

Headlines

■ Teen Girls Shun Business

A vast majority of teenage girls in America say they will shun business as a possible career, according to a large-scale national survey of girls' attitudes toward careers and business. It was conducted by Simmons College School of Management in Boston, Massachusetts, and The Committee of 200, a national women's business organization headquartered in Chicago.



The survey "Teen Girls on Business: Are They Being Empowered?" gathered written responses from more than 3,000 girls and 1,200 boys in grades 7 through 12 across the country. While 97 percent of girls polled expect to work to help support themselves or their families, fewer than ten percent anticipate careers in business—40 percent fewer than the number of boys who list business as a top career choice.

The findings are prompting a call to action from leading businesswomen, who are concerned about a potential serious shortage of future women business leaders. "At a time when we need strong, thoughtful, and ethical leaders in business, the lack of women at the top is alarming," says Patricia O'Brien, dean of the Simmons College School of Man-

agement. "Fueling the pipeline with talented young women excited about business is critical for change. Yet our research shows that many girls don't understand or appreciate the power of business to change the world. It is imperative that all of us—educators, business leaders, the media, and parents—build on this research and take every action within our means to inspire girls to see themselves as our future business leaders."

The survey also uses the same study to offer statistics on:

Priorities. Seventy-three percent of girls in the survey, versus 55 percent of boys, rank "helping others" as extremely or very important in a career, while 56 percent of girls, versus 75 percent of boys, rank making money as a top priority.

Family responsibilities. Eighty percent of girls surveyed expect to work full-time as adults, but 60 percent expect to take time off when they have children; only 11 percent of boys expect to take a career break for family.

Leadership. While girls and boys rate themselves equally as leaders, 22 percent of girls and 40 percent of boys surveyed think it's important to "be

in charge of people." More than half of boys want to be their own bosses, but only 31 percent of girls do.

Race. Girls of color have more interest in business careers than Caucasian girls, based on respondents' answers. Sixteen percent of Asian American girls are interested in business careers compared to nine percent of all girls. More than half of Hispanic and African American girls expressed interest in starting their own businesses, compared to 40 percent of Asian American and Caucasian girls.

Complete results of the survey have been published on the Web site of the Committee of 200, at www.c200.org.

■ Race and Education Affect Entrepreneurs

A new study of startup ventures shows that African American and Hispanic men with graduate training are more likely to found new businesses than other groups. "Those with more education are more likely to start businesses. This is particularly true for minorities," concludes one of the principal researchers, William Gartner of the Lloyd Greif Center for Entrepreneurial Studies at the Mar-



BizEd Wins Award

BizEd has won Folio magazine's Ozzie award for best-designed new association magazine.

Awards were handed out in New York City on October 29. *Folio* annually presents awards in several categories; the Ozzie is their top award. This year, magazines competed for design awards in 14 categories, including consumer, business to business, association, and custom segments. Entries were received from countries around the world, including Australia, China, Finland, Germany, Canada, and South Africa.

According to the judges, "*BizEd* has an excellent sense of organization for the reader's eye. It combines color and type beautifully in every area. It also uses very clever techniques in dividing sidebars within features. Its use of illustration and photography make this magazine a joy to look at." *BizEd* is designed by The Magazine Group, based in Washington, D.C.

AFRICAN AMERICAN MEN WHO ARE BETWEEN THE AGES OF 25 AND 35 AND WHO HAVE GRADUATE EXPERIENCE ARE THE ONES MOST ACTIVELY ENGAGED IN STARTING NEW BUSINESSES.



shall School of Business, University of Southern California, Los Angeles. Research for the report was conducted by more than 120 scholars who developed the Panel Study of Entrepreneurial Dynamics (PSED). The PSED is an ongoing collaboration between Gartner; Nancy M. Carter at the Graduate School of Business, University of St. Thomas, St. Paul, Minnesota; Patricia G. Greene at the Henry W. Bloch School of Business and Public Administration, University of Missouri at Kansas City; and Paul D. Reynolds at the Blank Center for Entrepreneurial Studies, Babson College, Babson Park, Massachusetts. The national sample of 64,622 U.S. households identified 830 nascent entrepreneurs and followed their efforts to pursue business startups over a three-year period.

