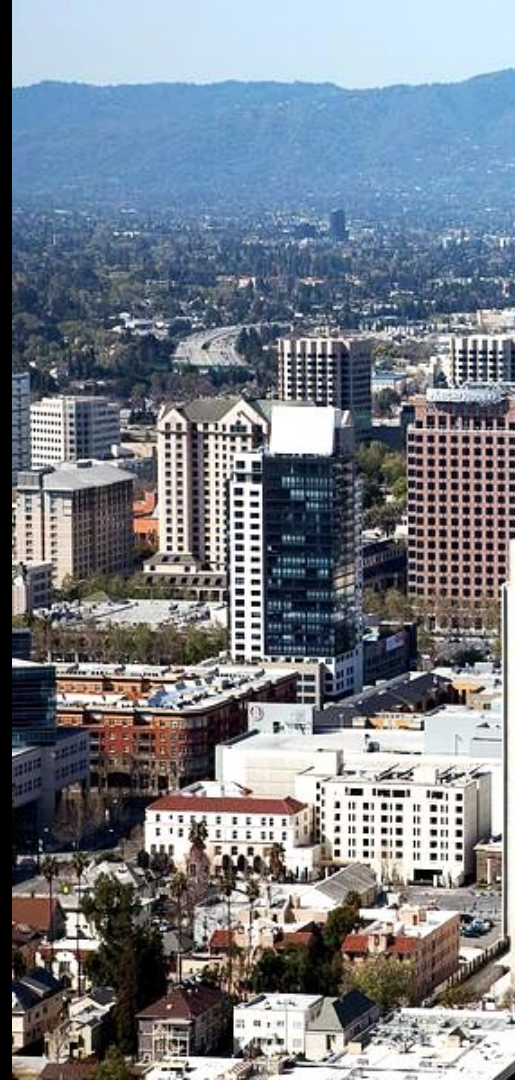




LCOB in the Community

Lillian Bui
Shayne Casey
Joyce Nguyen
Keon Paulino
Inna Zavgorodnyaya

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Research Question

- Growth of Small- to Medium-sized businesses
 - Movement of employees
 - New managers may lack proper skills
- Hiring skilled managers is difficult
 - Resources
 - Competition



Research Question

Employer-Provided Management Training

- Employee attitudes
 - Employee satisfaction, loyalty, commitment
 - Reduced turnover
- Opportunity to grow
 - Personal development
- Lack of training?

Research Question

Why are programs not a standard?

- Workers look to expand their knowledge
- Focus on bottom line
- Private institutions



SJSU

Stakeholders

- Local, small- and medium-sized businesses
- Business owners
- ***Managers***
- ***Employees***



Goal



Gather enough research to help SJSU address this issue by developing an employee management training program that helps local business owners, managers and employees enhance their skills and create value for their company.

Prior Research

Different types of Management Training:

Certifications: (UC Berkeley, SJSU)

- o Cost: \$2,550 per course- four courses required

Management Training Alliance with
Corporate Training Group: (Duke University)

- o Cost: \$2,000-\$7,000 per certification

Independent Management Training:

- o Cost: Over \$2,000 a year



Process



Information to address research question:

- Company Background
- Role in Company
- Past Experience
- Valued/Important Skills
- Program Preferences

Process

Survey Creation:

- Pilot surveys
 - Informal, open-ended questions
 - Personal connections: supervisors, family, friends
 - Cost was a common concern
 - Communication and leadership skills were most important
- Feedback
- Final survey



