

Winter 2019

News From the Graduate School - Masters of Business Administration

Otterbein University

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Master of Business Administration (MBA)

News from The Graduate School Winter 2019



Letter From Dean Barb Schaffner - A Trusted Information Source!

Let Otterbein be your trusted information source for new information affecting your day-to-day professional life. The Otterbein Graduate School newsletter is taking on a new vision, purpose and look.

We are excited to launch the newly revised newsletter, whose purpose is to serve you as a developing professional, lifelong learner and leader in your discipline. The newsletter will provide you with information that will affect your professional career. Whether it be a policy change, a cutting edge new practice or a controversial story that has your discipline talking, we will try to bring it to you in each edition.

New Vision: Serve as a Trusted Information Source for your professional life.

New Purpose: Provide You with Information on new developments and issues affecting your discipline.

New Look: Short and Sweet - identifying the new development/professional issue with links to more information.

UPCOMING EVENTS

Graduate Student Conference

March 26, 2019

5-6:30 p.m.

The Pitch at The Point

April 17, 2019

6:00 p.m.

Doctoral/Masters

Commencement

April 27, 2019

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"Design thinking still resonates within businesses today ... or, at least it should." - Eric Lloyd

If I've learned one thing in my more than five years in higher education, it's that companies continue to push for employees to become better problem solvers, more creative/critical thinkers, and ultimately stronger communicators. Why? Company growth is critical, and the aforementioned skills are how many companies will achieve that growth. At Otterbein, we continue to provide education that addresses the development of these skills. Additionally, we are working towards a new focus - design thinking.

"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." - [Tim Brown, CEO of IDEO](#)

I would add the following to Mr. Brown's statement. This innovative approach requires more than a designer's toolkit to be utilized. It requires multiple departments within an organization to engage in the approach.

The **Otterbein University MBA Program** has been collaborating with the **Master of Design (MDes) Program at Columbus College of Art & Design (CCAD)**, to integrate a Design Thinking Area of



OTTERBEIN
UNIVERSITY

MASTER OF
BUSINESS ADMINISTRATION

Focus within the MBA program. Design Thinking combines design research, service design, studio and project course for prototyping/impression/artifact work, along with design thinking principles critical in succeeding the innovative business and industry market today. It is designed for individuals who wish to pursue a career in business design, organizational change, and innovation, among other potential career paths.

The goal is to launch this new offering Fall 2019. Let us know what you think about design thinking. Would you be interested in this field of study and work? Feel free to email me at elloyd@otterbein.edu.

Stay tuned for more details..

Please meet our new MBA recruiter, Jarrod Harchalk

Jarrod Harchalk is the Senior Assistant Director of Graduate Admission. He joined Otterbein in 2011, working with undergraduate students until this past fall, when he moved to Graduate Admission. He received his B.A. in Communication Studies from Kent State University before earning his MBA from Otterbein in 2015. He now recruits for the MBA Program. In his free time, you will find Jarrod working at the Otterbein Community Garden or experimenting in the kitchen with new techniques and recipes.

**MBA Graduate Program Director:
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