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Duke online MBA class flouts tradition

Outsiders able to bypass admissions for live webcast

By **MICHELLE CROUCH**
Staff Writer

Students in Campbell Harvey's business class at Duke University next semester had better be on time. And they had better know the material. Their future bosses, as fellow classmates, may be watching them.

The students and their class will be broadcast live over the Internet in what is apparently the first live webcast of a regularly scheduled MBA class, university officials said last week.

Beginning Jan. 22, anyone, anywhere who wants to take Harvey's global asset allocation and stock selection course can pay a \$1,000 fee (\$500 for Duke alumni) and simply tune in every Monday and Thursday.

"We get lots of calls from professionals who want to take a course or two but don't want to enroll for a full MBA," Harvey said. "This course is designed for people like that, and for our alumni who want to keep current."

The idea generated some controversy, Harvey said, because this is the first time Duke has allowed non-Duke students to take a degree course without going through an admissions process. Some faculty members and students were concerned that allowing non-Duke students could diminish the value of a Duke diploma, he said.

University administrators supported him, he said.

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