

# Headlines

## Business Education for Underserved Women

Ten thousand women from developing and emerging markets will receive business and management education through a new initiative from New York-based Goldman Sachs Group and academic partners in the U.S., Europe, and emerging nations. The global initiative known as 10,000 Women was launched in March.

The 10,000 Women initiative was inspired by research from Goldman Sachs that showed how economies and societies benefit when more women are in the workforce. Goldman Sachs will commit \$100 million to this venture over the next five years. The people of Goldman Sachs also will contribute their time and expertise through classroom instruction and mentoring.

The initial academic partners in 10,000 Women include these U.S. schools: Brown University; Columbia Business School; Harvard Business School; Stanford Graduate School of Business; Thunderbird School of Global Management; the William Davidson Institute at the University of Michigan; and the Wharton School at the University of Pennsylvania. Participating schools from outside the U.S. are: American University of Afghanistan; American University in Cairo; Indian School of Business; Pan-African University, Nigeria; the School of Finance and Banking, Rwanda; United States International University, Kenya; University of Cape Town Graduate School of Business, South Africa; Judge Business School, University of Cambridge, United

Kingdom; and the University of Dar es Salaam, Tanzania.

In coming months, Goldman Sachs also will announce additional 10,000 Women program partnerships that will provide more business and management education for disadvantaged women in the United States.

The 10,000 Women initiative will use a variety of ways to provide business education. For instance, schools will work together to establish or



expand certificate programs ranging from five weeks to six months that could include courses in marketing, accounting, market research, business plan writing, strategic planning, funding, and e-commerce. There also will be a strong focus on developing curricula, creating local case study models, and “training the trainers” to improve the level of faculty training and expertise. More detailed information can be found at [10000women.org](http://10000women.org).

## Haas Funds Sustainable Initiatives

A new program at the University of California, Berkeley, will have direct impact on the lives of people around the globe. The Sustainable Products and Solutions Program was created in late 2007 to provide funding for students and faculty who want to conduct research and create projects that

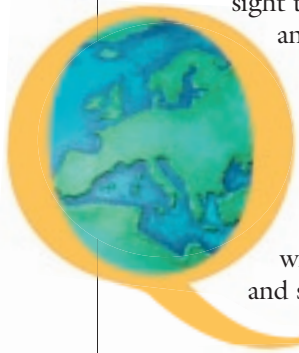
will help the world’s people live more sustainable lives. Based at the Center for Responsible Business at UC Berkeley’s Haas School of Business, the program was created in partnership with the College of Chemistry and endowed with a \$10 million, five-year gift from the Dow Chemical Company Foundation.

Last spring, 23 projects were chosen to receive funding that ranged from \$4,000 to \$135,000. Proposals were required to be interdisciplinary, to account for all aspects of the life cycle of a product or solution, and to help solve global sustainability challenges.

Winning projects include cost-effective water purification and hygiene technologies; a distribution system for making efficient cook stoves available in China, Senegal, and Darfur; and plans for creating sustainable packaging and renewable fuels. A new course in spring 2009 will be structured around the fellowship program. More information is online at [www.haas.berkeley.edu/responsiblebusiness/SPSPProgramProjects.htm](http://www.haas.berkeley.edu/responsiblebusiness/SPSPProgramProjects.htm).

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## Quality Assurance For EU Schools



The European Quality Assurance Register in Higher Education (EQAR) was launched this spring to provide oversight to the quality assurance agencies assessing the teaching at European universities. It is another step in the ongoing process of the Bologna Accord, which seeks to reform and standardize higher education among European schools.

The Register, which is expected to be operational by summer, is governed and co-funded by the “E4 Group” of European higher education institutions: the European Association for Quality Assurance in Higher Education (ENQA), the European Students Union (ESU), the European University Association (EUA), and the European Association of Institutions in Higher Education (EURASHE). EQAR’s establishment was endorsed by the ministers from the 46 European countries that participate in the Bologna process. The European Register will list the quality assurance agencies that substantially comply with standards that have been approved at the European level and are valid in all 46 countries.