The study revealed, for example, that approximately 26 of every 100 African American men and 20 of every 100 Hispanic men with graduate experience report efforts to start a new business. In the U.S., African American men who are between the ages of 25 and 35 and who have graduate experience are the ones

most actively engaged in starting new businesses. They are 50 percent more likely to start a new business than whites. Hispanic men are 20 percent more likely than white men to be involved in startup ventures.

The project involved the support of 33 universities and private foundations, the National Science Foundation, and the Kaufman Center for Entrepreneurial Leadership. The new findings were announced at the U.S. Minority Business Development Agency's national Minority Enterprise Development Week conference in Washington, D.C.

Conference Stresses Minority Leadership

The African American MBA Association of the Wharton School recently sponsored the 29th Annual Whitney M. Young Jr. Memorial Conference, which examined ways black professionals can assume more prominent leadership roles. Among the speakers at the conference were former presidential advisor Vernon Jordan, NPR talk show host Tavis Smiley, and former U.S. Secretary of Labor Alexis Herman. Panel discussions included insights from top African American CEOs and entrepreneurs as identified by *Black Enterprise* magazine. Among the topics discussed were the choice black MBAs often make between serving the community interest versus serving the corporate interest.

In recent years, AAMBAA used the conference and corporate contributions to raise more than \$1 million to create an endowed chair at Wharton, the business school of the University of Pennsylvania in Philadelphia. This chair, believed to be the only one endowed by a black MBA organization, will ensure that

there will always be African American representation at the school. Bernard Anderson is the first professor to hold the Whitney M. Young Jr. chair, which is named for the man who was executive director of the National Urban League from 1961 to 1971.

Cost Not a Top Consideration

When evaluating executive MBA programs, students say cost is their least important concern, according to a new industrywide survey of student satisfaction. The study was conducted by the Executive MBA Council, an association of academic and program administrators devoted to fostering global excellence in executive business programs.

The following factors, listed in order of their importance, are most important in determining students' satisfaction with their programs: the ability of the program to forward their careers; the quality of the other students; the quality of their study groups; and the reputation of the business school. At the other end of the spectrum, the cost of the program and the ranking of the full-time MBA program were rated as least important.



Results of the survey were delivered at the EMBA Council's 2002 annual conference last fall. Results were presented jointly by Binghamton University associate dean George Bobinski of SUNY and Diane Badame of the Marshall School of Business at the University of Southern California. Badame also co-chaired the Benchmarking Task Force that developed The Student Satisfaction Exit Survey. Produced yearly, the survey identifies the key drivers of student satisfaction and pinpoints areas for business school improvement based on direct student feedback. Results are compiled with the assistance of the independent marketing research firm FGI.

How Business Makes the News

Babson College recently devised a unique strategy for helping business students understand the role of journalists in covering the world of business. Communication professor Renee Hobbs has teamed up with Babson alum Brian Carr to create a simulated financial disaster that students had to investigate using journalistic tactics.

Posing as a director of public relations for the financially troubled—and fictional—company Babron, Carr held a press conference for students. Students had prepared for the conference by visiting the company's fake Web site and by interviewing directors, secretaries, and the company's janitor. Students struggled to reconcile conflicting information and identify irrelevant details while asking the right questions to uncover the story's facts.

Carr's lively press conference included information about \$58 mil-

lion in questionable accounting charges from a major portfolio management company, the sudden resignation of a company director, and secret documents retrieved by the company janitor. It also featured an emotionally hysterical company officer and reams of mystifying financials.

Carr, a former journalist who now works at an Internet company, developed all the materials for the simulation and took full advantage of the flexibility of online communication. The simulation included opportunities for interactive e-mail conversations, access to financial documents, press releases, and speeches. "We created a kind of real-world situation for students to give them a chance to strengthen their critical thinking and communication skills," Carr says.

'Hitting the High Notes' in New Orleans

AACSB International will hold its International Conference and Annual Meeting April 24 through 26 in New Orleans, Louisiana. "Hitting the High Notes" will be held at the Hyatt Regency New Orleans, a downtown hotel that is just a short trolley ride from the French Quarter. The conference will offer seminars on accreditation, curricular relevance and ethics, the doctoral faculty supply, executive education, technology, media, and rankings.

