

## MBA students leaning to healthcare, finance, cross-discipline study

BY MARILYN BOWDEN

Healthcare administration continues to attract students to local business schools, experts say, and cross-disciplinary curricula are gaining in popularity.

"Our healthcare MBA is still very hot," said Luis Casas, director of marketing, communications and recruiting for Florida International University's College of Business Administration.

FIU started the program in the fall of 2010, he said, and due to its popularity "we've already opened up a new group for the spring of 2011, and are recruiting for another group that will start in the fall."

Accounting is also popular, he said, "and all our graduates get hired."

FIU's Downtown Center, which recently planned a move from the Macy's building downtown to 1101 Brickell, offers professional MBA programs for executives, Mr. Casas said. Finance and international real estate are hot fields.

Human resources and management information systems have seen some attrition, he said.

The strongest trend in undergraduate studies at the University of Miami's School of Business Administration is in cross-disciplinary studies, said Linda L. Neider, vice dean of internal university relations, global initiatives/cross disciplinary programs and undergraduate business.

The school allows co-majors, particularly in arts and sciences, she said. "One major that has grown a lot is entrepreneurship, but now a student may also pick up a co-major in music with the idea of going into the music business. So the tendency for our 2,000 undergrads is to try to differentiate themselves."

But the business course that's getting the most attention from students, Dr. Neider said, is health sector management and policy.

"The majority of jobs over the next several years will be in healthcare fields," she said. "We just took in a class of 40 students, and at least 50% are doctors and physicians."

Enrollment is growing in an accelerated program in accounting that allows students to end up with both a BA and an MBA in 4½ years, Dr. Neider said. "By December of the year after their senior year, they're ready to be CPA-certified." A similar program for law students is in development.

On the MBA level, "the pop trend is healthcare," said Anuj Mehrotra, vice dean of graduate business programs at UM's School of Business Administration.

"Our executive MBA program for senior executives has been growing both in number and in quality. We have our biggest and strongest class this year."

On the graduate level, too, he said, customization is important.

"This is a programmatic feature that students have been demanding," he said. "We responded this year with two semesters of elective courses, which we had in the full-time program but now also offer in the executive MBA program."

"Some other schools such as Cornell and NYU have started doing the same thing this year, so there is definitely a trend towards customization in executive MBA programs."

Other areas of increasing interest in UM's full-time MBA program, Dr. Mehrotra said, include real estate, entrepreneurship and family business.

"Entrepreneurship is growing even at the level of the executive MBA. We just launched one program entirely in Spanish."

Students studying finance are more interested in private equity funds and hedge funds than in banking, he said, and traditional management curricula are not as popular as they once were.

"We're seeing a different level of aspiration and hunger," Dr.



Photo by Maxine Usdan

The strongest trend at the University of Miami School of Business Administration is cross-disciplinary studies, said Linda Neider, vice dean of international university relations/cross-disciplinary programs.

Mehrotra said. "Students are more serious about what they want to achieve from their education. They understand that the world has changed and are trying to prepare themselves to face those challenges."

Tomislav Mandakovic, dean of Barry University's Andreas School of Business, said finance is the hottest major among its undergraduates.

"Many are planning on going into international business or marketing," he said, "and a lot are attracted to entrepreneurship. Although we don't offer that formally as a major, they are taking as many courses as possible in it."

After a brief decline, enrollment in the school is growing again, and Barry is getting a lot more applications for its MBA program, Dr. Mandakovic said, especially in financial specializations, "though we have seen a decrease in applicants for the accounting program, which was a surprise."

"Our concept of service learning is very popular," he said. "This involves mixing the classroom with activities in the world of entrepreneurship and social responsibility, which we believe is essential to develop a sense of responsibility for the future."