Speaking at the launch in Brussels, Ján Figel’, Euro-

pean Commissioner for education, youth, and culture, said, “The Register is an important element in the chain of information tools that are needed to make European higher education more transparent and more attractive for our own citizens and for students and scholars from other continents.”

## A Historical Look At Markets

Current financial disruptions are viewed from a historical perspective in a new report produced by the U.S. Monetary Policy Forum, an annual conference that brings together academics, market economists, and

## Association News

■ AACSB International has recognized former chief operating officer Anne Graham by renaming its Education Center in her honor. The association plans a dedication ceremony this August for the new Anne Graham Center at its headquarters building in Tampa, Florida. Graham, who was also executive editor of *BizEd* magazine, passed away in January.

■ AACSB’s board of directors has recognized two new affinity groups to support networking among its members. The Associate Deans Affinity Group has been formed for associate deans or assistant deans with faculty appointments at schools that have AACSB accreditation or are in the accreditation process. The Principles for Responsible Management Education (PRME) Affinity Group is for schools that have adopted PRME. The Public Relations in Management Education (PRIME) Affinity Group has changed its name to the Marketing and Communications Council Affinity Group. More information is available online at [www.aacsb.edu/members/communities/affinitygroups/index.asp](http://www.aacsb.edu/members/communities/affinitygroups/index.asp).

■ Yingyi Qian, dean of the School of Economics and Management at Tsinghua University in Beijing, China, has been appointed to AACSB’s Board of Directors for 2008–2009. His two-year term is effective July 1.

■ MEJobs, the job listing service provided by AACSB, is being replaced by a full-service career center on the association’s Web site. Schools can post openings in a searchable database, while job seekers can post resumes anonymously and utilize the services of the Career Resource Center. All active jobs currently listed on MEJobs will migrate to the BizSchoolJobs site. For more information, contact Debbie Wiethorn at 831-769-6522 or [debbie@aacsb.edu](mailto:debbie@aacsb.edu). Or visit the Web site at [BizSchoolJobs.aacsb.edu](http://BizSchoolJobs.aacsb.edu).



Federal Reserve policymakers. The report is titled “Leveraged Losses: Lessons from the Mortgage Market Meltdown.”

Comparing today’s market to previous periods of financial stress, the report confirms the view that current problems are concentrated in mortgage securities institutions. It estimates that total losses will be about \$400 billion, with about half of that being borne by leveraged financial institutions.

The forum conference is sponsored by the Rosenberg Institute of Global Finance at the Brandeis International Business School in Waltham, Massachusetts, and the Initiative on Global Markets at the University of Chicago Graduate School of Business. The report is available at two Web sites: [www.brandeis.edu/ibs/monetarypolicy](http://www.brandeis.edu/ibs/monetarypolicy) and [research.chicagogsb.edu/igm/events/conferences/2008-us-monetaryforum.aspx](http://research.chicagogsb.edu/igm/events/conferences/2008-us-monetaryforum.aspx).

## IE University Opens in Spain

**IE University, billed as an elite international university** created by Instituto de Empresa’s Higher Education Group, has officially launched in Segovia, Spain. Initial programs will focus on architecture, humanities, liberal arts, communication, and business. To prepare students for functioning in an international environment, all academic disciplines will include management modules developed at IE Business School. Faculty for the university and the business school will operate in an interdisciplinary, cross-departmental manner.

IE University will be housed in the 15th-century monastery of Santa Cruz la Real. As the Bologna Accord encourages more European students to seek education outside of their home countries, IE aims to draw 80 percent of its students from outside of Spain within two years.

Santiago Iñiguez, dean of IE Business School, has been named rector of the new IE University. He says, “With this ambitious project we are seeking to create a new university model, where the professors and knowledge flow amongst the different disciplines, programs, and mediums. We will give our students a global vision, creating enterprising, innovative professionals with a strong sense of social awareness.”

