

Incorporating a Systems Approach in University Education

Chico State, College of Business

Jeff Trailer, Ph.D. Dean CoB

Chico State System Dynamics

College of Business Strategy for System Dynamics

- How it got started
- How it is sustained
- Why it is successful



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How it got started

- 1993
- Professor Donald Hambrick, President of the Academy of Management - Annual luncheon speech:

What if the academy mattered?

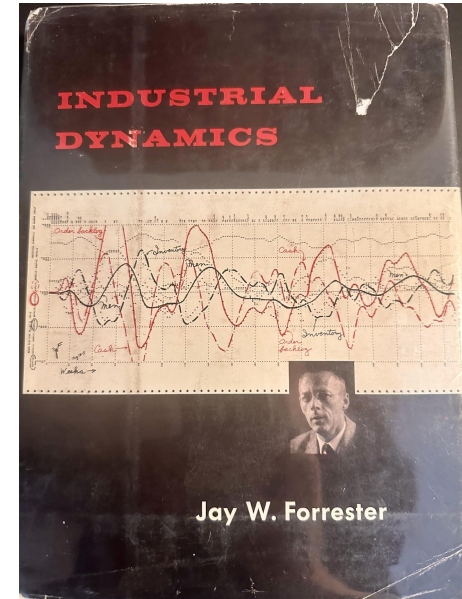
The Academy of Management Review, 1994-01, Vol.19 (1)

- Research needs to be more persuasive!

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How it got started

- 1995
- Began search for causal inference methods
- Industrial Dynamics
 - -> Bought it
 - -> Read it
 - DID NOT UNDERSTAND IT!



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How it got started

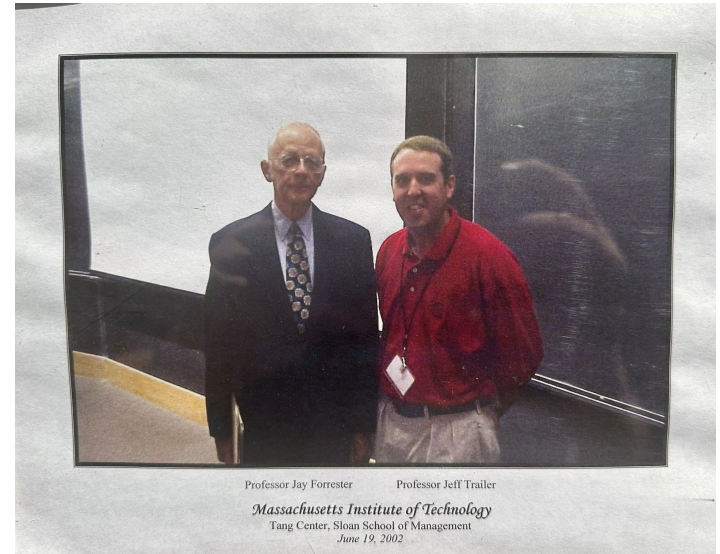
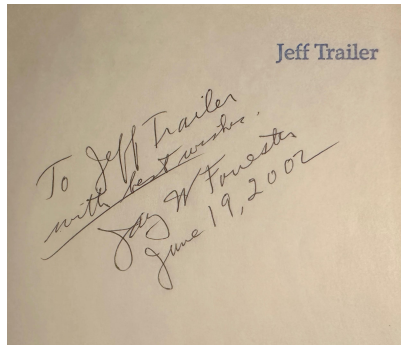
- 2002
- Search for causal inference methods
- MIT Sloan offers causal modeling summer Executive Education course
- Professors Sterman ?, Repenning ?, & Forrester!



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How it got started

- 2002
- In 1 week, Sterman, Repenning, & Forrester change my life!



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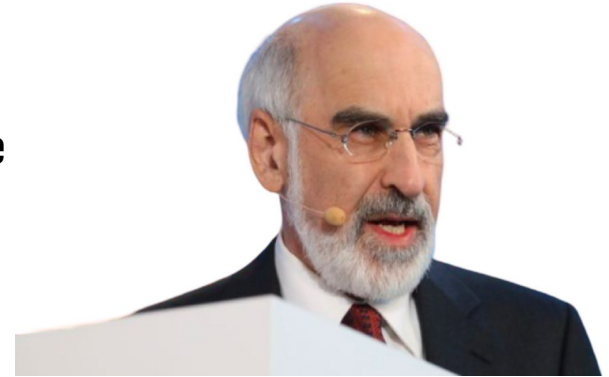
How it got started

- 2006
- An army of 1, well equipped with rational arguments, Hambrick's speech, and *Business Dynamics*
- No progress so far...
- New Plan!

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How it got started

- 2006 - New Plan
- Up for tenure
- Recommended to me to get a note from a SD practitioner to verify that SD is "legit"
- Professor Sterman drafts a note
- Tenure success & elected department chair (3x)



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How it got started

- 2007
- Strategy: to increase SD capability we need more SD faculty
- As dept. chair I have access to funding
- Begin sending interested faculty to the MIT Sloan Exec. Ed. summer program



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How it got started

- 2008
- ISDC in Athens, met Hyunjung Kim
- We hire professor Kim
- (unanimous faculty vote. Just saying...)
- We integrate SD into the core syllabus of all business strategy capstone classes (taken by all Bus. Admin. majors)



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How it is sustained

- Create a critical mass of SD faculty!



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How it is sustained

MIT Sloan - Exec Ed summer course

Jeff Trailer

Mike Rehg

Mitch Casselman

Suzanne Zivnuska

Matt McLaughlin

Michael Gundlach

Sean Morgan

Angela Casler

Ph.D. (System Dynamics) hire:

Hyunung Kim

Training/Coaching by Kim Warren:

David Rahn

Rick Hubbard

Dissertation Coaching by J Trailer:

William Dantona

Research Coaching by J Trailer:

Si (Stephen) Cheng

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How it is sustained

- Create SD learning opportunities in existing courses
- Create and launch SD courses when new courses are requested/needed
 - Warren Buffett strategy
 - be patient but react quickly when the opportunity becomes available



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How it is sustained

- Create models & access SD tools for the students to use
 - (rather than students building models)
- Final exam/project:
 - Have students specifically reflect on what were the top 3 most interesting learning outcomes?

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Why is it successful

- >80% of all College of Business graduates have experienced and used SD
- Both undergraduate and graduate



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Why is it successful

Ten Largest Majors

(students officially declaring majors)

Business Administration	1,784
Psychology	1,049
Pre-Nursing	811
Liberal Studies	679
Sociology	581
Computer Science	541
Animal Science	458
Construction Management	449
Computer Animation & Game Dev	426
Social Work	410

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Why is it successful

- The college of business is nationally accredited by:
- AACSB requires colleges to specify their strategy and how they are unique
 - SD is a source of distinction



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Moving Forward

- Doctoral Program in (SD) Business Administration
- Discussing Partnership with MIT Sloan & U. Bergen, Norway - Birgit Kopainsky



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College of Business Strategy

Demand Attribute - Location

Chico has strong location in the *Chico Experience* of a small, fun, university town.



Thank you!

Questions?

Scan to ask Questions:



bit.ly/sdspolls

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