



ROBERT H. SMITH  
SCHOOL OF BUSINESS

## Update: eBusiness at R.H. Smith

Dr. Howard Frank  
Dean

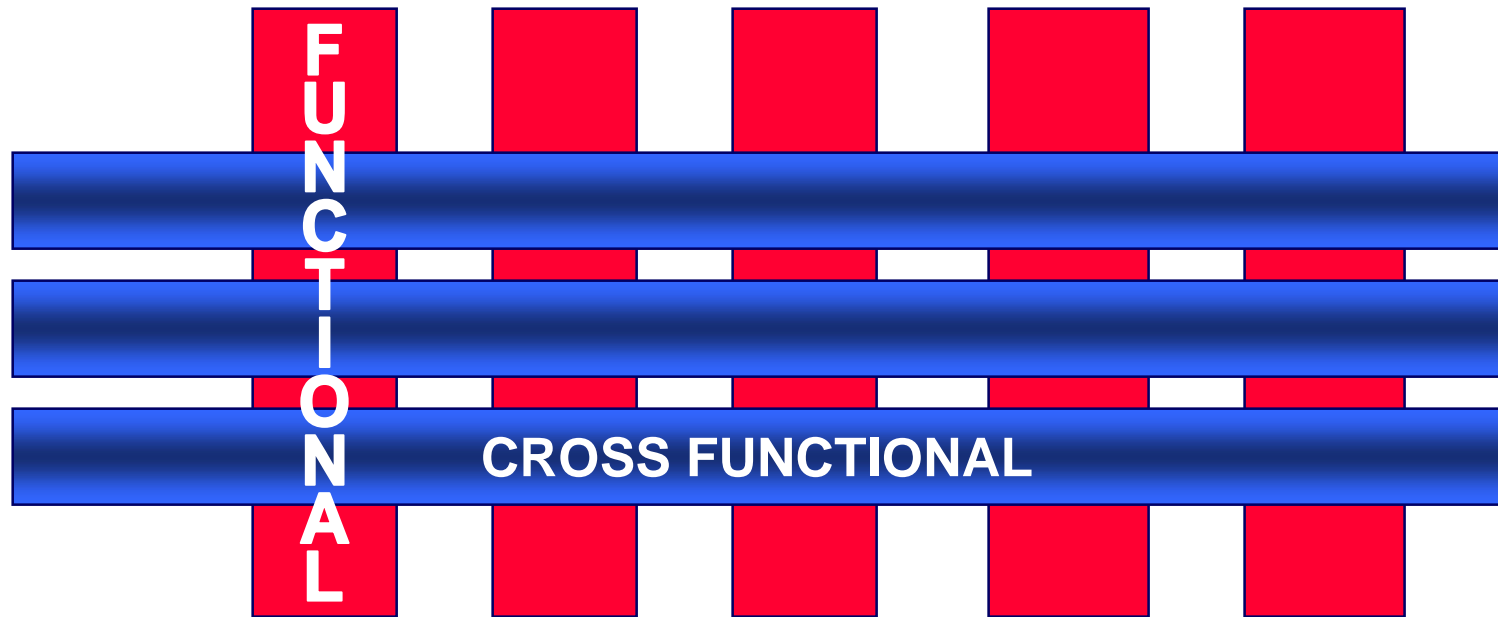
Robert H. Smith School of Business  
University of Maryland  
College Park, Md.





# MBA Core/Concentration Program Strategy

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Fall Semester		Spring Semester			
Week 1	Term A	Term B	Term C	Term D	Week 15
	<b>MBA Core</b>				



# First Year Core MBA Program

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30 Credits of 54 Total (ELMs: "0" credits)

Fall Semester			Spring Semester		
Week 1	Term A	Term B	Term C	Term D	Week 15
Module on "Foundations of Business"	Business Communications	Organizational Behavior	Global Economic Environment	Strategic Management	ELM "MBA Case Competition"
	Managerial Economics and Public Policy	Marketing Management	Human Resource Management	<b>Strategic Information Systems</b>	
	Financial Accounting	Financial Management	Managerial Accounting	<b>Supply Chain Management</b>	
	Data, Models, and Decisions		Elective		

- + ELM "Washington Week" during January of 1st Yr (week prior to start of Spring Semester)
- + ELM "Business Ethics" during last week of 2nd Yr-Spring Semester
- + BMGT 698 (MBA Consulting Project, 3 credits) during 2nd Yr-Fall Semester