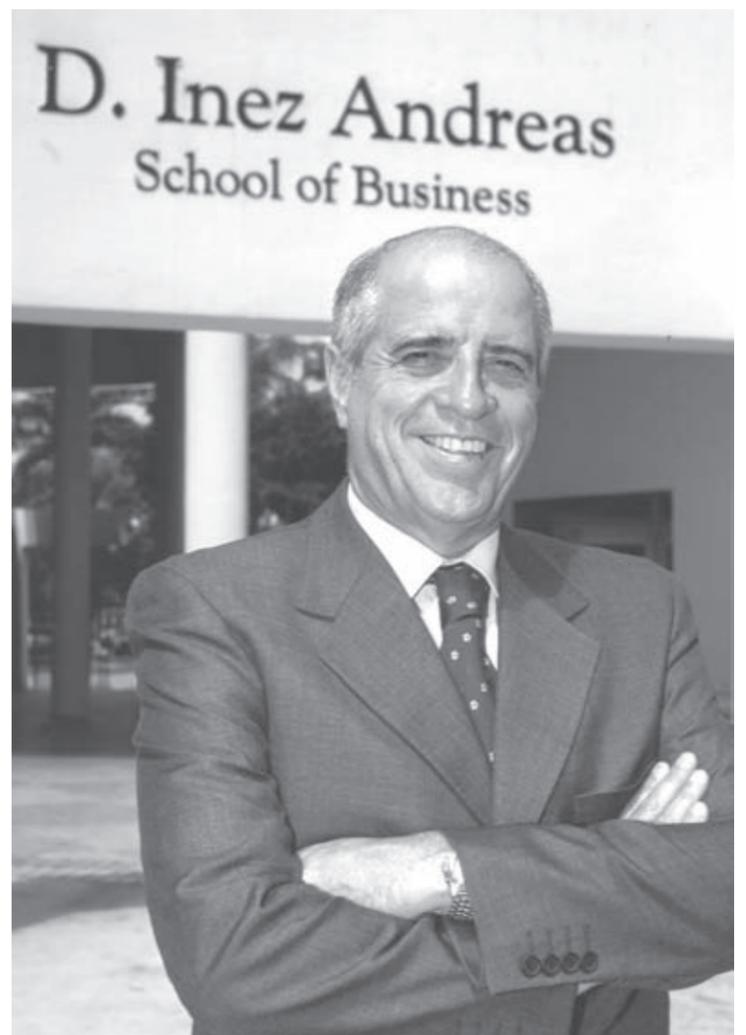


Photo by Marlene Quaroni

"Many are planning on going into international business or marketing," said Tomislav Mandakovic, dean of Barry's Andreas School of Business.

## UM global MBA taught in Spanish targets senior executives

BY JACQUELYN WEINER

A new University of Miami graduate program targeting senior executives is seeking its first students for a November launch.

The Global Master of Business Administration program – taught solely in Spanish – is to offer professionals in South Florida and other countries an internationally focused education they can immediately apply, said Anuj Mehrotra, vice dean for graduate business programs and faculty affairs at the University of Miami School of Business Administration.

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**Anuj Mehrotra**

Mehrotra said.

The 18-month Global Master of Business Administration course is taught in seven two-week segments, including two weeks spent at one of the university's partner schools abroad.

The University of Miami has

student-exchange partnerships with Fudan University in China, Universidade de São Paulo Brazil, Universidad de San Andres in Argentina, Instituto Empresa in Spain, Pontifical Catholic University of Peru, the WHU Otto Beisheim School of Management in Germany and Tel

Aviv University in Israel.

In addition, partnerships are in the works with the Indian Institute of Management and the University of Sydney in Australia, which Dr. Mehrotra said he aims to cement by next year.

Twenty to 30 students are to be accepted into the first executive Global Master of Business Administration program, he said.

Targets include senior executives from Latin America, Puerto Rico and Europe or South Florida professionals working at multinationals seeking to better understand the Latin American market.

"It is really meant for executives who can immediately benefit from it," Dr. Mehrotra said.

Other international graduate-business offerings through the

school include an executive master of business administration program in Puerto Rico – which is enrolling its second class – and exchange programs ranging from two weeks to a semester available to all graduate business students at partner universities.

While the University of Miami isn't unique in offering international opportunities, Dr. Mehrotra said the school is making it a priority to integrate the importance of understanding other cultures into the classroom and coursework.

"Business and culture often are related," he said. "People like to do business with people who seem to have a better understanding of what their background and circumstances are."