## Funding Money

**Fund raising with a twist is expected** to enhance a student investment portfolio at the Carlson School of Management at the University of Minnesota in Minneapolis. The Carlson Funds Enterprise, which allows graduate and undergraduate students to invest real money, is seeking to raise \$7 million through an endowment fund offering 70,000 shares of common “mock stock” at \$100 a share. Investors won’t get a stock return. Instead, their ROI will be a tax deduction—and an ongoing supply of trained financial analysts.

The money that is raised will go toward making the program self-sufficient by creating an endowment fund that will cover annual operating costs. The money also will be used to remodel the lab, support a fellowship program, and pay for new management and accounting systems. The Carlson Funds Enterprise currently has more than \$25 million distributed between a fixed income fund and a small capitalization growth fund. The enterprise operates as a singular entity from the Carlson School, receiving the majority of its funds from outside investors.

## New Doctorate Programs for Execs

**Two Georgia schools are making plans to launch doctoral-level programs for working professionals.**

Georgia State University’s J. Mack Robinson College of Business in Atlanta will launch its doctorate program for senior business executives next January. The three-year program will be in an executive format with six two-day residencies per semester. Courses will focus on global business and leadership, and degree requirements will include two applied research projects investigating practical business problems that have strategic importance and are cross-functional in nature.

The Michael J. Coles College of Business at Kennesaw State University will begin offering a doctor of business administration degree in 2009. The part-time DBA program will be targeted at working professionals with master’s degrees who want to move into academia. It is designed to be completed in three or four years.



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### SHORT TAKES

#### NEW APPOINTMENTS

■ **Alfons Sauquet Rovira** has been appointed to a four-year term as dean of management at ESADE Business School in Barcelona, Spain. Sauquet is a professor at the University Ramon Llull at ESADE. Sauquet takes over from Xavier Mendoza, who will continue to be linked to the institution and who has joined the board of AACSB International.



■ **Steve Reinemund**, former CEO and chairman of PepsiCo, has been named the dean of the Calloway School of Business and Accountancy and the Babcock Graduate School of Management at Wake Forest University in Winston-Salem, North Carolina. He also will be professor of leadership and strategy. Reinemund's appointment is historic because, as part of a new university

strategic plan to promote collaboration between institutions, he is the first dean who will head both of the university's business schools. Deans Jack Wilkerson of the Calloway School and Ajay Patel of the Babcock School are returning full-time to the schools' faculties.

■ **Susan Hart** has been installed as the new dean of the University of Strathclyde Business School in Glasgow, Scotland. She held a variety of previous positions at the school, including professor of marketing and head of the department, as well as acting dean of the business school.



■ **O. Homer Erikson** has been named dean of the Neeley School of Business at Texas Christian University in Fort Worth. Erikson, a TCU alum, was most recently dean of the Bloch School of Business at the University of Missouri-Kansas City.

■ **Joe Thomas** has been named dean of Cornell University's Johnson Graduate School of Management in Ithaca, New York. Thomas, the Nicholas H. Noyes Professor of Manufacturing and professor of operations management at Cornell, has been serving as interim dean since June 2007.

■ **William Silver** has been named the new dean of the School of Business and Economics at Sonoma State University in California. He was most recently senior associate dean and chief operating officer at the Daniels College of Business at the University of Denver in Colorado.

■ **G. "Anand" Anandalingam** has been named dean of the Robert H. Smith School of Business at the University of Maryland in College Park. Anandalingam previously was senior associate dean and Ralph J. Tyser Professor of Management Science at the school. Anandalingam succeeds Howard Frank on July 1.

## SHORT TAKES

■ **Don Gudmundson** has been named dean of the Kenneth W. Monfort College of Business at the University of Northern Colorado in Greeley, a position he will begin in August. Gudmundson most recently was senior associate dean of the College of Business at the University of Wisconsin-Oshkosh. He replaces Joe Alexander, who last summer accepted a position at Belmont University in Nashville. Tim Jares will continue to serve as interim dean during the transition.



