



Bentley College

A Curriculum with Technology at the Core

Located on a sprawling 143-acre campus in Waltham, Massachusetts, Bentley College is committed to providing students with the most advanced business education possible. At Bentley, more than 4,200 undergraduate, 1,500 graduate, and 2,500 executive and professional education students learn in an environment where information technology is integrated within a broad business, arts and sciences curriculum—empowering students with the knowledge, interpersonal skills and experience for careers in a global economy.

Undergraduate students at Bentley can pursue Bachelor of Science degrees in all major business disciplines and five Bachelor of Arts programs. At the graduate level, this year Bentley introduced a new and innovative Information Age Master of Business Administration program that complements its Master of Science and Graduate Certificate programs, preparing students for an information-rich and technology-driven workplace. The Center for Executive and Professional Education provides an additional avenue for skill building and career development in areas that include information design, technical communication, Internet systems management and information age marketing.

The Challenge: Incorporating IT into Infrastructure and Instruction

Bentley College needed to upgrade their campus network to keep pace with evolving technology. Their networking challenge was twofold. At a strategic level, the college wanted to ensure that its graduates could successfully integrate business processes and decisions with advances in information technology and trends.

“Every aspect of the economy has been transformed by the information age,” says Joseph Morone, president of Bentley College. “The result is an overwhelming and largely unmet market need for technology-savvy business professionals.” With this prerequisite in mind, Bentley sought to incorporate information technology into every level of their curriculum, so a state-of-the-art network was essential.

At a tactical level, the college sought to bring network access to each student living in its residence halls. “Our 'port-per-pillow' project required that we rewire our dormitories to include enhanced Cat-5 cable to provide a network connection for each student,” explains Alan Cekanavich, director of systems and networks at Bentley. “This project was an integral part of our 'Student Notebook' requirement which has been in place at Bentley for 14 years.”

“We needed a high-bandwidth infrastructure to support our efforts,” Morone adds, “That’s why our partnership with Enterasys was so important.”

The Solution: An Enterasys Network Brings IT Directly to Students

Enterasys’ networking solutions provide a powerful campus-wide communications infrastructure using both wired and wireless technologies.

The solution centers on Enterasys’ switches for the network backbone, and 100 Mbps access for every student living in on-campus residence halls. Bentley also plans to pilot Enterasys’ RoamAbout wireless solutions, allowing faculty and staff to travel anywhere on campus and retain high-speed network connectivity through laptop computers.

Network implementation was completed in two major phases, with the physical wiring complete in the first year and the actual installation of networking hardware completed in just over one month with the help of Enterasys’ support services. Bentley installed 3,700 switched 10/100 Ethernet ports in its dormitories and upgraded their existing backbone.

Since the college needed plenty of bandwidth to support applications like streaming audio/ video, interactive learning, and other network-intensive applications, Bentley upgraded their fiber backbone to dual OC-12 655 Mbps links connecting three Enterasys ATM switches to Matrix E6 switches via OC-3 155 Mbps uplinks.

An extension of Enterasys' award-winning switching technology, Matrix E6 is designed with high-port capacity, standards-based routing and superior traffic and congestion management to meet the needs of these demanding backbone applications.

In addition, an X-Pedition 8000 provides high-density, wire-speed switching and routing between campus VLANs, with two workgroup switches providing LANE services to the switches.

The college also upgraded the upper campus administrative and academic building to switched 10/100. "We expect to add two more core switches with 1,700 ports in the new Smith Academic Technology Center and then wire additional 'port-per-seat' classrooms," Cekanavich says.

"Bentley has been an Enterasys customer for more than ten years," explains Cekanavich. "We looked to Enterasys as our strategic networking supplier because of their service and support, and the reliability, scalability and manageability of Enterasys solutions. We appreciate the ease of adding new features with firmware upgrades." In addition, Cekanavich sites Enterasys' migration path to virtual networks and directory-enabled networking as an important consideration.

Today, Enterasys' solutions offer a network infrastructure that enables Bentley to use advanced applications such as SAP R/3 and web-based distance learning, bringing the benefits of "real-world" technology into its classrooms. Hands-on resources include The Hughey Center for Financial Services, which is a multimillion-dollar financial trading room that puts the power of technology and real-time data into the hands of students and faculty; and the Marketing Technologies Showcase, a "Best Practices" center which features a broad range of high-end applications, technologies and activities used in marketing.

Technology in Action: Bentley's Information Age MBA

Technology-based learning is a critical component of Bentley's Information Age MBA, a new program that tightly integrates information technology and business education.

"Information technology is changing the way businesses operate both nationally and in global markets," says Traci Logan, Bentley's vice president for information technology. "The focus of the Information Age MBA is to recognize this transformation and educate students who can successfully integrate strategic business processes and decisions with advances in information technology and trends."

Bentley College President Morone explains that the Information Age MBA is a logical extension of the changes driving business today. "Core business practices—finance, operations, marketing, product development and more—are impacted dramatically by the prevalence of technology and the data that technology produces," Morone says. "Teaching IT requires changing the business curricula in ways that are more fundamental than simply adding a few specialized courses on technology or building an IT infrastructure. Technology must become a common thread throughout the program, integrated into the curriculum and the instruction."

Bentley's Information Age MBA expands the curriculum to include course work in Information Technology for Competitive Advantage, Data Collection, Analysis and Management, Team Effectiveness and Leadership Effectiveness while streamlining work in more traditional disciplines like Accounting, Finance and Marketing. Logan uses SAP to give an example of the philosophy behind Bentley's Information Age MBA. "Bentley has an agreement with SAP America to use their enterprise resource planning software as an integral teaching tool," Logan explains. "R/3 software is used within the Information Age MBA program to teach economics, accounting, finance, marketing and operations as an integrated core rather than as disparate disciplines."

"Ultimately, our graduates will have a superior understanding of business technology, but, most importantly, they'll know how to apply it," Morone concludes.

Contact Us

For more information, call Enterasys Networks toll free at **1-877-801-7082**, or +1-978-684-1000 and visit us on the Web at **enterasys.com**