

# Headlines



JIM FRAZIER/GETTY IMAGES

## Ethics Partnership

**Eight universities across the Rocky Mountain region of the U.S. are collaborating on a new ethics initiative in business education supported by a grant from the Daniels Fund, a private foundation established by cable television pioneer Bill Daniels. Participating in the new initiatives are two schools—the University of Denver and the University of Wyoming—that already have business ethics programs supported by the Daniels Fund. A \$7.5 million grant, paid over five years, will be shared equally by the other six schools: Colorado State, New Mexico State, University of Colorado at Colorado Springs, University of New Mexico, University of Northern Colorado, and University of Utah.**

Corporate scandals have damaged stakeholder confidence, says Linda Childears, president and CEO of the Daniels Fund. That reality places pressure on the business community to establish clearer standards for ethical conduct, she adds. “This crisis in

business ethics is a serious concern for all of us and creates the opportunity to strengthen management education and to elevate the importance of business ethics curricula.” More information is available at [www.danielsfund.org](http://www.danielsfund.org).

## Conscious Consumers Convene at Kelley

**In addition to buying clothes based on their style, color, and fit, an increasing number of consumers are making purchasing decisions based on where goods are made. Indiana University’s Kelley School of Business in Bloomington tapped into that interest recently when it hosted a public event called “Check Your Label: Elements of Conscious Consumerism.”**

Five speakers discussed business models that offer a sustainable standard of living for all workers on the supply chain and told stories of operating a thriving business with the goal of social change. Among the presenters were Blake Mycoskie, founder of TOMS Shoes Inc., which gives a pair of new shoes to needy children

around world with every pair sold; Kelsey Timmerman, author of *Where Am I Wearing? A Global Tour to the Countries, Factories, and People That Make Our Clothes*; Amy Chin, director of the nonprofit International Development Collaborative, which connects impoverished villages with opportunities for sustainable community self-development; and IU graduates Anne and Kelly Campbell, who co-founded The Village Experience, which uplifts impoverished communities in the developing world through international trade and tourism.

Kathleen Robbins, director of the Kelley School’s undergraduate program, says students are increasingly becoming interested in the broader topics of globalization, Fair Trade, and social entrepreneurship. “There is a growing sentiment that a business degree can be great preparation for a career that allows you to make a difference in the world,” she says. “All of these speakers have found paths that allow them to be successful while following a strong passion. I think that message will be a powerful one to students who are contemplating what their futures will hold.”

## Socially Responsible Case Competitions

**Two schools recently used case competitions to encourage business students to actively participate in solving social crises in areas that range from education to sustainable transportation.**

■ At the Haas School of Business at the University of California, Berkeley, MBA and graduate students from across the U.S. turned their attention to the best ways to reform the Pittsburgh Public Schools during the fourth annual Education Leadership Case Competition.





STACY POINDEXTER OWEN, DIRECTOR OF FULL-TIME ADMISSIONS, BABCOCK GRADUATE SCHOOL OF MANAGEMENT, WAKE FOREST UNIVERSITY

## Director Stacy Poindexter Owen on the value of GMASS to recruit with precision:

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Every year, Berkeley MBA students of the Education Club choose a school district that presents a critical issue in education and invites students to create potential solutions. Each participating team must include at least two MBA students. This year's first-place winner, a team from Stanford University, won \$3,000; the second-place team, from Harvard University, received \$1,500.

This year's case competition explored an initiative to help ensure that students at the Pittsburgh Public Schools are academically prepared to enter college and can meet the prerequisites for The Pittsburgh Promise scholarship, which annually awards up to \$40,000 for college expenses to each Pittsburgh Public Schools graduate who meets eligibility criteria. The district was recently awarded \$40 million from the Bill and Melinda Gates Foundation to help fund reforms focused on maximizing teacher effectiveness.

The education sector presents an intriguing challenge to business students, say competition organizers. "In order to provide more equitable access to quality education, the sector will have to solve complex problems related to talent recruitment and retention, resource allocation, operational efficiencies, and mass customization," says student and competition co-chair Michelle Florendo. "MBA students have the skill set to help address these issues and the opportunity to have a real impact on children's futures, which make the challenge even more exciting." More information about the event is available at [groups.haas.berkeley.edu/education/ELCC/](http://groups.haas.berkeley.edu/education/ELCC/).