# Cross Functional Concentrations

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- Consulting
- E-commerce
- Entrepreneurship
- Financial engineering
- Global knowledge management
- Supply chain management
- Telecommunications
- Management of technology
- Information Services (2001)



# E-commerce Graduate Courses

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- Introduction to e-commerce
- E-commerce: business models and technology
- E-commerce - Markets and Netcentric Systems
- Telecommunications and computer networks
- Telecommunications management
- Telecommunications Technology & Competitive Strategy
- Data Mining
- E-commerce Applications: Design, Evaluation & Development
- IT and Web Security
- Managing Electronic Commerce
- Managing the Real Time Supply Chain
- Telecomm & Technology Policy: Internet Economics
- Electronic Channels
- Interactive Marketing
- Creation of High Potential Ventures



# 1999/2000: 17 Courses/Sections in Four Departments

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- **BMGT 798I: Electronic Commerce: Technology and Business Models**
- **BMGT 798X: Electronic Commerce: Advanced Topics**
- **BMGT 798T: Electronic Channels of Distribution**
- **BMGT 798V : Telecommunications and Technology Policy**
- **BMGT 726: Telecommunications and Computer Networks**
- **BMGT 798 X: Real-Time Management of Supply Chains**
- **BMGT 798Q : An Introduction to Electronic Commerce**
- **BMGT 798Z: Electronic Commerce Applications: Design, Evaluation, and Development”**
- **BMGT 798N: Interactive Marketing**
- **BMGT 798O: Managing Electronic Commerce**
- **BMGT 798V: Telecommunications and Technology Policy: Internet Economics**



# eBusiness Extends Beyond Concentration

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- **Core and Elective Courses**
- **MBA Case Competition**
- **Executive Education Courses**
- **Virtual Business Information Center**
- **Faculty Recruiting**
- **Student Placement**
- **Corporate Projects**
- **Research Program**



# E-Commerce Research Projects

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- Electronic coupons, Analysis of POS frequent shopper data
- Features of E-Commerce adopters of technology and organizational diffusers of knowledge
- Models of electronic “Communities of Knowledge”
- Financial intermediaries
- Customer satisfaction and loyalty on the Internet
- Branding on the Internet
- Customization and product bundling on the web
- Dynamic online pricing models
- Assessing e-business market friction: static -- transaction costs; dynamic -- menu costs and rate-of-change
- Channel conflict issues: cross elasticities of substitution between physical & electronic channels and price discrimination



# The Robert H Smith School Net-Centricity Project

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## **Understanding the impact of net-centricity on:**

