

Based on the experience of the restructuring of the MBA program at Case Western Reserve University, the book describes the transformation of a program from one where student learning was incidental to teaching and research into one where learning is preeminent. Draws from ten years of curriculum change efforts to trace the entire process of program redesign, from initial discussion to implementation and evaluation. Examines strategic planning within the professional school and describes in detail the Managerial Assessment Course--a key element of the new program and a driving force for self-directed learning. The book provides specific designs, methods, and procedures for conducting outcome assessment studies, including five types particularly relevant to professional schools: alumni studies, employer studies, faculty studies, student-change studies, and professional competency studies. Throughout the book, the authors and contributors describe a wealth of useful, thought-provoking ideas and learnings on management education and institutional change.

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