■ At Washington University in St. Louis, Missouri, the first Olin Sustainability Case Competition aims

to solve the eternal problem of insufficient campus parking in a way that is safe for the environment. Thirty teams of students from the Olin Business School—from undergrads to EMBA students—entered the competition, offering ideas that ranged from bike- and car-sharing systems to the construction of an automated parking facility with robotic valets.

The top prize went to the team that targeted a specific segment of the university population—graduate students in nearby university housing—as the most likely to use public transportation and bicycles if services and pathways were improved. The winning team received \$5,000 cash, free hours in the university's WeCar shared automobiles, and a chance to present their recommendations to university administrators.

The case study used in the competition outlines the ramifications of parking dilemmas at urban campuses. Washington University is reviewing an operational sustainability strategic draft plan and hopes to become a model for other large universities trying to solve similar dilemmas in a sustainable way. The plan is available online at [wustl.edu/sustain/strategicplan.html](http://wustl.edu/sustain/strategicplan.html).



## SHORT TAKES

### NEW APPOINTMENTS



■ **Mary Ellen Zuckerman** has been named dean of the Ithaca College School of Business in Ithaca, New York, where she will begin

her new duties on July 1. She succeeds **Susan West Engelkemeyer**, who is now dean of the Charlton College of Business at the University of Massachusetts-Dartmouth. Zuckerman was formerly dean of SUNY Geneseo's School of Business and is now a distinguished service professor there. Under her tenure, the Geneseo School of Business was awarded initial accreditation by AACSB International.

■ **Patrick J. Socci** has been named the new dean of the Frank G. Zarb School of Business at Hofstra University in Hempstead, New York. Most recently, Socci served as associate dean of the College of Business Administration at Fordham University. Earlier in his career, he held positions with AT&T, ADC Telecommunications, Citibank, and Merrill Lynch Hubbard.



■ **Ahmad Tootoonchi** has been named dean of the College of Business at Frostburg State University in Maryland. He had been interim dean since March 2009. Tootoonchi joined the FSU faculty in 1989 and has served as chair of the department of management, as well as associate and interim dean. He is president of the International Academy of Business Disciplines

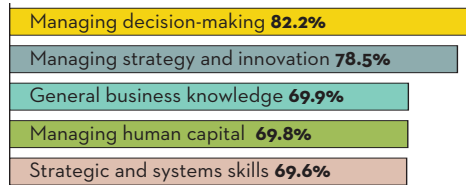
# THE GMAT® REPORT

## B-schools in a Changing World

The Graduate Management Admission Council offers a wealth of information to help business schools adapt to the evolving needs of stakeholders.

### Meeting Prospects' Expectations

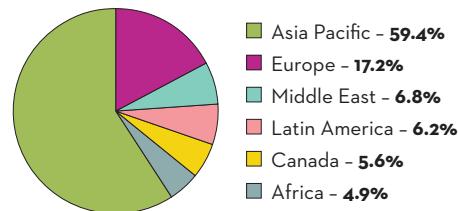
Students consider b-school to build skill sets. Most-hoped-for skills and the percentage of students who want them:



Source: 2010 mba.com Registrants Survey of more than 22,100 prospective students worldwide.

### Reaching a Global Applicant Pool

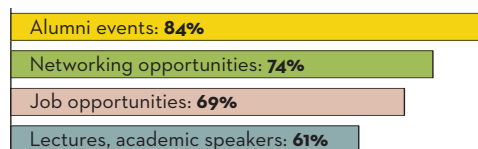
The number of GMAT exams taken by non-US citizens (135,105) surpassed those taken by US citizens for the first time last year. Breakdown of tests taken by these non-US potential applicants by citizenship region:



Source: Profile of GMAT Candidates 2009; data are for the testing year ending June 30, 2009.

### Staying Connected with Alumni

Alumni increasingly want to hear from their b-school about specific topics. Leading subjects and percentage of alumni wanting increased communication:



Source: 2009 Alumni Perspectives Survey of more than 3,700 survey respondents worldwide.

GMAC has more than 50 years' worth of graduate management education data and welcomes school participation in research. Visit [gmac.com/gmatreport](http://gmac.com/gmatreport) for details.

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and chief editor of the *Journal of International Business Disciplines*.

■ **Kathy Krawczyk** has been awarded the Dixon Hughes Professorship given out by North Carolina State University in Raleigh. Krawczyk is professor of accounting and director of the Master of Accounting program at the College of Management's Jenkins Graduate School of Management.