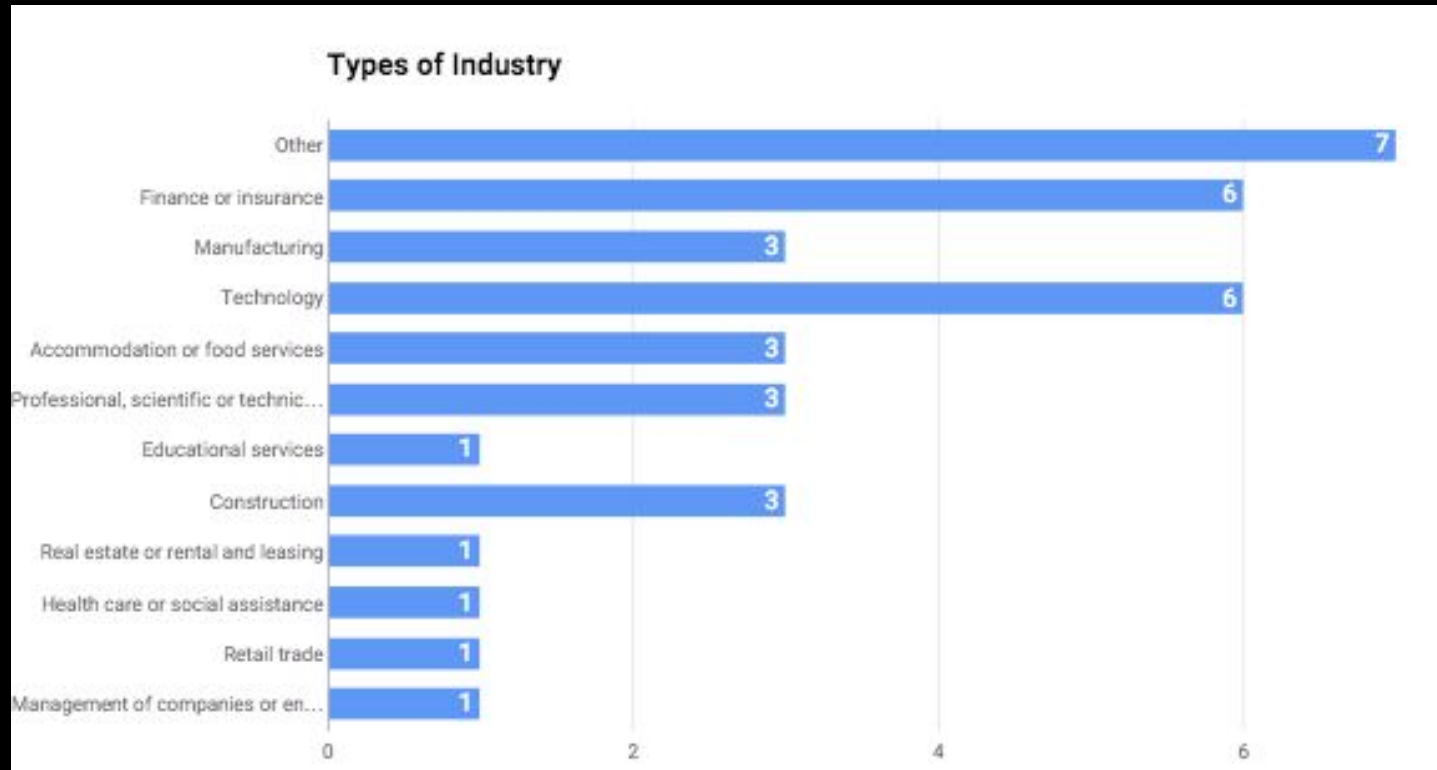
Process

Survey Distribution:

- Local business contacts
 - Qualtrics email to 223 contacts
- Personal contacts
 - Email, LinkedIn, Facebook

