

department/School Update

Scholarship in Marketing Honors Dr. Carlos Moore

The Carlos W. Moore Endowed Scholarship in Marketing has been established at Baylor University by Dr. Moore's longtime colleagues and friends, Justin Longenecker and Bill Petty. The scholarship honors Moore as a man who has "distinguished himself not only as an outstanding professor but also as a person of great integrity who is revered and respected by faculty and staff, administrators, and students."

The scholarship will be awarded primarily on the basis of financial need to upper level marketing students with a cumulative GPA of 3.0 or better.

A member of the Baylor faculty for almost 30 years, Moore holds the Edwin W. Streetman Professorship of Marketing. He earned a BBA from the University of Texas, an MBA from Baylor, and a PhD from Texas A&M.

Briggs & Stratton is "Focus Company" for MBA Program

A highly energized MBA core faculty has been working since last spring to radically revise the graduate curriculum and to develop other measures that will advance the program in general—i.e. special niche markets.

The program is now implementing several curriculum changes, the most prominent of which is the "focus company" concept where all MBA students study the same company for a semester. With different companies each term, by the time they graduate students will have studied and interacted with three companies.

This fall, MBA students in every core course are analyzing the world's largest manufacturer of air-cooled gasoline engines, Briggs & Stratton of Milwaukee. In MGT 5310, they are looking at management-type problems and solutions for the company; in MKT 5310, they are looking at marketing-type problems and solutions; and in MGT 5385, the firm is the subject of the *capstone project*, which integrates all concepts covered in the core classes.

Over the semester, students will also have the opportunity to interact with executives from the company via video conferences. At the end of the semester, students in MGT 5385 will present their results and recommendations to Briggs & Stratton executives.

The capstone project allows MBA students to a) work with real companies in real time, b) develop research skills via gathering information on a company, c) integrate knowledge about how organizations work, and d) develop skills in teamwork, writing, speaking, and the use of technology.

[Graduate core faculty members are Drs. Gary Carini, Mark Dunn, Mark Fuller, Linda Livingstone (chair), Steve Rich, Sam Seaman, Charlene Spoede, and Jim Truitt. For more information, contact Associate Dean for Graduate Programs Don Cunningham.]

New Graduate Programs Approved in Accounting and Information Systems

In May, university regents approved two graduate business programs: a master of accountancy and a master of science in information systems.

The *Master of Accountancy* (33 graduate semester hours) is being offered for the first time this fall. Rationale for the program is based on

the *Texas Public Accountancy Act of 1991*, which requires that after September 1, 1997, a candidate for the CPA exam must have completed a bachelor or master degree that includes State Board of Public Accountancy-approved courses and not fewer than 150 semester hours. Although the legislature stopped short of requiring a master's degree of all students, most major universities have designed master programs for their accounting majors.

"In the MACC program," says accounting chair Dan Hollingsworth, "students will have the opportunity to study accounting in greater depth than is typically provided in either our stand-alone undergraduate program or our existing combined BBA/MBA program. Our projected annual enrollment is about 40 new students whom we hope will be snapped up after graduation by major corporations, the Big Six and regional CPA firms, and governmental organizations."

The *Master of Science in Information Systems* (36 graduate semester hours) will accept its first students in January 1998. The MS-IS is ideal for candidates with backgrounds or professions in career fields outside information systems who desire to cross train in another career field. The Bureau of Labor Statistics projects that systems analyst will be the number one career job for growth between now and the year 2005.

"With the current 'right sizing' emphasis of many business firms, the military, and nonprofit organizations, Baylor will have the opportunity to help retrain many of the impacted professionals and allow them to reenter the work force with new skills that should be in demand for a number of years," says ISY chair G. W. Willis.