■ **Gary C. Cornia** has been named the new dean of the Marriott School of Management at Brigham Young University in Provo, Utah.

Cornia, the Stewart Grow Professor of Public Management, has been serving as director of the school's George Romney Institute of Public Management since 2004. He succeeds Ned C. Hill, who plans to take a one-year leave before returning to full-time teaching.

■ **Michael J. Page** has been appointed dean of business and the McCallum Graduate School at Bentley College in Waltham, Massachusetts. Before joining Bentley, Page served in various posts at RSM Erasmus University and the Rotterdam School of Management in the Netherlands.

■ **Amy B. Hietapelto** has been named interim dean of Northeastern Illinois University's College of Business and Management in Chicago, effective July 1. Hietapelto was previously associate dean at NEIU.



■ **Matthew O'Connor** has been appointed interim dean of the School of Business at Quinnipiac University in Hamden, Connecticut. O'Connor replaces Mark Thompson, who was recently promoted to senior vice president for academic and student affairs.

■ **Matthew D. Shank** has been named the new dean of the University of Dayton's School of Business Administration in Ohio. Shank formerly was chair of the management and marketing department at Northern Kentucky University. Shank replaces Elizabeth Gustafson, who has served as interim dean since Patricia Meyers stepped down.

■ **Rodney Alsup** has been elected president of the MBA Roundtable. Alsup is the former senior associate dean for executive education programs at Kennesaw State University in Georgia, and he currently serves as director of international programs for ASEBUSS, the Romanian-American Postgraduate School of Business. Alsup succeeds **James Danko**, dean of the Villanova School of Business in Pennsylvania.

■ **Chuck Williams** has been named the next dean of the College of Business Administration at Butler University in Indianapolis, Indiana. Russell Kershaw served as interim dean after dean Richard Fetter was appointed Butler's interim provost in 2007.



■ **Bart van Ark** has been named the chief economist and vice president

of the Conference Board, a not-for-profit global economic research organization. Van Ark is the first non-U.S. chief economist in the board's history.

■ **Abdullah Yavas** has been appointed to serve on the Monetary Policy Committee of the Central Bank of the Republic of Turkey. Yavas is Elliott Professor of Business Administration at the Smeal College of Business, Pennsylvania State University, University Park.

## HONORS AND AWARDS

■ A business professor from San Diego State University in California was honored in the 2008 Olympus Innovation Award Program, which recognizes people who have fostered innovative thinking in education.

**Martina Musteen**, assistant professor at the College of Business Administration at SDSU, received the Olympus Emerging Educational Leader Award, given to an individual who has inspired innovative thinking in students and has the potential to make greater contributions in the future.

■ **Subir Bandyopadhyay** has been inducted into the 2008 class of the Faculty Colloquium on Excellence in Teaching (FACET) of Indiana University in Gary. Bandyopadhyay is a professor of marketing at the School of Business and Economics at the university.

■ **Niranjan Pati** has been honored with the Distinguished Hoosier Award, given by the state of Indiana to honor citizens who have excelled in their fields. Pati is dean of the School of Business at Indiana University-Kokomo.

■ **William Bygrave** has received the United States Association for Small Business and Entrepreneurship (USASBE) Distinguished Entrepreneurship Educator Award. Bygrave is a professor at Babson College in Wellesley, Massachusetts.



■ **Ruth King** has received a 2008 Boeing Welliver Faculty Fellowship. King is an associate professor of information systems and operations management in the Joseph M. Bryan School of Business and Economics at the University of North Carolina in Greensboro.

#### GIFTS AND DONATIONS

■ The **University of Toronto** in Canada has renamed its commerce program Rotman Commerce in response to a \$2.5 million gift from Sandra and Joseph Rotman, part of an \$18 million gift to the Rotman School of Management.

■ **Thunderbird School of Global Management** in Glendale, Arizona, has received several multimillion-dollar commitments to its capital campaign from members of the school's board of trustees and alumni. These include \$10 million from Scott Walker, \$5 million from Barbara and Craig Barrett, \$4 million from Jerry and Rachele Nichols, \$3.5 million from Ken Seward, and \$2.6 million from a family foundation created by David and Joan Lincoln and their family.

