

Exsys Case Study

MBA Goal Objectives Class Selection

East Carolina University

East Carolina University has developed a number of systems using Exsys Corvid® Knowledge Automation Expert System software. Among them is the Business GOAL (Graduate Online Advising Liaison) advisory system, which assists students with their MBA class selection based on their current grade, previous classes taken, and other criteria.

The East Carolina MBA program is designed for both business and non-business undergraduates with course work customized to each student based on past academic experience and performance, and future career goals and aspirations. Specifically, the MBA is divided into two groups of 10 classes each.

The first group is the core and quickly gives a non-business undergraduate the same academic knowledge base as that of a business undergraduate. Core courses are waived on a course-by-course basis if the work was completed at the undergraduate level with a grade of B or better.



The second group is the breadth component made up of seven required classes and three electives. Breadth classes go beyond the undergraduate level and are required of all students. Each student chooses electives from a pool of courses that allow the MBA to be tailored to his or her specific career goals. Thus, the number of classes each student takes is dependent upon the number of courses waived and will range between a minimum of 10 to a maximum of 20 classes.

The Business GOAL system quickly helps the student determine the core classes that they might waive, and the total number of classes that would make up their MBA program should they choose to attend ECU. The student needs only a few minutes to answer the system's questions regarding their academic background. After answering all questions, the student will receive a list of core, breadth, and elective classes that would be required in their MBA program. In addition, they will find helpful links to course descriptions and planning sheets.

The interactive system automatically provides each student with consistent, precise online advice and replicates meeting with a human course advisor. Available when convenient 24/7, students are provided with an understanding of what courses are required and enable them to review options in making application decisions.

