program is a 10-day international, study abroad assignment that puts all of the pieces together in a unique experiential classroom on the road.

The MS in Taxation degree program will launch in Chicago in 2005. This executive-style degree program is completed in 12 months.

REPUTATION FOR EXCELLENCE

The University of Illinois at Urbana-Champaign’s College of Business is a recognized leader in many fields of business. The curriculum has a strong emphasis on technology, globalization, and entrepreneurship. Because of the curriculum and the world-class faculty, graduates of the College are sought after by Illinois businesses.

A degree from the College is a smart investment that pays big returns. ▽