Participants will have opportunities to network with peers while learning more about critical issues in management education.

There's also good news for conventioners who like to combine business and vacation travel plans: The 2003 New Orleans Jazz and Heritage Festival will run April 25 through May 4. More information about that event can be found at www.nojazzfest.com. For more information on lodging, attractions, or the agenda of the meeting, visit www.aacsb.edu.



UC Davis Breaks the Gender Barrier

For the first time, women represent nearly half the entering class of MBA students at the Graduate School of Management at the University of California, Davis. The class is 52 percent male and 48 percent female—which school officials believe to be the highest percentage of women entering an MBA program at the



nation's 50 top-ranked graduate business schools this year. For most schools, the percentage of women enrolled in full-time two-year MBA programs hovers around 30 percent. The high number of women enrolled in classes offers benefits to all students, officials say. "It makes earning an MBA a more well-rounded experience for both genders," says associate professor Kim

Elsbach, who teaches a course on negotiation in the workplace. "Women feel comfortable being competitive negotiators because they don't feel singled out. It also helps the men in class to gain a comfort level in negotiating with women."

Schools Achieve Accreditation

Twelve schools received initial accreditation or reaffirmation of accreditation in November from AACSB International. Newly accredited schools are Adolfo Ibañez University in Santiago, Chile; Ashridge in Berkhamsted, England; Rowan University in Glassboro, New Jersey; State University of New York College at Brockport; and State University of New York College at Oswego. Schools reaffirming their accreditation are Binghamton University of the State University of New York; Clarkson University in Potsdam, New York; Eastern Michigan University in Ypsilanti; University of Memphis in Tennessee; University of Montana in Missoula; New Mexico State University in Las Cruces; and University of Wisconsin-La Crosse.

Currently 432 programs are accredited by AACSB—406 in North America, 15 in Europe, four

in Asia, one in Australia, one in Central America, two in the Middle East, and three in South America. In addition, 159 institutions have achieved specialized accounting accreditation.

BizEd Available Electronically

Starting this month, the content of BizEd will be available through EBSCO Information Services and H.W. Wilson, two indexing services that create searchable databases accessible through libraries. Readers will be able to access all of the articles in the flagship magazine published by AACSB International.

EBSCO currently licenses the full text of more than 4,000 periodicals and databases, including *BusinessWeek*, *Scientific American*, *Fortune*, *New England Journal of Medicine*, *Harvard Business Review*, *Time*, *PC World*, and *Consumer Reports*. The company offers fully integrated infor-



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mation access in all types of libraries in 19 countries.

H.W. Wilson publishes 19 indexes, five catalogs, *Book Review Digest*, *Reference Shelf*, *Current Biography*, and many monographs. Wilson

has original abstracts for many of its indexes and is continuing to expand this operation globally. The company has acquired the full text electronic rights for many of the periodicals it indexes and abstracts.

By using these indexing sources, readers will be able to electronically access all articles and departments that have appeared in *BizEd* from the publication of its premiere issue in November 2001.

INNOVATIONS

Work-Study Program

Many business schools encourage the development of entrepreneurial spirit through a combination of in-class instruction and off-campus enterprises. At the University of Idaho in Moscow, the business school is actively promoting the formation of student-run businesses that can benefit both the university and the students who start their own companies on campus.

"It tickles me to give students a jump-start in entrepreneurial trials that can benefit other students through scholarships and club support," says Byron Dangerfield, dean of the College of Business and Economics.

Examples of successful launches abound. Two years ago, student Mason Fuller asked the dean's advice about starting a local coffeehouse. Dangerfield encouraged him to open Stover's Deli in the business school's newly completed J.A. Albertson Building, and the deli now serves up to 70 customers a day. "Stover Deli began turning a profit on its third week," said Fuller, who pays the food costs and labor, and then splits profits with the university food service and the dean's office for student scholarships. If Fuller meets his \$500-a-day sales goal, several thousand dollars worth of scholarships can be awarded for the next school



year. The deli also employs several part-time students, offering an additional benefit to the university.

