

solution sheet

Saba Centra for MBA Programs

In an ever more competitive environment, today's MBA programs are exploring new ways to grow their "business," extend their brand reach, promote excellence in students and faculty and build leaders for tomorrow. They are looking for expanded, global opportunities to attract more students — full time, part time, and ad hoc learners. They are committed to enhancing both the learning experience and the real-world preparedness of their students by enabling better opportunities for cohort collaboration. And they are forging new relationships with the business community, relationships that will result in better business practices — and increased opportunities for students and alumni.

Saba Centra gets the job done:

- Extend your MBA brand appeal and reach
- Grow enrollment
- Build excellence in business leadership
- Enrich student experience
- Increase student, alumni and faculty professional opportunities

The Brand Experience

For MBA students, it's about a top-ranked brand experience that will enhance their professional opportunities throughout their career. Their B-School checklist includes:

- **A collaborative environment:** Collaboration is the hallmark of today's business. Students look for opportunities to work together, up close and personal and in the virtual settings — across time zones, across space — typical in the global economy. They want to work as cohorts with fellow students, with faculty, with alumni and with businesses on meaningful, real-world projects.
- **Leading-edge technology:** The business world runs on technology, and today's students want an MBA program that will keep them on top of the emerging technologies they'll find in the real world.
- **Real-world experience:** For today's MBA students, it's more than spreadsheets and case studies, it's hands-on global experience, tackling meaningful high-stakes projects.
- **Network connections:** Most jobs come through networking. All MBA students know this. They want a program with a well-connected alumni network, and close faculty ties to the companies where they'll find work.
- **Flexibility:** Many of those who want an MBA don't want to take full time out from their careers to get one. They're looking for flexible scheduling — anytime, anywhere — that enables them to "keep their day job" without sacrificing the benefits that a first-rate MBA degree can bring them.
- **A brand that matters:** In a global economy, students look for a program that is widely recognized — a brand that matters and a brand that travels. They know that a well-recognized and highly regarded degree will translate into career-long economic opportunities.

How will your MBA program stand up to the challenge?

Saba Centra for MBA Programs

Forward-thinking MBA programs turn to Saba Centra's online collaboration and e-learning solution to help provide an optimal brand experience for their students, faculty, alumni and business partners. With support for cohort collaboration in formal and informal e-meetings, for synchronous, interactive distance learning in Virtual Classes — real-time or recorded — and for continuous and beyond-the-halls learning

through Web seminars, Saba Centra can help you keep your MBA brand at the forefront. Saba Centra is proven, world-class technology, built over many years with real-world input from our customers — institutions like yours.

With Saba Centra, you can:

- Let your students more easily collaborate as cohorts on team projects or work in study groups
- Promote academic-business cooperation through online meetings and collaborative projects
- Extend the reach and power of your MBA brand, attracting students from around the nation — and around the globe
- Create new online classes or degree programs for those employed full-time and/or with responsibilities that preclude full-time campus-based programs
- Market executive, weekend, and “mini-MBA” programs to businesses
- Deliver leading-edge knowledge using leading-edge technology
- Develop offerings that keep alumni in touch with trends — and loyal to you
- Compete for students who want a degree on the technical edge
- Establish “virtual internship” opportunities for students in businesses around the world
- Support faculty in their research efforts, leading to grants and visibility
- Attract faculty who want to expand their repertoire to include online learning

Saba Centra: Helping You Build Your Brand

Saba Centra helps MBA programs grow and thrive in the lifelong “marketplace for learning.” Through its support for virtual classes, online collaboration, and formal and informal e-meetings and Web seminars, Saba Centra enables administrators, instructors, traditional and non-traditional students, and the real world to work together as never before.

- **A collaborative environment:** Saba Centra’s video conferencing, whiteboarding, just-in-time content and support for sharing the podium all contribute to a rich and enriching collaborative experience for student cohorts. With no learning curve, students become self-sufficient in calling and running meetings — with no demands made on overtaxed campus IT resources.

- **Leading-edge technology:** Web-based technology. Video conferencing. Whiteboarding. Application sharing. VoIP. Integration. Saba Centra gives students hands-on experience with technology that will help them become leaders in a globalized, technology-driven business world.
- **Real-world experience:** Multipoint video conferencing, multimedia content support, advanced application sharing, breakout rooms and online surveys and evaluations make learning and meetings engaging, hands-on and measurable. Support for both VoIP and traditional teleconferencing extends participation to anyone, anywhere, with a personal computer and connection to the Web.
- **Network connections:** School-term internships and projects (with potential employers) are an essential element of the business school experience. Saba Centra lets students collaborate on practical, roll-up-your-sleeves projects that help them round out their résumés and refine the career aspirations.
- **Flexibility:** With Saba Centra, prospective students can be offered B-school tours and info sessions at the time (24/7) and place (home or office) that’s most convenient. Virtual classes with Saba Centra help business schools expand their student bodies — and their brands — to students who might not be able to attend school full-time or on campus. Synchronous virtual classes conducted in Saba Centra allow for all the interaction of a typical classroom. Instructors are no longer constrained by the limits of asynchronous “canned classes,” and student satisfaction and success increase. And students learning virtually can connect with their virtual student cohorts on team projects, letting them build real relationships (and their all-important networks).
- **A brand that matters:** Support for both VoIP and traditional teleconferencing extends participation in your courses, seminars, projects and special events to anyone, anywhere, with a personal computer and connection to the Web. As your brand awareness spreads, your degree will become more meaningful to students, alumni, faculty and employers.

Saba Centra’s solutions address the entire process of educating MBA students online both formally and informally, as well as support the overall collaboration needs of your administration, faculty, students, alumni and partnerships with business. When it comes to helping MBA programs extend their brand through online collaboration and learning, there’s no better solution than Saba Centra.