GSM COMPUTING LAB:

One of the Best Business School Resources in the Country

In 1985, GSM's computing lab consisted of two IBM PCs in a closet-size room. Now, just four years later, and with the significant help of local companies, GSM's computing resources have been judged to be among the best at business schools across the nation.

"What was once a weakness in our program has emerged as a major strength," boasts John Clarke, GSM's Director of Computing Services. "Our computing resources are a great tool in recruiting both faculty and students. GSM graduates are not only comfortable with computers, but extremely proficient in utilizing them to make important business decisions."

GSM now offers faculty and students the use of three state-of-the-art computing labs including:

- A 30-station Hewlett-Packard QS lab, built around networked 80386-based microcomputers with high resolution color displays.
- A 20-station Macintosh IIx lab. Each GSM Macintosh has a network connection, color display, and access to each of eight file servers throughout the GSM building.
- An HP-3000 minicomputer, with network connections permitting electronic mail transport throughout the United States and Europe.

In addition to these three labs, GSM offers four networks that are bridged together and tied to the UCI fiber optic network allowing students and faculty to share software and data.

Computer users also have access to more than 50 different software programs including several titles for word processing, spreadsheet, data base, statistics, and systems applications.

John Clarke, Director of Computing Services, is proud of GSM's state-of-the-art equipment.

GSM accounting students can now use expert systems applications as auditors may in the future. Strategy students run mock companies, competing with one another for market share using simulation games. And operations management students simulate production in a mock factory and animate the outcome using an enhanced color display.

"Most of our core courses involve computer applications," says Clarke. "In one recent quarter, we averaged 94 students in the lab daily with each student spending almost two hours here."

In addition to the microcomputer labs, GSM also offers its students access to an HP-3000 minicomputer with network connections allowing electronic mail transport throughout the United States and Europe. Lab users also draw upon the resources of five data bases and can obtain financial information on almost all publicly traded companies for the last ten years.

Executive M.B.A. students receive a portable computer for their personal use upon entering the program, and *own* the portable computer upon completion of their degree.

"Our goal is to be two years ahead of the technology currently available in the office so that our M.B.A. and Executive M.B.A. students are using computing tools today that resemble