Another new student-run enterprise is The BIZ, a convenience store that just opened in the same building. The project of finance student Amy Bonwell and students from the Students In Free Enterprise (SIFE) Club, the store sells study supplies, snack food, 20-ounce drinks, and *The Wall Street Journal*. Bonwell and friends also plan to sell college logo items and computer peripherals for wireless laptops. A copier-printer will move outside the shop to attract students, and cards with The BIZ logo will provide copier access until midnight.

The store is a franchise extension of the Student Book Store and a project hatched by SIFE, which won regional honors for it at a re-

cent student competition. When profits materialize after this first year, they will be split with the Student Book Store and used to cover travel costs to the annual SIFE competition or for student scholarships.

Another successful enterprise is a locker rental system sponsored by the Beta Alpha Psi accounting fraternity. Students pay \$20 a semester or \$35 a year for the chance to store heavy books and other paraphernalia. "That's pure profit that could bring more than a thousand dollars a semester for student clubs if the lockers become fully rented," says fraternity member Dave Dutson, a student in the school's master of accounting program.

Operating in a slightly different manner, the Davis Investment Group is a student club that manages a \$400,000 investment portfolio under the guidance of finance professor Mario Reyes. While students in the club learn real-life investment lessons, they've also produced tangible results, raising more than \$200,000 for the new Albertson Building and \$120,000 for scholarships. Dividends or interest received from the portfolio may be allocated for scholarships.

Any project that furthers student learning, offers benefits to the university community, and pours money into student scholarship coffers has to receive an A for achievement.

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■ **Widener University** in Chester, Pennsylvania, recently opened its new \$9 million Leslie C. Quick Jr. Center. The 32,000-square-foot facility includes a state-of-the-art classroom that replicates all the functions of a commercial brokerage house, as well as offices, classrooms, and conference space. The building's budget included \$840,000 for the design and installation of an environmentally responsible geothermal heating and cooling system, which is expected to use two-thirds less energy than conventional systems.

■ **The University of Chicago** Graduate School of Business in Chicago, Illinois, has received \$7 million from Michael Polsky, an entrepreneur in the private energy business. The money will go toward establishing the Michael P. Polsky Center for Entrepreneurship. The gift is part of the business school's \$250 million capital campaign to raise money for strengthening academic research centers, recruiting faculty, and funding the new campus now under construction.

■ The Eller College of Business and Public Administration at the **University of Arizona** in Tucson has announced the appointment of Mohan R. Tanniru as head of the Department of Management Information Systems (MIS). Tanniru assumed his post in December.



■ **Andrew Pettigrew** of the Warwick Business School, Coventry, England, has been presented with the Distinguished Scholar Award from the Academy of Management, located on the campus of Pace University in New York City. Pettigrew is the first European scholar to receive the award in its 20-year history.

■ **Temple University's** Fox School of Business, Philadelphia, Pennsylvania, has launched the Dean's Research Scholar's Program, which enables business honors students to conduct in-depth research throughout their undergraduate careers. Mentored by experienced research faculty, undergraduates receive scholarships to work on research projects relevant to their career goals in areas such as actuarial science, law and legal ethics, human resource administration, and marketing. The Dean's Research Scholars Program received financial support this year from the Fox School's 2002 Musser Excellence in Leadership Awards. The Musser Award promotes the idea that individuals can combine exceptional achievement in business with exceptional effort on behalf of the community. This year's award went to Sidney Kimmel, founder and chairman of Jones Apparel Group.

■ The C.W. Post Campus of **Long Island University** in Brookville, New York, recently opened a new Graduate Student Center in Roth Hall to serve as headquarters for its Master of Business Administration program and as a study area for the College of Management's graduate students. The renovations were made possible by a generous donation from Michael and Barbara Bivona.

■ **The State University of New York Institute of Technology**, Utica, New York, has received approval from the New York State Department of Education to offer a Master of Business Administration degree program, the first MBA program in the Mohawk Valley. Courses began in the fall 2002 semester. The program is available both on campus and completely online and is the only online MBA program in the SUNY system. SUNYIT's MBA in Technology Management will combine core management courses with a focus on technology and innovation management.