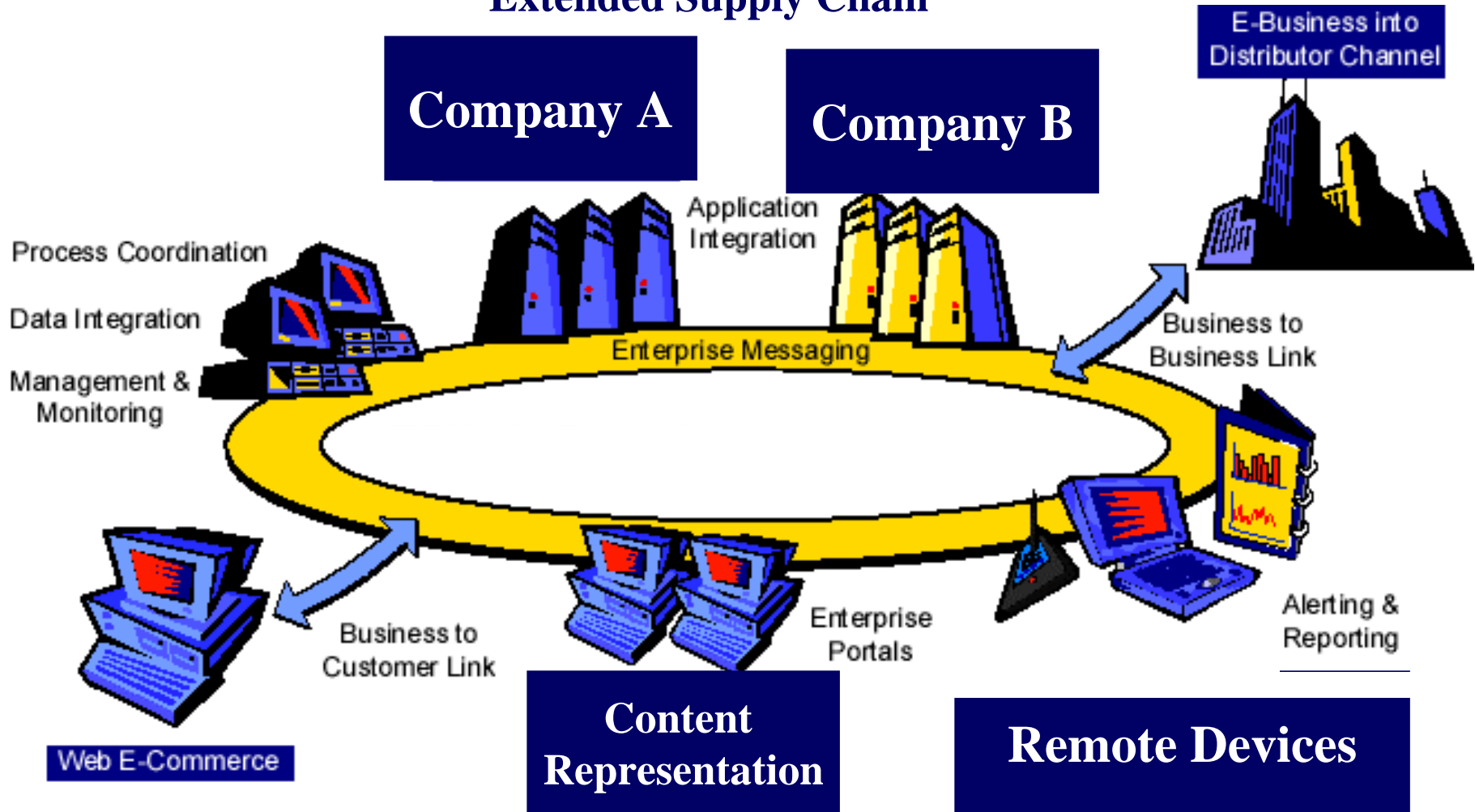
- The business model
- Inter-organizational and industry-wide networks, alliances, and supply chain relationships
- Organizational structures and processes
- Individual cognitive and psychological processes
- Consumer expectations, experiences and behavior
- Technological infrastructure for implementation

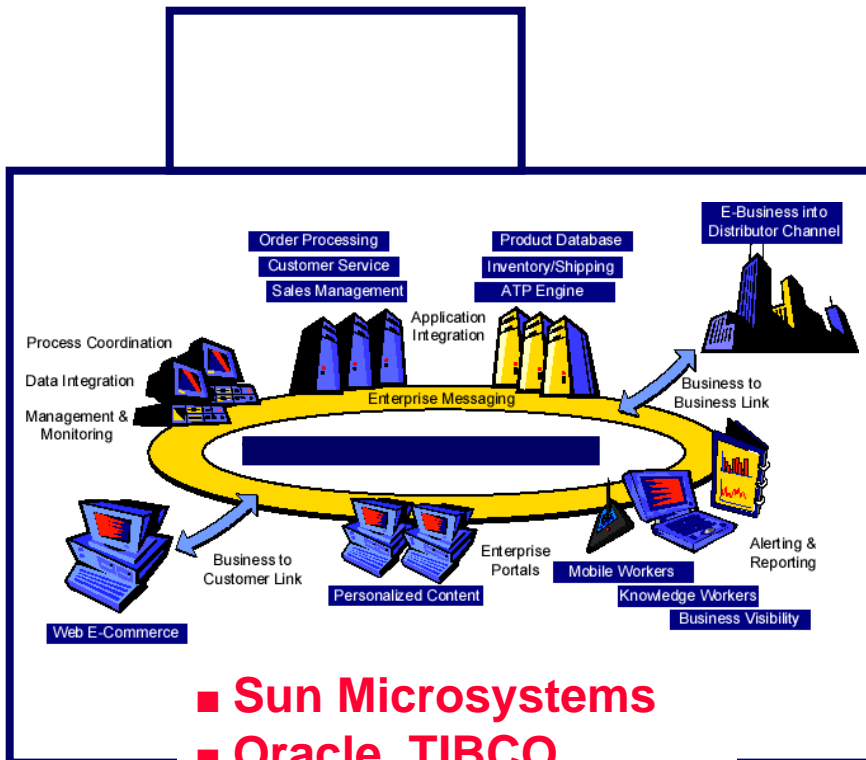


# R.H. Smith School NetCentricity Laboratory

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## Extended Supply Chain





- Sun Microsystems
- Oracle, TIBCO
- Manugistics
- Reuters
- U of Maryland CIO
- e-Maryland Initiative
- DARPA
- NSF

