

## **SUGGESTED SOURCES FOR INFORMATION RELATED TO COLLECTION DEVELOPMENT SUBJECT POLICIES:**

Georgia Tech Fact Book, 2003 <http://www.irp.gatech.edu>

- Quick Facts (General Information p. 3) – Rankings & Professional Accreditation
- Admissions and Enrollment
  - Table 4.17 Undergraduate Enrollment by College
  - Table 4.18 Graduate Enrollment by College
- Academic Information
  - Table 5.6 Bachelor's Degrees Conferred by College
  - Table 5.7 Master's Degrees Conferred by College
  - Table 5.8 Ph.D. Degrees Conferred by College

Georgia Tech General Catalog, 2003-2005 <http://www.catalog.gatech.edu>

School Chair or other faculty members

School or College Web Site

## **Georgia Tech Library Collection Development Policy**

### **College of Management 2004**

#### **Collection Development Objectives**

The Library & Information Center of the Georgia Institute of Technology supports faculty and student research and develops collections to support the curriculum (through the doctoral degree level) of the College of Management. It also seeks to support research projects of faculty and students in the College's centers, programs and initiatives. In addition, the collection supports the general business research needs of Georgia Tech students, faculty and staff.

#### **College Profile -- Overview**

The College of Management is nationally recognized. *Forbes* magazine placed it 9<sup>th</sup> among MBA programs of public universities (29<sup>th</sup> overall) and *Business 2.0* included the College in its list of top 25 MBA programs. *Computerworld* ranks it among the top 25 technologically-focused MBA programs. The April 2004 ranking (42<sup>nd</sup> overall) in *U.S. News & World Report* was a jump of 9 places from the 2003 ranking, and the periodical's Production/Operations Management ranking placed the College among the top 10.

According to the College's annual report for 2002-2003, half of the management faculty have joined Georgia Institute of Technology within the last three years. There are 54 teaching faculty.

Historical notes about the College: In 1912, the School of Commerce was created to provide business education to Georgia Tech students. The School was moved to the University of Georgia in 1933 with the consolidation of programs by the new Board of Regents. The next year, an Industrial Management program was established at Georgia Tech; eleven years later, the first

professional management degree in the state was authorized: the Master of Science in Industrial Management. By 1970, a PhD program in Management was established. In 1989, a number of academic units at Georgia Tech were reorganized. The College of Management was combined with the School of Economics and others to create the Ivan Allen College of Management, Policy and International Affairs. In 1998, the College of Management was established

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#### Professional Accreditation

AACSB International - The Association to Advance Collegiate Schools of Business (formerly the American Assembly of Collegiate Schools of Business)

## School Profile – Curriculum

### Enrollment

<b>Enrollment</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Undergraduate	752	773	846	951	971	1,106	1,153	1,187	1,120	n/a
Graduate	229	267	277	298	316	291	297	306	306	n/a

Data from the Georgia Institute of Technology 2003 Fact Book, *tables 4.17, 4.18 --*  
[www.irp.gatech.edu](http://www.irp.gatech.edu))

### Degrees offered

<b>Bachelor Degree -- B.S.</b>	<b>Master Degree -- M.S.</b>	<b>Doctoral Degree -- Ph.D.</b>	<b>Undergraduate Certificates</b>
B.S. in Management	MBA (Master of Business Administration)  M.S. *  EMSMOT (Executive Master of Science in Management of Technology)	Ph.D. in Management	Yes, with 12 semester hours beyond required courses. They are given in: Accounting Engineering Entrepreneurship Finance Information Technology Management International Management Marketing Technology & Operations Management


\* per catalog, an undesignated MS degree is available and is designed primarily for students who are admitted to Georgia Tech on approved foreign education programs.

In addition, the College recently founded the TI:GER program (Technological Innovation: Generating Economic Results). Selected MBA and PhD students are teamed with Georgia Tech PhD students in engineering or sciences and Emory law students.

The College coordinates the Program for Engineering Entrepreneurship with the College of Engineering and the Woodruff School of Mechanical Engineering. In completing this graduate level curriculum, a student receives a Certificate in Engineering Entrepreneurship.

### Degrees Awarded

Degrees	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Bachelors	179*	228*	191*	191*	228	259	294	303	342	n/a
Masters	90*	102*	124*	130*	127	152	141	125	145	n/a
PhD	5*	5*	3*	6*	2	3	5	8	2	n/a

\* 1995 - 1998, Management was included in the Ivan Allen College

Also, from 1997 – 1998, Masters in Management of Technology degree awarded (included in total).

Data from the Georgia Institute of Technology 2003 Fact Book, *tables 5.6, 5.7, 5.8* -- [www.irp.gatech.edu](http://www.irp.gatech.edu)

## **School Profile -- Research**

### Major Faculty Research Interests

The market-oriented focus areas include entrepreneurship, technological innovation, strategic management, operations management, organizational behavior and information technology.

### New and Expanding Areas of Interest

Electronic commerce, financial reporting [of public corporations], derivatives, behavioral aspects of information technology – all areas with additional emphasis in recent years.

### Research Centers

CIBER (Center for International Business Education & Research) – one of 30 in the country (coordinated by Michigan State University – <http://ciber.msu.edu>). URL: <http://www.ciber.gatech.edu> MSU's web site states that each CIBER serves as a regional resource to the business community, students, faculty and the general public.

TI:GER (Technological Innovation: Generating Economic Results) – funding provided by a variety of sources including a National Science Foundation IGERT grant. Prepares selected students from the MBA and PhD programs at Georgia Tech, as well as Emory law students, for the challenges of commercializing new technologies and products. URL: <http://www.mgt.gatech.edu/tiger>

Financial Analysis Lab – conducts unbiased stock market research.

Program for Engineering Entrepreneurship – funded by a special opportunity award from the Whitaker Foundation. Its specific aims are to provide a formal graduate level curriculum leading to a Certificate in Engineering Entrepreneurship. It is a collaboration between the College of Management, the College of Engineering and the Woodruff School of Mechanical Engineering.

In addition, the College sponsor a Business Plan Competition (\$75,000 in cash and services to the winning team). This annual competition encourages entrepreneurship among Georgia Tech student and alumni. New in 2004 is the Global TEC Challenge. This Global Technology, Entrepreneurship, Commercialization & Business Plan Competition awards over \$100,000.

The College of Management is sponsoring a Pricing & Revenue Management Initiative, with the goal to establish a Center for Pricing and Revenue Management (CPRM). Its mission is to establish an industry and academic community whose goal is to promote and advance the understanding and use of dynamic pricing and revenue management.

**Collection Development Responsibility** [to be discussed in July 2004]

**Classed Analysis (based on Library of Congress classifications)** [to be discussed in fall 2004]