■ **Rutgers Business School**—Newark and New Brunswick, New Jersey, recently has received two substantial gifts. Energy company PSEG has donated \$2 million toward the building of a

new state-of-the-art facility for the Newark campus. Financial services company Prudential has contributed \$5 million—\$3 million for an endowed faculty chair and \$2 million to support the creation of a center dedicated to business ethics and leadership in the business, non-profit, and philanthropic arenas.

■ Donations of \$3 million by two investment groups have enabled the Cox School of Business at **Southern Methodist University** in Dallas, Texas, to create the EnCap Investments & LCM Group Alternative Asset Management Center.

#### COLLABORATIONS

■ **INSEAD** and the Wharton School of the **University of Pennsylvania** have renewed their partnership for four more years. Launched in 2001, the alliance delivers business education in four locations: Wharton's U.S. campuses in Philadelphia, Pennsylvania, and San Francisco, California, and INSEAD's campuses in Fontainebleau, France, and Singapore.

■ The College of Business Administration at **San Diego State University** in California will collaborate with the **University of Malta** in Valetta to offer new collaborative graduate degrees in marketing and integrated marketing communications. The one-year program, which begins this fall, offers two graduate degrees: a master of science in business administration/marketing from SDSU and a master of arts in integrated marketing communications from UM. All classes will be taught in Malta, with approximately half the classes taught by SDSU faculty members.

■ The Rotterdam School of Management at **Erasmus University** in the Netherlands has become the first institution in the Benelux region to be named Program Partner with the CFA Institute, the global association for investment professionals.

■ **HHL-Leipzig** Graduate School of Management has become the sixth member of the European consortium to offer the Euro\*MBA, a program based on e-learning.

■ **Grenoble Ecole de Management** in France and French design school Strate Collège Designers have signed a partnership consisting of student and faculty exchanges, a double-degree accord, and joint executive education training.



■ The College of Business Administration at **San Diego State University** and **Indiana University's** Kelley School of Business in Bloomington are collaborating on programs and resources aimed at professionals working in life sciences fields. This fall, SDSU will launch a 20-month MBA for Executives in Life Sciences, which will focus on bringing life science products from concept to market. SDSU is offering the program in partnership with Kelley Executive Partners, which has designed an executive certificate program in life sciences. Kelley's certificate program will allow working professionals—including engineers, researchers, scientists, and product managers—to learn the business side of the life sciences industry.

■ **Thunderbird School of Global Management** in Glendale, Arizona, has announced

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its first partnership with a Middle Eastern School, **Zayed University** in United Arab Emirates. Thunderbird will provide faculty for Zayed's new master of science in international business.

■ Russian executives can pursue their EMBA degrees—in Russia—through a new joint program announced by **Lomonosov Moscow State University** in Moscow and **Georgia State University's** J. Mack Robinson College of Business in Atlanta. The program, to be known as Executive Leaders, also will provide students the opportunity to earn a Master's of Science in management. The EMBA will be conferred by the Robinson College while the MS will be conferred by Lomonosov Moscow State.

■ The Neeley School of Business at **Texas Christian University** has launched its first study abroad program in Asia through a collaboration with the **Korea University** Business School in Seoul.

■ **Cranfield University** has signed an agreement with Abbey National plc, the U.K. subsidiary of European banking giant Banco Santander. The agreement establishes Santander Abbey Scholarships for MBA students at the Cranfield School of Management and allows the two institutions to develop other projects under the Santander Universities umbrella. Scholarship candidates must be from the 11 Iberoamerican countries in Santander's network:

Argentina, Brazil, Chile, Colombia, Mexico, Peru, Portugal, Puerto Rico, Spain, Uruguay, and Venezuela.