- ◆ Clustered applications:
  - ◆ financial trading
  - ◆ supply chain
  - ◆ e-commerce and data mining
- ◆ Range of research topics in networked environment
- ◆ Parallel teaching environment





# Technology Core

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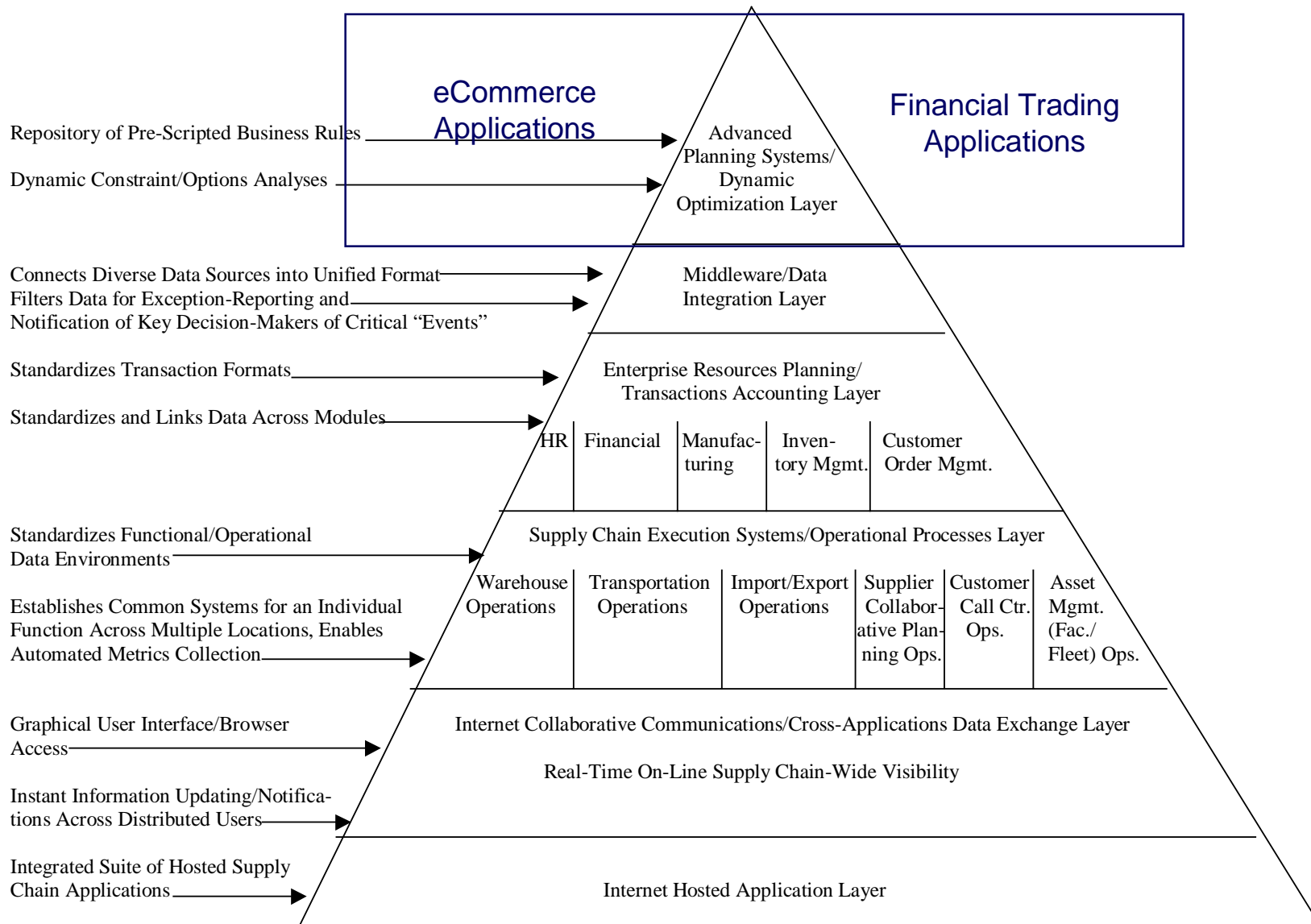
# NetCentricity Lab Architecture

## Netcentricity Lab's Physical Network Design





# Integrated Architecture





# An Explosion of Activities