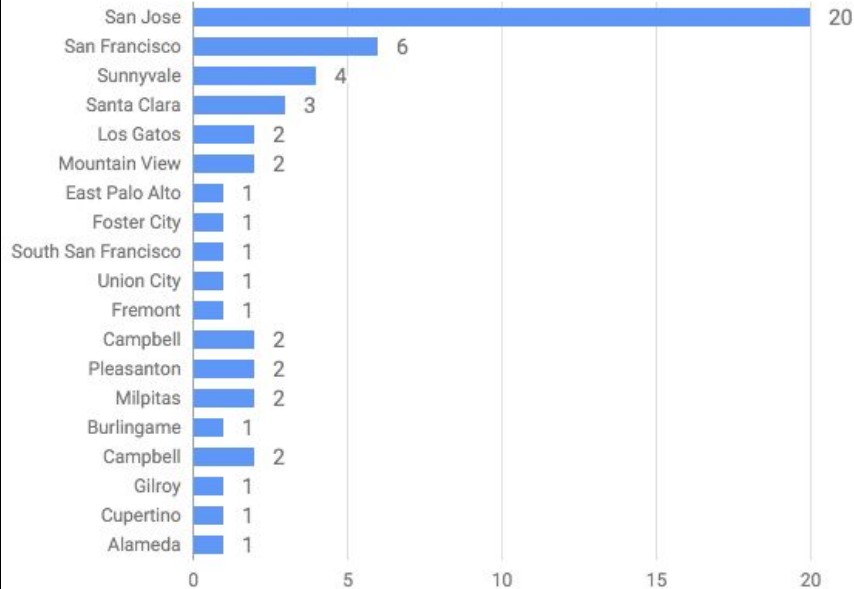


Findings: Background Information

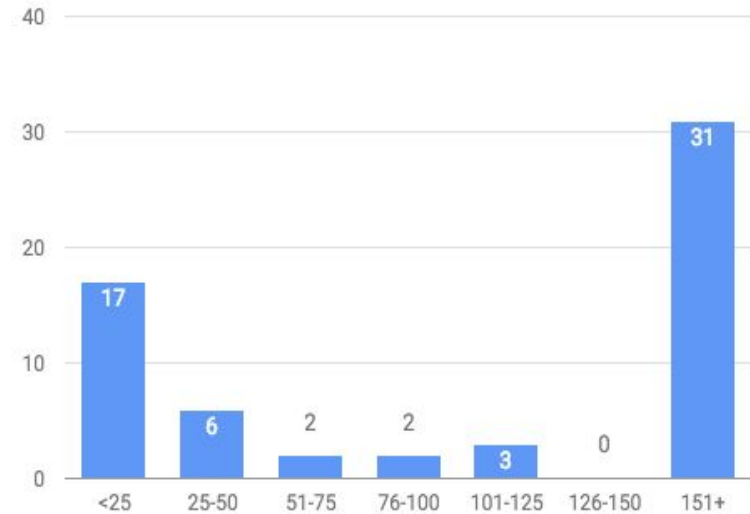


Findings: Background Information

Location of Business



Number of Employees in Company



Findings: Roles

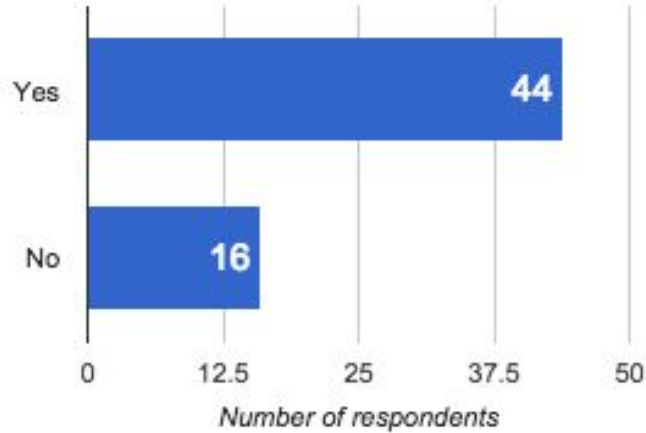


Findings: Roles

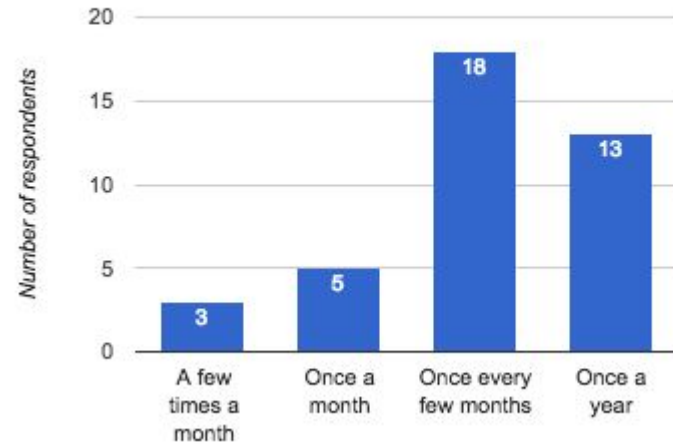
	Non-Managers	Managers
1	Communication	Leadership
2	Leadership	Communication
3	Management & Supervisory	Management & Supervisory
4	Project Management	Interpersonal
5	Time Management	Project Management
6	Interpersonal	Time Management