■ In August, **Arnoud De Meyer** will be leaving his position as director of the Cambridge Judge Business School in the U.K. to become president of Singapore Management University. De Meyer, a professor of management studies at Cambridge University, was appointed director in 2006. Previously, he spent 23 years with INSEAD, and he was founding dean of INSEAD's Asia Campus in Singapore.

■ **Sheridan Titman** has been elected vice-president of the American Finance Association for 2011 and president for the 2012 year. Titman is the Walter W. McAllister Centennial Chair in Financial Services at the McCombs School of Business at the University of Texas at Austin.

■ **Abbas Mirakhor** has been named the first holder of the INCEIF Chair of Islamic Finance at the International Centre for Education in Islamic Finance (INCEIF) in Kuala Lumpur. Abbas has been a professor of economics at the University of Alabama, Alabama A&M, and Florida Institute of Technology; he was also former executive director of the International Monetary Fund.

## SHORT TAKES

■ KPMG LLP, the U.S. audit and tax firm based in New York, has appointed **Stacy Sturgeon** to the position of national managing partner of university relations and recruiting. As the managing partner responsible for KPMG's university recruiting programs and faculty relations, Sturgeon will handle the firm's global internship program, faculty and classroom resources and training, and student diversity and leadership development initiatives.

■ Author **Stephen R. Covey** is joining the Jon M. Huntsman School of Business at Utah State University in Logan. Covey, who will serve as a tenured professor in a research capacity, is the first incumbent of the Jon M. Huntsman Presidential Chair in Leadership. The Huntsman School also is launching a drive to fund the Stephen R. Covey Center for Leadership, which will house the author's works.

■ **Robert Herz** has been named director of the South Side Innovation Center at Syracuse University's Whitman School of Management in New York.

## HONORS AND AWARDS



■ **Joseph V. Carcello** has received the 2010 Tennessee Society of Certified Public Accountants' Distinguished Achievement in Accounting Education Award. Carcello is the Ernst & Young Professor in the College of Business Administration's Department of Accounting and Information Management and the

director of research for the Corporate Governance Center at the University of Tennessee, Knoxville.

■ **Rebecca White**, director of the Florida Entrepreneur Center at the University of Tampa in Florida, was recently awarded the President's Distinguished Service Award by the United States Association for Small Business and Entrepreneurship (USASBE). White has served the USASBE as chair of its pedagogy division, board member, liaison to the association's interest groups, and program chair.

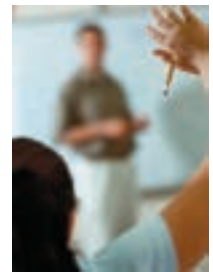
■ **Richard Roll**, Japan Alumni Chair in International Finance at UCLA Anderson School of Management, has been named the 2009 IAFE/SunGard Financial Engineer of the Year. The award recognizes individual contributions to the advancement of financial engineering technology.

■ The Society of Actuaries has named nine U.S. schools and three Canadian schools as Centers of Actuarial Excellence: **University of Connecticut, Drake University, Georgia State University, Illinois State University, University of Iowa, University of Nebraska-Lincoln, St. John's University, Temple University, University of Wisconsin-Madison, Université Laval, University of Manitoba, and University of Waterloo.** The five-year CAE designation recognizes schools for the high quality of their degree offerings, curricula, student bodies, faculty composition, industry connections, and faculty research. Schools that earn the designation are also eligible to compete for substantial multiyear education and research grants from the society.

■ **Finley Graves**, dean of the College of Business at the University of North Texas in Denton, has received the 2009 Joseph A. Silvoso Faculty Merit Award from the Federation of Schools of Accountancy. The award is funded by KPMG LLP.

■ **William Ouchi**, the Sanford and Betty Sigoloff Distinguished Professor in Corporate Renewal at the UCLA Anderson School of Management, has been honored by having a school named for him. The Alliance for College-Ready Public Schools, a charter school management organization, has named one of its top high schools after education reformer Ouchi and his wife, Carol. The naming ceremony took place earlier this year in the courtyard of the new William and Carol Ouchi High School, which opened in fall 2009.