### NEW PROGRAMS

■ **SDA Bocconi** School of Management in Milan, Italy, is now offering a Senior Executive Program, a new general management training program that focuses on the specifics of the financial services industry. The new program combines SDA Bocconi's traditional finance and management curriculum with non-traditional educational experiences. For instance, football club AC Milan will coach participants on mental and physical attributes, while TV channel Class-CNBC will train them in media relations.

■ The **Lille School of Management** (ESC Lille) in France has introduced a new version of its MBA, which will be delivered in English at the school's Paris campus. The program is divided into core business courses and specialized majors in areas such as international finance, auditing and accounting, supply chain management, marketing, communication, and e-business.

■ With the goal of strengthening its position in the U.S. market, **IESE Business School** in Barcelona, Spain, has launched a program designed for professionals who have business interests in Latin America. The Senior Executive Program—Miami will run in association with IPADE of Mexico and IAE (Universidad Austral) of Argentina. Over a six-month period, program participants will attend four one-week residential modules in Miami and Madrid. The new program is modeled after simi-

lar programs IESE has established in Barcelona, Madrid, Munich, Warsaw, São Paulo, Shanghai, and Nairobi.

■ The **University of Tennessee** in Knoxville has launched "Leadership Success for Manufacturing Site Leaders," which provides a comprehensive business education to new and seasoned site leaders. This new certificate program is offered by the College of Business Administration's Center for Executive Education (CEE).

### OTHER NEWS

■ The **University of Maryland's** Robert H. Smith School of Business in College Park has launched the Thai



American Business Study Program, sponsored by the Royal Thai Embassy and the Foreign Ministry of Thailand. The program awards a three-year, \$100,000-per-year grant to create a student

club and a course on business interaction between the U.S. and Thailand/Southeast Asia.

■ **Vellore Institute of Technology** in India is planning to switch its programs to a trimester format to offer greater choice to students. The school also has signed a memorandum of understanding with Washburn University in Topeka, Kansas.

■ The Institute of Internal Auditors (IIA) has donated a comprehensive collection of internal auditing books to the **University of Dallas**

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School of Management in Texas. The books, which form part of the school's internal audit collection, cover topics such as business ethics, corporate efficiency, fraud detection, and Sarbanes-Oxley compliance. The donation was made possible by the Internal Auditing Academic Advancement Fund.

■ The international business degree program at **Bryant University** in Smithfield, Rhode Island, has accepted the invitation to become a full member of the Consortium for Undergraduate International Business Education. CUIBE aims to promote and enhance international business teaching through research, publications, and seminars.

■ The **Yale School of Management** in New Haven, Connecticut, has become the 14th school to join the Consortium for Graduate Study in Management, a national not-for-profit American organization for

diversity and inclusion that is based in St. Louis, Missouri. The Consortium recruits African Americans, Hispanic Americans, and Native Americans for graduate business education and awards over \$11 million in full-tuition, merit-based MBA fellowships annually.

■ A new faculty chair at the **University of California, Berkeley**, will be dedicated to leading-edge research and teaching on equity and inclusion in society. The chair will form part of a campuswide initiative launched by Chancellor Robert J. Birgeneau. The Robert D. Haas Chancellor's Chair in

Equity and Inclusion, which is being established in part through a gift from the Levi Strauss Foundation, honors Haas, who recently stepped down as CEO and chairman of Levi Strauss & Co.

■ The Kiebach Center for International Business Studies in the Whitman School of Management at **Syracuse University** in New York has launched the Africa Business Program. It will connect New York businesses, as well as students and faculty from the Whitman School, with businesses and markets in sub-Saharan Africa.

### CORRECTION

In the article "All Eyes on Africa," which appeared in *BizEd's* May/June issue, Brent Chrite was mistakenly identified as the associate dean and director of the MBA program at Arizona State University. He is actually the associate dean and director of the MBA program at the University of Arizona's Eller College of Management in Tucson. In the same story, The Gordon Institute of Business Science should have been identified as the University of Pretoria's Gordon Institute of Business Science in Johannesburg, South Africa, rather than Cape Town. ■