Findings: Past Experience

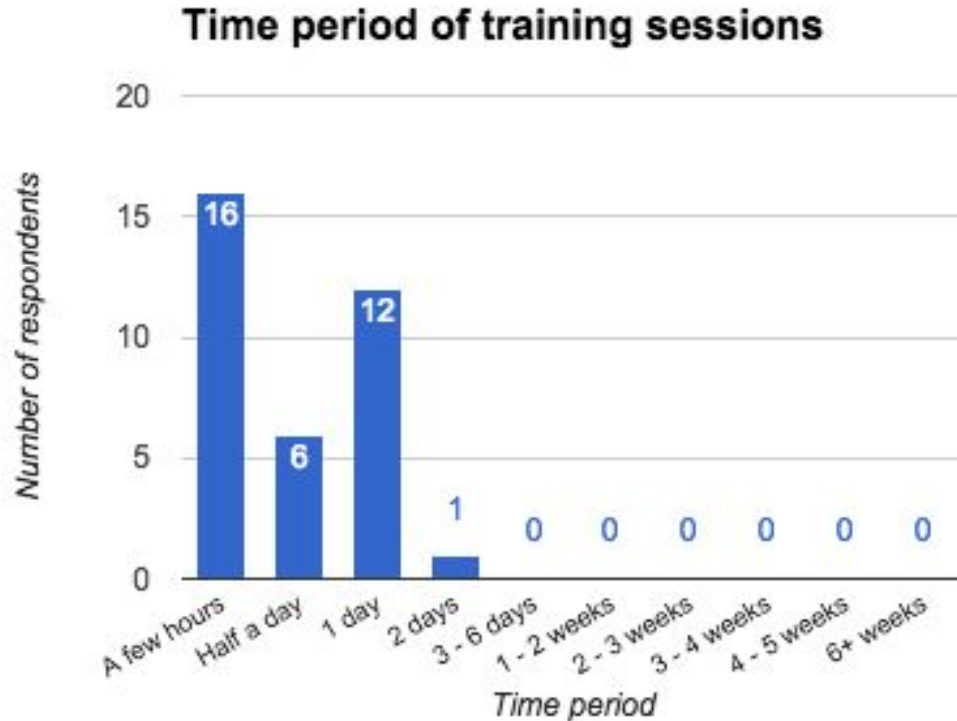
Past experience with training



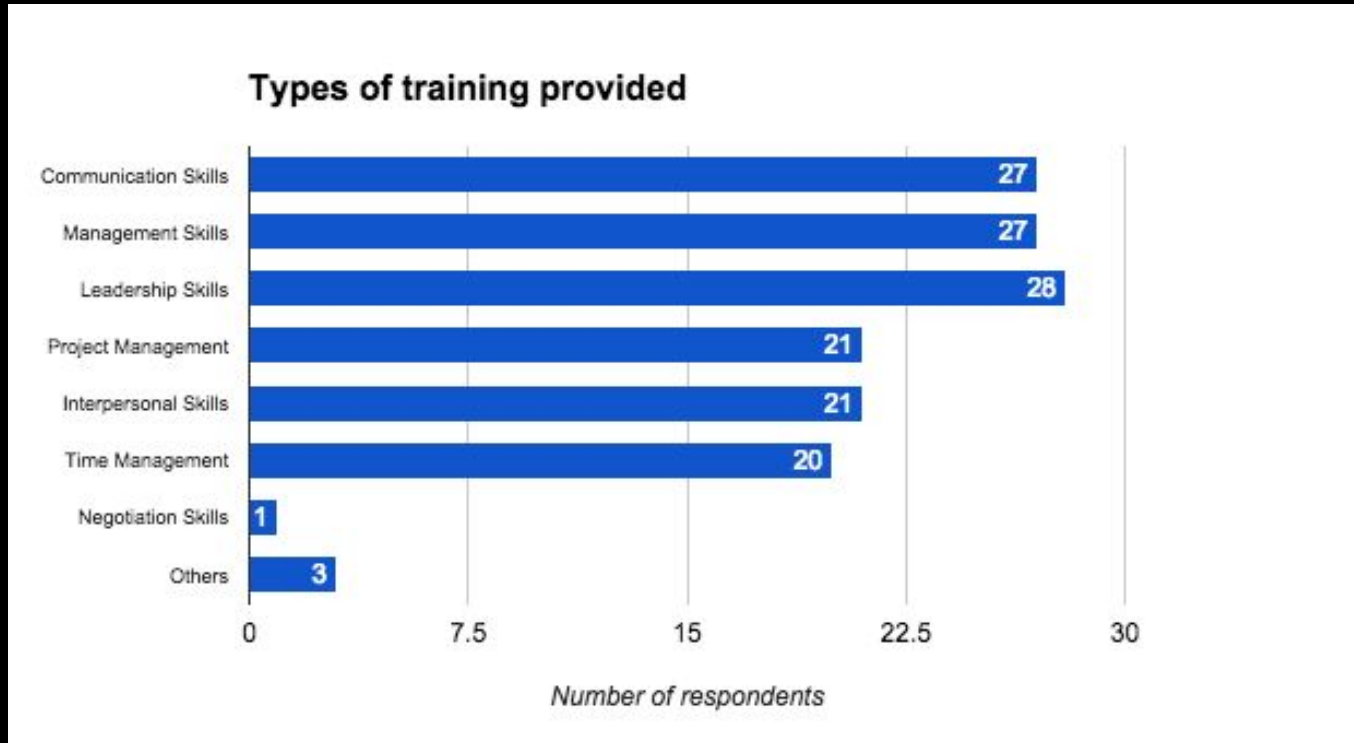
Frequency of training