■ Programs at three universities have received Leavey Awards for excellence in private enterprise from the Freedoms Foundation, a nonprofit educational organization based in Valley Forge, Pennsylvania. The **College of Charleston** in South Carolina was honored for its student-managed social enterprises program; **Berry College** in Mount Berry, Georgia, for its student-operated enterprises; and **Babson College** in Babson Park, Massachusetts, for its Foundations for Management and Entrepreneurship course. The awards recognize educators at the elementary, junior



# Industry-Focused Education.



The Haub School of Business adopted an industry-focused strategy that is paying dividends for our students as well as for corporations. We work with companies in high-growth industries to develop real-world, practical coursework that prepares students to graduate directly into jobs at world-class organizations. Partner corporations obviously benefit from having access to a large pool of highly-qualified prospective employees. Our students, on the other hand, have a measurable advantage in today's job market through creative program specializations such as our B.S. in Accounting with an SAP enterprise software component and a CFP® board certified M.S. in Financial Services, as well as specialized degree programs in Food Marketing, Pharmaceutical Marketing, Risk Management and Insurance, and Sports/Entertainment Marketing.



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## SHORT TAKES

high, high school, and college levels for innovation in teaching entrepreneurship and free enterprise. More information is available at [freedomfoundation.org](http://freedomfoundation.org).

■ The University of Pittsburgh's David Berg Center for Ethics and Leadership in Pennsylvania and Beta Alpha Psi, an organization for financial information students and professionals, have named **KPMG LLP** as the first winner of the Financial Stewardship Award. The award is given to a firm that exemplifies high ethical standards in the financial services industry.

## COLLABORATIONS

■ **Audencia Nantes'** School of Management in France has announced a host of new partnerships—with schools and with other institutions. Audencia has partnered with the Crédit Agricole bank to launch a new major in risk management. The program will prepare students for the exam held by the Global Association of Risk Professionals, which results in Financial Risk Management certification. Audencia also has joined with two engineering schools—Centrale de Nantes and Ecole des Mines de Nantes—to create Nantes Atlantic Technology, a higher education consortium that marries management and engineering. The participating schools will create bachelor's, MBA, and PhD programs for students who wish to be engineer-managers. In addition, Audencia has strengthened its partnership with the Universidad Diego Portales in Santiago, Chile, to allow student exchanges with that school,

while cementing relationships with Universidad Tecnica Federico Santa Maria in Chile, Wilfrid Laurier University's School of Business and Economics in Canada, and Université Galatasaray in Istanbul.

■ Dixon Hughes PLLC has teamed with the Bryan School of Business at the **University of North Carolina in Greensboro** to support the monthly Triad Business Index. The index, which is produced by the Bryan School's Center for Business and Economic Research, will now be known as the Dixon Hughes Triad Business Index.

■ **ESSEC Business School**, with locations in Paris and Singapore, has announced a double-degree program to be conducted in partnership with the School of Law at **King's College London**. Under the agreement, students from both institutions can pursue a double degree that consists of an advanced master in international business law and management from ESSEC and a master of laws from King's College. The program covers two academic years.

■ **San Diego State University** in California has partnered with the **University of Malta** to offer a collaborative graduate degree program in integrated marketing communications. The one-year program, delivered in Malta, culminates with the awarding of two degrees—a master of science in business administration, marketing, from SDSU; and a master of arts in integrated marketing communications from UofM. Approximately half of the courses are taught by UofM faculty, with the remainder taught by SDSU fac-

ulty who travel to Malta to deliver intensive versions of SDSU courses.

## NEW PROGRAMS

■ This year, the Olin Business School at **Washington University** in St. Louis, Missouri, will be expanding its outreach to Kansas City. There, it will hold executive education programs ranging from one-day open-enrollment seminars to an executive MBA degree. The EMBA program will be offered in a weekend format over 20 months.

