

Taking the classroom to the real world

The **MBA** program that makes a difference



"From my first class in the Anderson MBA program, I was able to work on projects that directly related to my job, but my managerial economics project took it to a new level. The guidance of my professors and the collaboration of my fellow students only made the project stronger. When I finally presented it to the leadership at Clarian Bariatrics, they were impressed with the level of detail—and the findings! As we planned our 2010 marketing campaign, my coworkers and I used the information gleaned from the economics project. I have friends in other MBA programs around the city, and none of them have been able to take a class project and use it in their professional life in the same way."

Andrew Pollen

Marketing and Public Relations Specialist
Clarian North Medical Center

Through his RMBA co-op, David Tabb created, formed, planned, and marketed the Volunteer Income Tax Assistance (VITA) program for United Way. VITA assists low-income families with tax preparation. Seventy Madison County families were served in 2009, and that number is expected to increase for 2010 returns. David developed a work plan for two new Americorp VITA volunteers who assumed David's work upon the completion of his co-op. To ensure sustainability, David developed necessary resources and assembled information so the volunteers could continue the success of the program. David currently serves as distribution supervisor at Gander Mountain.

David Tabb

Distribution Supervisor
Gander Mountain

As part of his RMBA co-op, Jonathan Bausman served as acquisition coordinator for Ricker's Oil. His project included the negotiation of contracts toward acquisition in the Indianapolis market, some in six figures. Jon created a 360 analysis to measure the effectiveness of merging diverse corporate cultures. He also conducted a labor-efficiency program and method to track waste and its cost. The result was a labor-efficiency program projected to save the company \$375,000 a year. "Tracking the waste and its cost has been of great importance due to a previous lack of communication between two POS systems," said Jon, "and without this information, our company would remain unaware of its financial repercussions." Upon graduating, Jon was offered a full-time position with Ricker's.

Jonathan Bausman

Acquisition Coordinator
Ricker's Oil

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Challenged by her leading organizational change class, Barbara Buffington explored the growing problem of foreclosures in the Indianapolis area. As the owner of a real estate firm, this topic was very important to Barbara. She began by completing additional education on how to help homeowners keep their homes and prevent foreclosure. She studied how to assist homeowners with the sale of their home when foreclosure becomes inevitable. Finally, Barbara trained the agents in her real estate firm on how to effectively and compassionately work with homeowners facing these situations.

Barbara Buffington

Owner
BLB Real Estate



Christy Thompson, operations manager for Salon 01, had a problem that she was eager to tackle as her leading organizational change project. Clients often phoned in orders for products, but the salon did not have a protocol for processing these orders. Working with her website administrator and team members, Christy conducted extensive research before deciding to add an online ordering system to their website as well as dedicate a staff member to online customer service. "Allowing us the creativity to identify and work through our own change initiative was an invaluable experience that helped me realize my strengths and weaknesses as a leader and our readiness for change."

Christy Thompson

Operations Manager
Salon 01



Adebayo Odimeyomi is the quality control manager at the Indiana Blood Center. His class project for leading organizational change was to begin use of the biomerieux bacT/alert system in testing of apheresis platelets. The eBDS (Bacteria Detection System) that was being used was very slow and prone to errors. Through the new system, the error rate dropped by 81 percent while cost savings increased by 56 percent per unit. Overall profit margins increased by 35 percent. "The outstanding benefits included enhanced communication between management and associates, increased accuracy, savings, and profit, and also led to an early product release and increased customer satisfaction."

Adebayo Odimeyomi

Quality Control Manager
Indiana Blood Center

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working professionals*

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