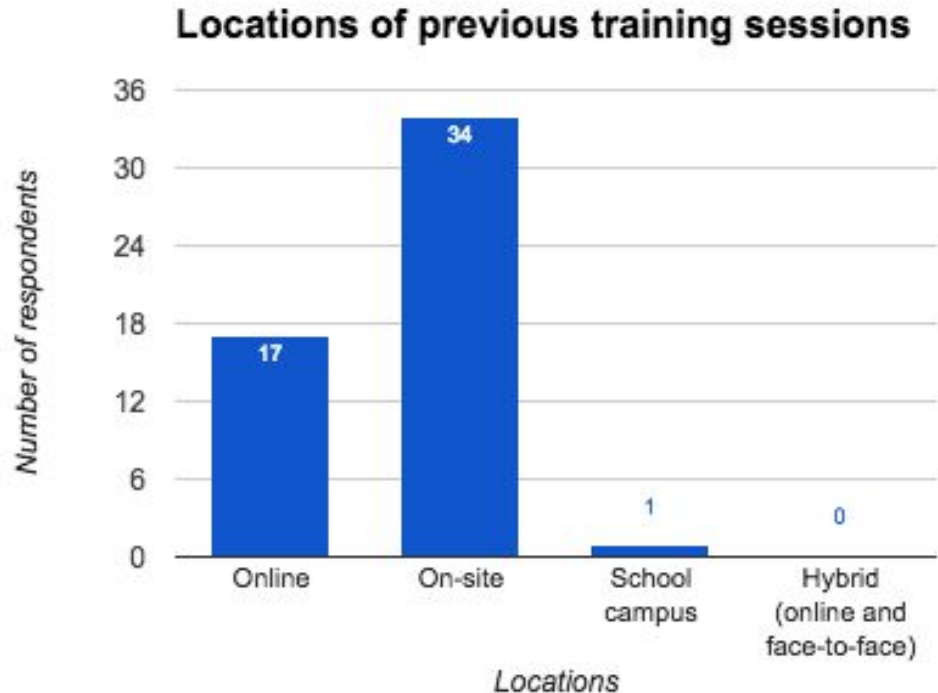
Findings: Past Experience



Findings: Past Experience

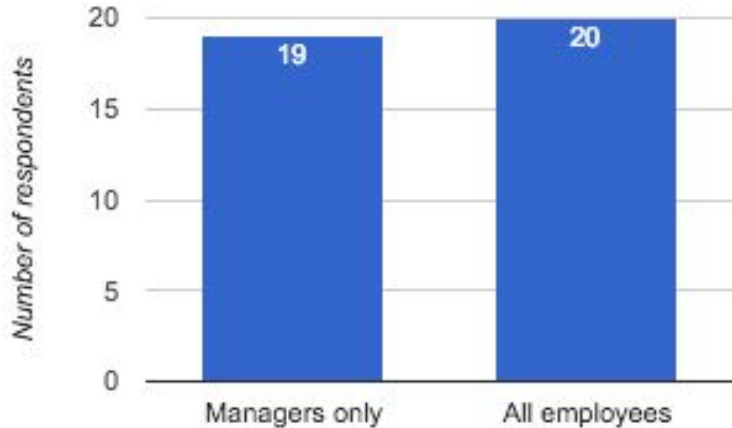


Findings: Past Experience

