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Contact: John Polis  
813-769-6516

## **WHO WILL TEACH THE NEXT GENERATION OF BUSINESS LEADERS? AACSB PROGRAM BRIDGES CAREER GAP BETWEEN BUSINESS, ACADEMIA**

Responding to concerns about faculty shortages in business schools, AACSB International, the global business school accrediting association, today announced a program to encourage the transition of business leaders to teaching positions at colleges and university business schools.

The AACSB Bridge Program is a five-day intensive seminar that provides a pathway for high-level senior executives to become candidates for faculty positions. A joint project of AACSB, the Paul Merage School of Business at the University of California, Irvine, and the Marshall School of Business at the University of Southern California, the program is designed to ensure that senior level business persons can successfully transition from business to academia.

“The AACSB Bridge Program surely will encourage more senior business leaders to consider bringing their valuable knowledge to a second career in academia,” said Judy Olian, dean of the UCLA Anderson School of Management. “The program is consistent with AACSB’s efforts to ensure that there is a rich pipeline of qualified professionals, beyond business PhDs, who can bring their expertise to the classroom.”

The program grew out of findings of a 2002 AACSB report, *Management Education at Risk*, which revealed concerns about a dwindling number of PhD graduates, a trend that has pushed schools to hire more professionally qualified (non-PhD) faculty. In response, the AACSB Bridge Program makes it easier for senior executives to identify a transitional route toward an academic career.

“The Bridge Program, a product of more than five years of careful AACSB study, deals with one of the most fundamental challenges facing business schools today,” said John J. Fernandes, president and chief executive officer of AACSB International. “It offers a specific professional development program for those who want to teach at a business school, but may not be sure how to start the process.”

The inaugural AACSB Bridge Program will take place Oct. 22-27 at the Paul Merage School of Business at the University of California, Irvine. A second course will be held at the University of Southern California in May of 2007.

“The Paul Merage School of Business is delighted to host the first AACSB Bridge Program offering,” said Andrew Policano, dean from the University of California, Irvine. “We are certain that this will be the beginning of a very successful program that helps business schools around the world identify new sources of faculty talent.”

Those participating in the AACSB Bridge Program will study the following topics: academic culture and today’s student, what makes truly great teachers, effective teaching skills and the fundamentals of course development and delivery, and the student learning process.

To be eligible for the program, participants are required to have a master's degree and professional experience of significant duration and responsibility related to the area of teaching assignment; or they may have a master's degree in a field other than the desired teaching area, but with teaching area work experience as a substitute. Course delivery includes a variety of options, such as instructional presentations, lecture discussions, group deliberations, lab exercises, guest speakers, and corresponding daily assignments.

Individuals who successfully complete the program will receive a certificate with the seals of AACSB and the two participating business schools. For more information about participating in the AACSB Bridge Program, visit: [www.bridgeprogram.aacsb.edu](http://www.bridgeprogram.aacsb.edu)

### **About AACSB International**

AACSB International was founded in 1916 by a consortium of 17 business schools, including Tuck Business School at Dartmouth College, the very first graduate school of business established in 1900; Harvard University (Harvard Business School), the University of Pennsylvania (Wharton School) and Northwestern University. AACSB International is the premier accrediting agency for bachelor's degree, master's degree, and doctoral degree programs in business administration and accounting. The association also is the business education community's professional development organization, conducting a wide array of conference and seminar programs at various locations around the world.