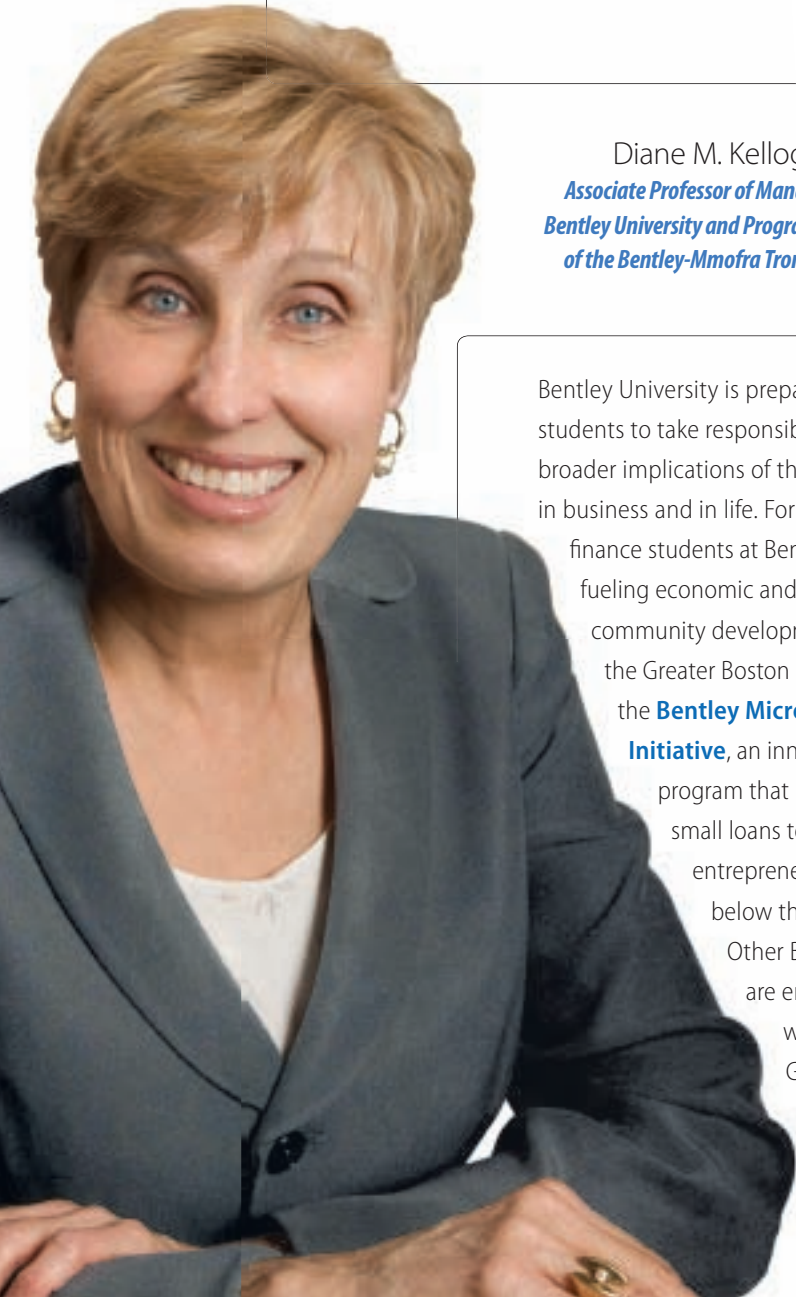
■ For the 2010–2011 academic year, the **Duke Law School** in Durham, North Carolina, will launch the Law and Entrepreneurship LLM Program. The two-semester, 23-credit program will combine studies of business law, intellectual property



law, and innovation policy with exposure to entrepreneurial companies in nearby Research Triangle Park. The program is aimed at lawyers who are interested in becoming business advisors or top executives. **James Cox**, the Brainerd Currie Professor of Law, will serve as the initial faculty director for the program.

■ This summer, **Thunderbird School of Global Management** in Glendale, Arizona, will offer its inaugural Summer Global Business Institute. The three-week bridge program will help undergraduates prepare for a career in international business by

# The Business of Life



Diane M. Kellogg  
*Associate Professor of Management,  
 Bentley University and Program Director  
 of the Bentley-Mmofra Trom Project*

Bentley University is preparing our students to take responsibility for the broader implications of their actions—in business and in life. For example,

finance students at Bentley are fueling economic and community development in the Greater Boston area with the **Bentley Microcredit Initiative**, an innovative program that provides small loans to local entrepreneurs at or

below the poverty level.

Other Bentley students are engaged as interns with NGOs in Ghana, including

**The Mmofra Trom Center,**

to help build the economic, educational and healthcare infrastructure needed to develop the rural economy. And the nationally recognized **Bentley Service Learning Center** manages groundbreaking initiatives like the **Bentley/City Year “give a year”** partnership and serves as a model service-learning program for colleges and universities across the globe.



*The Bentley/City Year “give a year” program is a pioneering initiative that enables students to integrate a full year of national service into their Bentley academic experience.*

With our unique integration of ethics, social responsibility and global education, Bentley is preparing graduates to become the accountable leaders the world needs today.