■ **The University of Toronto's** Rotman School of Management has launched a new Master of Financial Economics Program designed to give students the skills to handle careers in corporate finance and investments. The program is a collaborative venture between the Rotman school and the University of Toronto's Department of Economics. Graduates of the 16-month program will receive a Master of Financial Economics.



■ In other news from **Rotman**, the school's Clarkson Centre for Business Ethics and Board Effectiveness has developed the Rotman P2 Rating System, which ranks boards by their potential to act in an effective way and by their performance as indicated in past practices. It results in a transparent and adaptable rating system that assigns companies listed on the TSX 300 a score from investment grade (AAA+ to BB) to questionable (BB to B) to non-investment

grade (C and D). Publicly traded companies are rated in six scoring categories, including board members' independence, capabilities, and motivation; the structure of the board meeting; the process of how the board is run; and the board outputs for the previous three years. The Rotman P2 Rating System is currently being tested by institutional investors and is not yet publicly available.

■ **Harold Brown** of San Diego State University has received the International Richard Preston award from the International Economic Development Council. The award honors an economic development practitioner who has demonstrated excellence in continuing education. Brown was selected for his role in advancing community development through creating and directing the Center for Community Economic Develop-



ment (CCED) in the College of Business Administration at SDSU. Brown created the CCED as a certificate program, teaching skills in business, economics, and the management of community organizations. In just a few years, the program has become recognized for supplying neighborhoods and communities with the leadership needed for their development.

■ The Kenan-Flagler Business School at the **University of North Carolina** at Chapel Hill recently received a \$2 million gift from alumni Steven Bell and Leonard Wood to endow the largest chaired professorship in the school's history. The gift, which establishes the Steven D. Bell and Leonard W. Wood Distinguished Professorship in Real Estate, will benefit the school's program in real estate and its new Center for Real Estate Development in the Frank Hawkins Kenan Institute of Private Enterprise.

■ In other news from **Kenan-Flagler**, the Kenan Institute has launched the Center for Business Forecasting. Economic forecaster James F. Smith will serve as director of the center and a senior fellow at the Institute. The Center for Business Forecasting will provide consolidated economic data, forecasts, and economic trend information focused on communities and regions in North Carolina, in particular, as well as regional, national, and global economic information. The center has resumed publication by subscription of "Business Forecast," Smith's quarterly newsletter which offers his global forecast based on the latest releases of economic statistics and trends.

■ **Virginia Tech's** Department of Hospitality and Tourism Management has moved from the College of Human Resources and Education to the Pamplin College of Business as part of a larger reorganization effort of colleges and departments at the uni-

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versity based in Blacksburg, Virginia. Hospitality and Tourism Management will be Pamplin's sixth department and boosts the college's on-campus enrollment to about 4,000 undergraduates and 250 full-time graduate students.

■ **Alan Carsrud** has been appointed clinical professor of entrepreneurship in the management and international business department at Florida

International University's College of Business Administration in Miami.

Carsrud, an expert on small businesses and entrepreneurial companies, will teach courses on corporate entrepreneurship, new venture initiation, business plan writing and preparation, and family businesses. He also will help launch the College's Center for Global Entrepreneurship by fostering academic and business partnerships and creating new family business ventures, including those in high-growth areas such as biotechnology and telecommunications technology.

■ The Wharton School at the **University of Pennsylvania** in Philadelphia has created a new model for its Advanced Management Program, which offers high-level executives a five-week curriculum with a variety of learning environments. Participants in a recent session met with MBA students to discuss the changing nature and expectations of today's work force. They also visited Valley Forge National Park for a discussion on "leadership and follower-

ship" and explored analogies between the workforce and an orchestra with Bob Greenberg, composer and professor at the San Francisco Conservatory of Music. While offering sessions in key course areas, Wharton's AMP also adds a "human dimension" that focuses on perspectives of experts in history, anthropology, literature, and other disciplines to consider their implications for management.

■ **Monica Zimmerman**, assistant professor in Temple University's Fox School of Business and Management, Philadelphia, Pennsylvania, has been chosen to participate in The Coleman Foundation's junior faculty mentoring program focused on entrepreneurship. She is one of ten people selected for the program, which allows junior faculty members to be mentored by senior entrepreneurship educators. The school also announced that **Melynda Benlemlih** has been named director of its newly established Center for International Business Education and Research (CIBER). Benlemlih will be responsible for spearheading collaborative efforts within Temple and with other regional academic institutions.