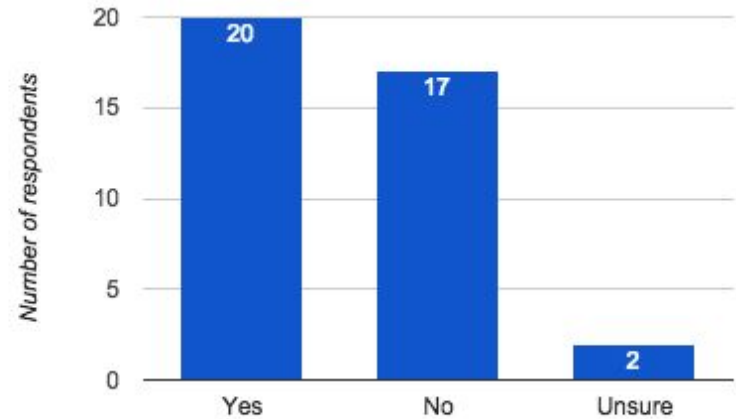


Findings: Past Experience

Who could attend the training?



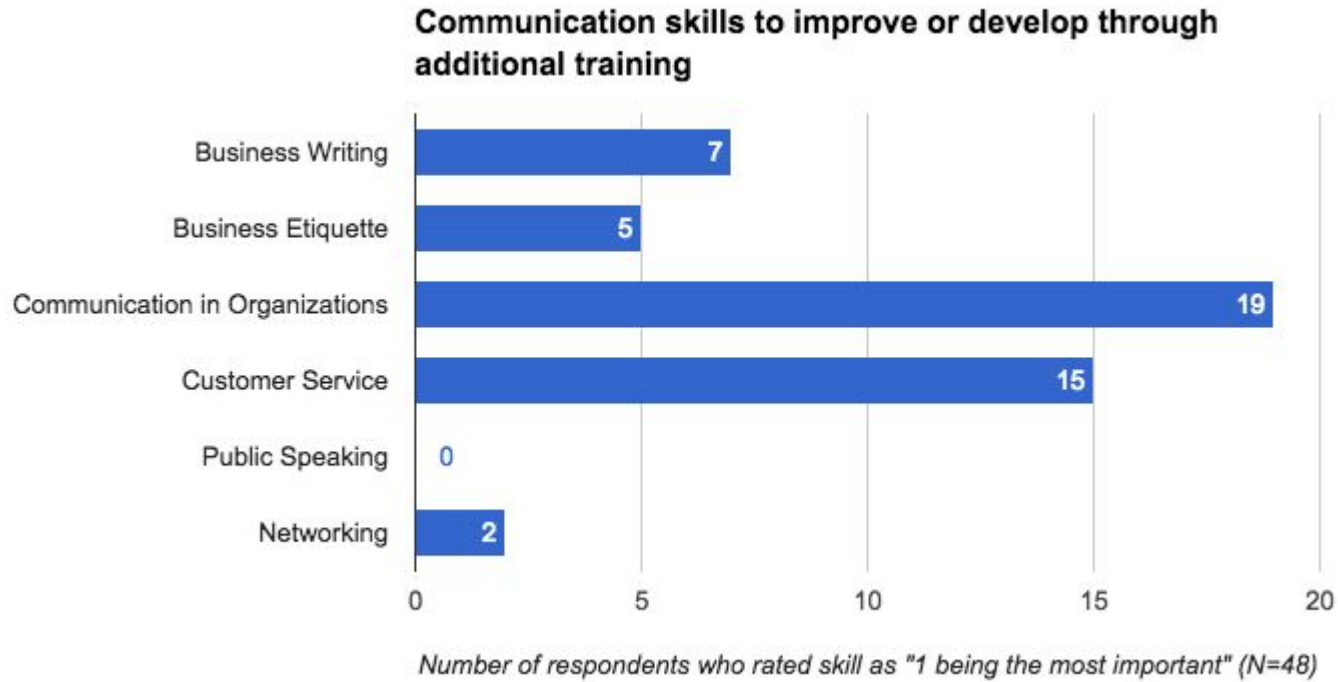
Were you paid to attend the training?



