

EXECUTIVE EDUCATION PROGRAM BRINGS CUSTOMIZED TRAINING TO OUTSIDE COMPANIES

Earlier this year, 25 senior level Fluor Daniel, Inc., managers from the United States, Canada, Australia and Europe met for a week-long Management Institute at the Beckman Center. The customized management development seminar was part of GSM's new Executive Education program, and those involved praised its results

“**C**ontinuing education is part of the corporate culture at Fluor Daniel, and we believe that customized education on the graduate level is especially important,” said Tom Merrick, the firm’s Executive Sponsor for the program. “The GSM faculty was very willing to work with us on this, and we all learned a lot.”

“Our goals were threefold. First, to encourage collegiality among the managers. Second, to insure a strong academic content in Financial Management, Human Resources, Strategic Planning and Marketing. And finally, to give the entire program the Fluor Daniel twist, so that the information presented would be practical and applicable on the job.”

The Fluor Daniel experience is what the Executive Education Program is all about. “I personally believe that a full-fledged management school needs to be involved in continuing education. The world is changing too fast not to be,” said Newton Margulies, GSM’s director of the program which was formally initiated six months ago. “There’s a strong commitment to this program from the Dean, and it’s really beginning to take shape.”

Margulies believes there are three main areas of opportunity for the Executive Education Program. The first would concentrate on general public programs in management education to re-educate top corporate leaders on a local, regional, and ultimately, national level.

Customized management programs



Newton Margulies
Director, Executive Education Programs

— as in the case of the Fluor Daniel Institute — represent a second area of opportunity.

Finally, the program will encourage direct relationships with participating companies for faculty members and to offer expert advice and broad problem solving concepts.

“The Executive Education program allows us to showcase who we are along with the wide range of capabilities at GSM,” said Margulies. “We’re small, but we’re good—and this opportunity to interact with the corporate world allows us to share with each other and learn from each other.”

Recently, Sharp Health Care — the third largest employer in San Diego County with five hospitals and 3,000 affiliated doctors — came to GSM for a yearlong series of specialized programs.

“We conducted a nationwide search

for an effective and efficient program of executive leadership for our physicians,” explained Joe Green, Vice President of educational affairs for Sharp. “The proposal from GSM was right on target. We just completed a two-day seminar with health care economist Paul Feldstein and it was exactly what we wanted and more. It was the best thing Sharp has ever done.”

When it hits the mark, executive education is beneficial for the sponsoring university, the company, and its managers.

“For our faculty, this close interaction with the business community helps us identify areas of future research that is relevant to today’s corporate environment,” said Margulies. “In many ways, we learn as much as the participating executives do.”

“On the other hand, through their participation, today’s business leaders get access to the latest techniques and academic information in their fields. They learn about our experiences with other organizations and this broadens their horizons.”

While the Executive Education Program is not unique to GSM, the school’s size offers it some advantages.

“We’re a relatively small business school when compared to UCLA or others that offer extensive executive programs,” summed up Margulies. “But our size is an advantage, because we can really customize a program, and that’s important to many of the companies and organizations that seek us out.”

