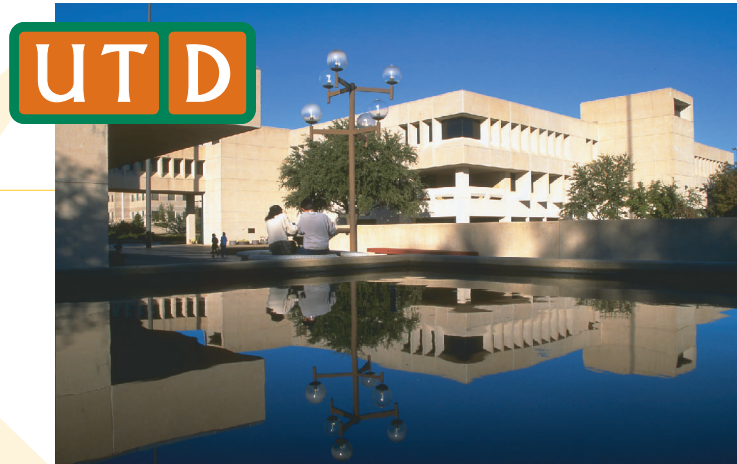


FIRSTCLASS® CASE STUDY

Pioneering Distance Learning
Executive MBA in a Briefcase
Thanks to Centrinity's FirstClass Intranet Server



An executive dilemma

If you are a mid-career manager in need of executive leadership skills but are constantly on the go, is there an executive graduate program to fit your requirements? There most certainly is. The School of Management (SOM) at the University of Texas at Dallas (UTD) — a doctoral level institution with the most selective entrance requirements of any Texas public institution — offers graduate executive degrees via distance learning. UTD's Masters in International Management Studies (MIMS) Global Leadership Executive Program is specially designed for managers wanting to hone their skills for global markets and international business operations.

MIMS @ UTD

The MIMS program at UTD has been delivering graduate courses in the traditional "on campus, classroom style" since 1973. In the early 1990s, in response to increasing globalization and the demand by multinationals for internationally savvy managers, MIMS offered a flexible, distance learning alternative for traveling executives. The MIMS distance learning program began with an initial class of 13 students in 1996; the program now has over 75 students. The Global Leadership Executive Program comprehensive curriculum leads to an MBA (GLEMBA) or an MA in International Management. Designed for executives with seven or more years of experience, the courses are delivered through various distance learning methods, including independent online learning, virtual teamwork through groupware, teleconferences, and in person, through retreats and a foreign study tour.

A global education for a new century

The University of Texas at Dallas is located in the heart of the Telecommunications Corridor of North Texas and has a heritage of emphasizing natural sciences, mathematics, engineering, computer science and management. With 9,417 students, the university is large enough to offer a wide range of degree programs, and small enough to provide students with personal attention. And in the School of Management, that attention has gone online with the help of FirstClass Intranet Server's many communication and collaboration features suited to busy executives on the go. The school's Masters in International Management Studies (MIMS) Global Leadership Programs serve students from California to Georgia and from nine countries in Europe, Africa, South America and Asia. MIMS has provided graduate education to managers of Alcatel, American Airlines, ARCO, AT&T, Chase Bank, Dun & Bradstreet, Ernst and Young, Microsoft, Nortel, JCPenney, Texas Instruments and Thomas Cook, among many others.

For more information on the MIMS Program, visit www.utdallas.edu/mims or write glemba@utdallas.edu or contact Dr. Stephen Guisinger Professor of International Management and Program Director MIMS Global Leadership Executive Program School of Management University of Texas at Dallas steveg@utdallas.edu

For more information about other UTD SCHOOL OF MANAGEMENT programs, visit <http://cyclops.utdallas.edu/som>

For more information on Embanet, contact Waleuska Lazo President, Embanet Corporation waleuska@embanet.com

Visit Embanet at www.embanet.com

The FirstClass distance learning solution

When MIMS began its distance learning program five years ago, they needed a simple way to communicate and transmit slides in a multi-platform format. They chose **FirstClass Intranet Server (FirstClass)**, the communication and collaboration software application from Centrinity Inc. (Centrinity), and ran it first on their own Macintosh-based system, later moving it to Embanet's server. Embanet, a full-service provider for educational programs, hosts FirstClass and offers technical support and training in FirstClass administration, use and pedagogy. Waleuska Lazo, President of Embanet, says that the company "also enhances the FirstClass system with classroom tools, such as an attendance tracker, grade book and online testing features, and provides efficient and cost-effective access to journal abstracts, full-length articles and case studies from Harvard Business School," all indispensable tools for executives.

Cohort learning

The MIMS cohort, or team-based, program design relies on collaborative learning, a method that crosses all boundaries — cultural, geographical, corporate and chronological. FirstClass' easy file transfer, document creation, and communication and collaboration features make it an ideal solution for busy managers. Students work in teams and "meet" in FirstClass conferences and chat sessions, and also make use of audio and video tapes and files, PowerPoint presentations and teleconferences. They submit exercises, exams and term assignments to professors for grading over the FirstClass system. In a typical week, students read textbook chapters downloaded via the Internet, listen to hour-long lectures streamed via the Internet or downloaded using handheld devices. At the end of the week, they attend a one-hour teleconference, which is also posted to the Web and can be played back using RealAudio.

Portability and flexibility: MBA on the way

The MIMS programs are ideal for managers on the go. These are courses for the airport crowd, with FirstClass offering a "cocktail of services," says Professor Stephen Guisinger. All students need is a multimedia laptop computer connected to the Internet and a textbook. Through asynchronous communication via email, audio and text files, students and faculty can come together virtually anywhere in the world.

For more information on FirstClass:

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