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## SHORT TAKES

immersing them in Thunderbird's curriculum, culture, and campus life. Participants will attend custom courses on global management, global political economy, ethics, and other topics. If participants enroll in any of Thunderbird's full-time degree programs within five years of completing studies, they may apply 50 percent of the program fee to their tuition.

■ The Daniels College of Business at the **University of Denver** in Colorado is offering a one-year MBA program specifically for students

who have recently obtained an undergraduate business degree from an AACSB-accredited business school. The program, which will launch in August, is designed to encourage top undergraduates to move directly to the graduate school track. Students will be able to customize their curricula by choosing concentrations in areas such as marketing, innovation, entrepreneurship, finance, accounting, real estate, and construction management.

■ Beginning in fall of 2010, the **Georgia Southern University** College of Business Administration in Statesboro

will offer a PhD in logistics and supply chain management.

■ **Rollins College's** Crummer Graduate School of Business in Orlando, Florida, will launch the Key Executive MBA (KEMBA), designed for senior executives and business leaders. The team-taught KEMBA program integrates various business disciplines and uses blended and experiential learning to help participants acquire cross-functional problem-solving skills they can use immediately in their jobs. The blended program includes an online component as well as monthly on-campus interactions.

## ecch the case for learning

### case writing competition

To celebrate their 21st birthday in 2011, ecch's European Case Awards will become a global event and a case writing competition will be launched. Authors are invited to submit entries in 2010.

Each year the executive committee of ecch will identify an emerging 'hot topic' in the classroom, which for 2011 is 'Renewable and sustainable energy, technology and development'.

The second new category is 'New case writer' for a first teaching case.

Submissions are invited before 30 September 2010. For details visit [www.ecch.com/casecompetition](http://www.ecch.com/casecompetition)

Come and see us at the AACSB International Conference and Annual Meeting, 18-20 April 2010 (booth 112).

## GRANTS AND DONATIONS

■ The Kelley School of Business at **Indiana University** in Bloomington has received \$1 million from 3M Corp. and its foundation for a new professional sales and communications lab for students. It is the first major corporate gift toward a \$60 million capital campaign that will transform the school's facilities for undergraduate students.

■ The Tuck School of Business at **Dartmouth College** in Hanover, New Hampshire, has received a \$2.5 million gift from alum Zdeněk Bakala to endow the new Bakala Professor of Management faculty chair. Bakala is a member of the finance community in the Czech Republic.

■ The Neeley School of Business at **Texas Christian University** in Fort Worth, Texas, has established the Barry Family Entrepreneur-in-Residence position to support

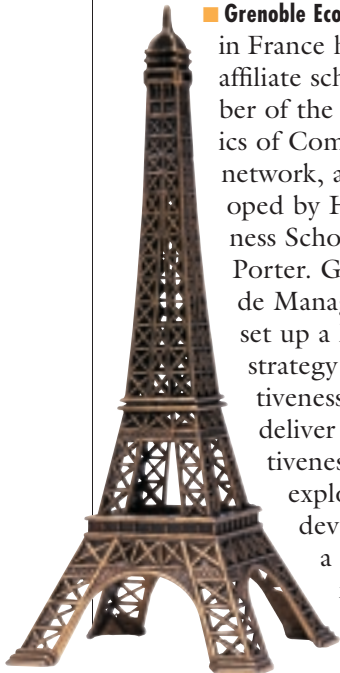


programs at the Neeley Entrepreneurship Center and the TCU Energy Institute. Funded by a \$1.5 million commitment from Barry and Antoinette Davis, the entrepreneur-in-residence post will be held by **Brad Hancock**, director of the Neeley Entrepreneurship Center.

- A gift from alum Ken Goodman will launch the new Goodman Leadership Center at the Whitman School of Management at **Syracuse University** in New York. The center will support academic research, including the Goodman Professorship. It also will be used to help develop a certificate program in leadership and send Whitman students to leadership conferences.

#### OTHER NEWS

- **Grenoble Ecole de Management** in France has become an affiliate school and member of the Microeconomics of Competitiveness network, a course developed by Harvard Business School's Michael E. Porter. Grenoble Ecole de Management has set up a lab center for strategy and competitiveness where it can deliver the competitiveness course, which explores economic development from a bottom-up, microeconomic perspective. 



# DOCTORAL PROGRAMS FOR EXPERIENCED EXECUTIVES

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Discover more about managing in a world of complexity, design thinking, and sustainability.

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