■ The Graduate School of Business at the **University of Cape Town** in the Republic of South Africa has joined forces with a network of international business schools to offer a new international component to its executive MBA program. The UCT international EMBA, which will be launched next year, has been developed in collaboration with the Inter-

national Masters in Practising Management (IMPM), pioneered at McGill University in Canada by Henry Mintzberg. The international EMBA will consist of six two-week modules spread over two years with workplace projects in between. A selection of these modules will take place on three different continents at partner business schools around the world: Lancaster University Management School in the United Kingdom; McGill University Faculty of Management in Montreal, Canada; and the Indian Institute of Management in Bangalore, India.

■ **Alok Baveja**, an associate professor of management at the Rutgers University-Camden business school in New Jersey, recently advocated the use of management practices to aid in the war on terrorism. His comments were published in a recent edition of the *Journal of Counterterrorism and Security International*. Baveja stresses that those fighting terrorism need to emphasize communication and prioritization—cornerstones of good management—in their strategies. He also suggests that those in the anti-terrorism campaign set realistic goals for reducing, not eliminating, terrorism, noting that this would help them allocate resources toward the areas most likely to see results.

■ **The National Consortium of Entrepreneurship Centers** has presented the 2002 NASDAQ Entrepreneurial Excellence Awards to entrepreneurship centers at Babson College in Babson Park, Massachusetts; Indiana University-Bloomington; and Saint Louis



University in St. Louis, Missouri. The award recognizes achievements and efforts of entrepreneurship centers in the following areas: entrepreneurship research, outreach to emerging ventures, entrepreneurship curriculum, community collaborations, special projects, and overall prestige and recognition in the entrepreneurship field. Selections are made by a panel of NASDAQ representatives, previous honorees, and professors of entrepreneurship.

■ **St. John Fisher College**, Rochester, New York, is creating a School of Business by clustering together some of its academic programs. Under its plan, Fisher's accounting department, management department, and tax program all are moving under one School of Business umbrella. The three already were clustered together into what Fisher called a "business division" in anticipation of creating the school.

■ Two professors at the Yale School of Management, New Haven, Connecticut, recently received recognition. **Jonathan Ingersoll**, Adrian C. Israel Professor of International Trade and Finance, was named the 2002 IAFE/SunGard Financial Engineer of the Year. Ingersoll was selected for his contributions to research and education in multiple areas of finance and economics. **Edward H. Kaplan**, the William N. and Marie A. Beach Professor of Management Sciences at the School of Management and Professor of Public Health at the Yale School of Medicine, is the 2002 recipient of the President's Award given by the Institute for Operations Research and the Management Sciences. The award recognizes important contributions

to the welfare of society; Kaplan was selected for his contributions to AIDS and HIV research.

■ **William W. Wilkie**, Nathe Professor of Marketing at University of Notre Dame's Mendoza College of Business in Notre Dame, Indiana, has been named the American Marketing Association/Irwin/McGraw-Hill



Distinguished Marketing Educator. The AMA's highest award honors Wilkie for his "extensive and sustained contributions" to scholarship in marketing.

■ The Yale School of Management-Goldman Sachs **Foundation Partnership on Nonprofit Ventures** has selected 80 nonprofit organizations to proceed to the second round of the National Business Plan Competition for Nonprofit Organizations. More than 650 initial applications were received. These 80 nonprofits will be win-

nowed to 20 finalists who will present their business plans to a panel of expert judges at an awards ceremony to be held May 1 and 2 in New York City. The judging panel will select four grand-prize winners, each of whom will receive \$100,000, and four semi-finalists, each of whom will receive \$25,000. In addition to cash awards, the winners will receive hundreds of hours of technical business planning consultations to assist their organizations in implementing their ventures. For more information, see www.ventures.yale.edu/statusreport.asp.

■ **Robert W. Tucker** has been named executive vice president for programs and services for online educator UNext Inc. and its online university, Cardean, based in Deerfield, Illinois. He will oversee Cardean's student recruitment and enrollment operations while also being involved in program development and marketing of new degree offerings. ■