Findings: Skills



Findings: Skills



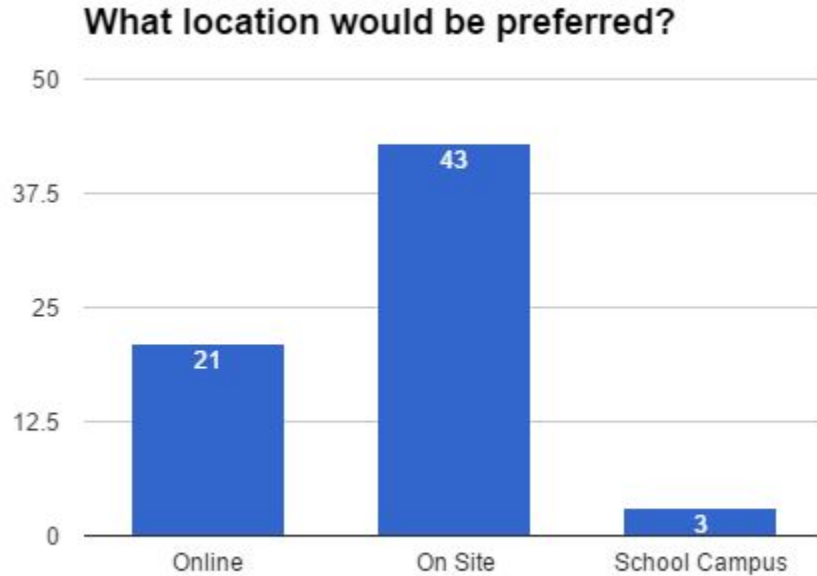
Findings: Skills



Findings: Skills

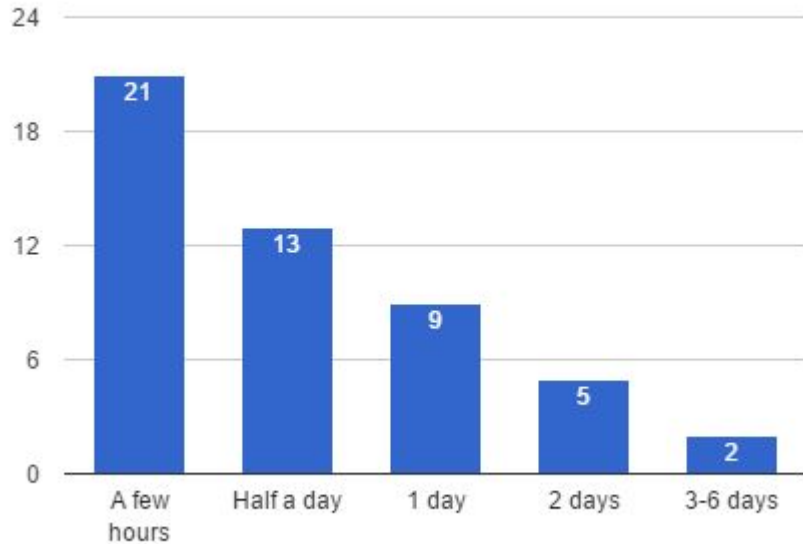


Findings: Preferences

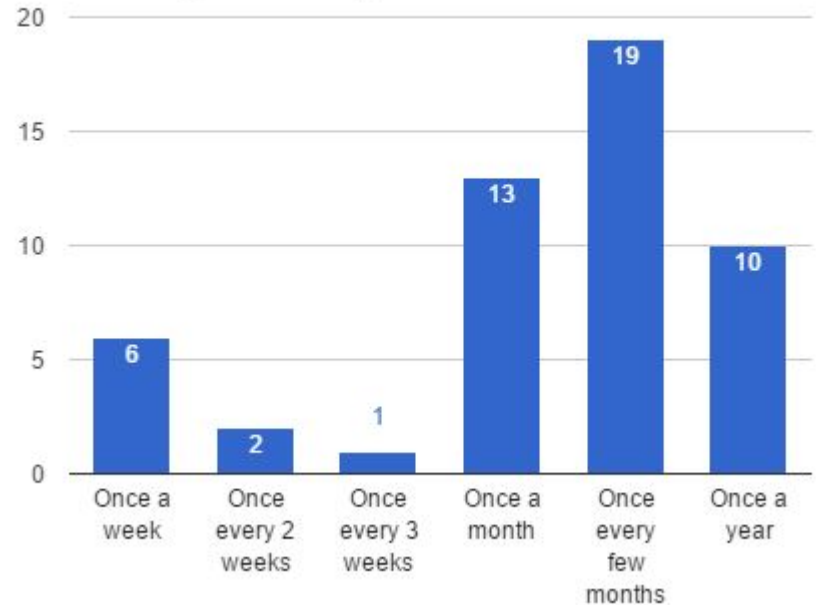


Findings: Preferences

How long would you want the training sessions to run for?

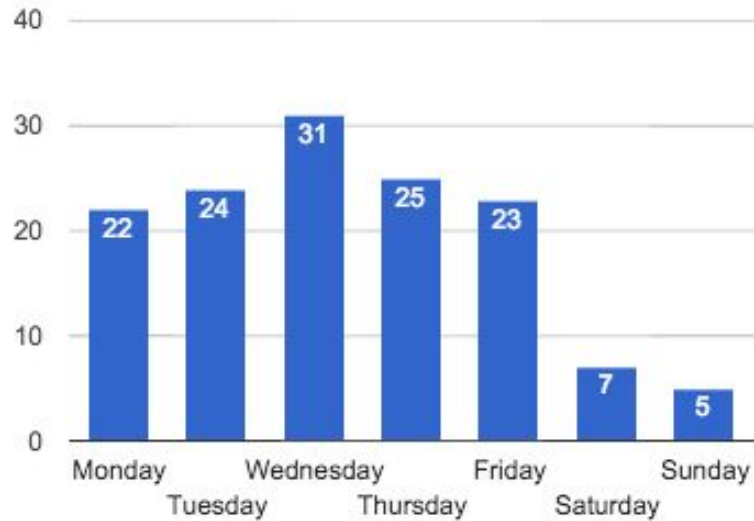


How frequently would you want the trainings to be repeated?

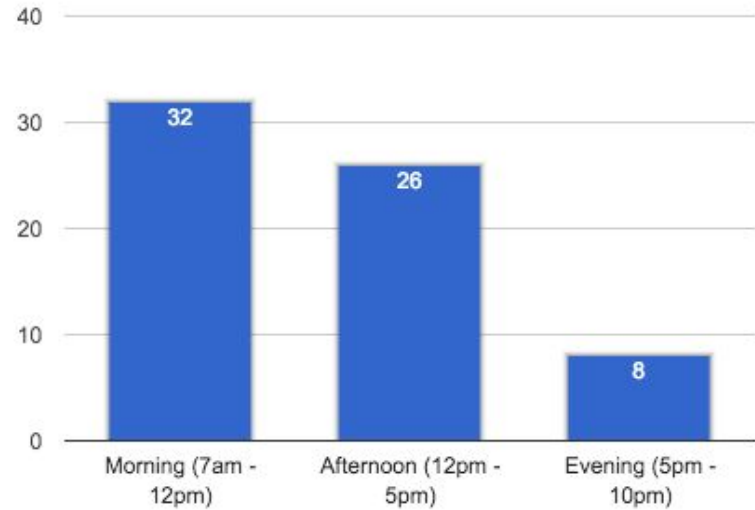


Findings: Preferences

Days of the week for training?



Time of Day



Recommendations

- Focus on communication and leadership
- Short several hour
- Once every few months
- Wednesday is most preferred time
 - Not Saturday or Sunday
- Located at the workplace
 - Not on campus
- Under \$200
 - Per employee, per 1-day session



Recommendations

- Many small companies excel in innovation, but lack leadership and management.
- Both companies and business schools can benefit by building a partnership.
- Successful management training program:
 - Keep the costs low
 - Be easily accessible
 - Meets the needs of the business



Limitations

- Sample size (N=87) relatively small compared to Bay Area
- Only 1 out of 228 (0.4%) email was completed by business contacts
- Majority of replies from personal connections
 - Likely to consist of people with similar characteristics
- Potential for self-report and anonymity





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Thank you

