

Headlines

Trapnell Named Chief Accreditation Officer

Jerry Trapnell, dean of the College of Business and Behavioral Science at Clemson University in South Carolina, has been named the first Chief Accreditation Officer for AACSB International—The Association to Advance Collegiate Schools of Business. He will retire from the college in July and assume his new role August 1.

Trapnell became dean at Clemson in 1993. During his tenure, he guided the school through the reaccreditation process, oversaw a \$6.9 million gift for the John E. Walker Department of Economics, added

an academic advising center, and encouraged the formation of a new management information systems program.

Trapnell also has extensive service with AACSB and other organizations. He currently serves on

AACSB's board of directors and was the 2002–03 board chair. He has also served on numerous AACSB International peer review teams and committees.

"We are very fortunate to have Jerry with us full time," says AACSB president and chief executive officer John Fernandes. "Our growth in accreditation and expansion of member services worldwide has caused the need for a chief accreditation officer. When I made this decision, with the board's support, it was with the intent of recruiting one of the best deans in the industry and one with extensive accreditation experience. Getting Jerry to come to AACSB has exceeded my own lofty expectations."



Economy Expansion Forecast for 2004

The U.S. economy has entered a period of sustained growth that should take it through 2005. Individuals will never have greater incentives to take ownership of their health, wealth, and education, says David Littman, senior vice president and chief economist for Comerica Bank and winner of the 2003 Lawrence R. Klein Award for Blue Chip Forecast Accuracy. The award, determined by the W.P. Carey School of Arizona State University in Tempe, is given to a member of the Blue Chip Economic Indicators panel with the best accuracy record for the preceding year. Littman gave these opinions in a speech on "Re-Establishing Economic Pre-Eminence" at the New York luncheon honoring his achievement.

According to Littman, two years of real GDP expansion are behind the U.S. and another year of superior growth lies ahead. Business spending on capital equipment and employment growth both have picked up, largely due to tax cuts.

"In my forecasting career, I have never seen such a confluence of stimulative monetary and fiscal policies. Tax cuts and refunds, federal spending growth averaging between eight and

ten percent for more than two consecutive years, the lowest financing rates in 45 years all superimposed on a world economy gaining ground, in greater unison, and capitalizing on state-of-the-art technologies have accelerated productivity gains to record proportions. 2004 is destined to be the year of maximum dynamic expansion in this business cycle," he says.

While he predicts robust housing starts and bolstered automotive sales, he believes employment growth would be considerably faster without the "daunting impediments" faced by U.S. firms forced to consider benefit costs, health care, pensions, insurance, and requirements put in place by OSHA and the Environmental Protective Agency. Even so, he feels that "unbridled spending by Washington" is the real long-term threat to economic expansion.

"By saddling our growth engine with tax and regulatory burdens ... we hand major markets to our foreign competitors, nations whose people seek to get where we were 50 years ago," Littman



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—Roy A. Herberger Jr., Thunderbird

says. An economy with “fantastically mature and promising technology” governed by a political group that pursues “anti-growth, anti-profit policies” produce a model that is “not very ripe for any investment,” he warns.

Two Schools Receive Substantial Donations

Thunderbird, The American Graduate School of International Business, in Glendale, Arizona, has been given a \$60 million gift by alumnus Samuel S. Garvin and his wife, Rita. In honor of the gift, the school will be renamed Thunderbird, The Garvin School of International Management. Thunderbird officials believe this is the largest naming gift ever received by a business school. Garvin is founder, chairman, and CEO of

Continental Promotion Group Inc., a global commercial fulfillment business with clients in 26 countries.

According to Thunderbird President Roy A. Herberger Jr., “This gift will support our ability to continuously improve operations on four continents while furthering our investments in faculty. The Garvins’ gift also focuses on the importance of attracting outstanding students through scholarships and a curriculum designed to consis-

tently meet the demands of a global economy.”

The School of Business at **Carnegie Mellon University**, Pittsburgh, Pennsylvania, has received a \$55 million donation from Wall Street investor David A. Tepper and his wife, Marlene. The gift is the largest donation to Carnegie Mellon in its 104-year history. In recognition of this transformational gift, the school will become the David A. Tepper School of Business at Carnegie Mellon. Tepper is president and founder of Appaloosa Management, a \$3 billion hedge fund investment firm based in Chatham, N.J.

The school will use \$5 million of the gift to attract faculty, enhance the student experience, develop learning opportunities for alumni, and advance the school’s visibility. The remaining \$50 million will be added to the business school’s endowment, increasing it to \$137 million.

Salary Adjustment

A chart in the article “The Professor’s Paycheck” was mislabeled in the March/April 2004 issue of *BizEd*. For mean salaries by field and discipline, in thousands of dollars, the correct salary levels are shown below. For the full text of the completed article, go to www.aacsb.edu.

Mean Salaries by Field/Discipline*

Field/Discipline	Professor	Associate Professor	Assistant Professor	Instructor	New Doctorate
Accounting/Taxation	\$109.0	\$89.7	\$89.4	\$51.8	\$100.7
CIS/MIS	\$105.9	\$87.4	\$85.5	\$50.0	\$91.2
Economics/Managerial Economics	\$100.3	\$72.9	\$68.5	\$48.2	\$69.5
Finance/Banking/Real Estate/Insurance	\$124.3	\$97.3	\$101.1	\$55.7	\$104.4
Management/Behavioral Science/ International Business/ Strategic Management	\$108.1	\$84.8	\$81.6	\$52.5	\$87.8
Marketing	\$109.9	\$86.6	\$84.7	\$50.0	\$91.9
Production/Operations Management	\$112.0	\$87.9	\$88.5	\$54.7	\$90.8
Quantitative Methods/ Operations Research/Statistics	\$107.5	\$84.8	\$76.0	\$47.8	\$78.7
All fields combined	\$108.9	\$86.2	\$84.4	\$51.0	\$89.7

*Figures are in thousands of dollars.

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Wharton Forms Publishing Company

The Wharton School of the University of Pennsylvania in Philadelphia has joined with Pearson Education to launch Wharton School Publishing, which will publish a select group of business thinkers in print, audio, and interactive formats. Among the authors who have already signed on with Wharton School Publishing are C.K. Prahalad, co-author of *Competing for the Future*; management guru Kenichi Ohmae; former Citigroup Chief Technical Officer Colin Crook; and Wharton School faculty and other academics.

Wharton School Publishing will publish 12 to 15 books per year beginning in July 2004. The first two titles will be *The Power of Impossible Thinking: How to Transform the Business of Your Life and the Life of Your Business*, by Crook and Wharton marketing professor Jerry Wind, and Prahalad's *The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits*. Book content and other materials will be showcased online at www.whartonsp.com.

Photo Note

The photo of Earl G. Graves Sr. that appeared on the cover of the March issue of *BizEd* was taken by Bachrach Portrait Photographers in New York.



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COLLABORATIONS

■ **Escuela de Alta Dirección y Administración (EADA)** of Barcelona has joined with twelve business schools from eight countries to create the CAR-NET alliance, an international career networking service for MBAs. The network of recruiting companies from each school is now available to career service departments of CAR-NET partners, primarily through online career fairs and other technological services. More information is available at www.carnet-alliance.org.

■ **Carnegie Mellon University** in Pittsburgh, Pennsylvania, has entered into an agreement with the Qatar Foundation to offer its undergraduate programs in computer science and business at a branch campus in the Qatar Foundation's Education City. The new campus in Doha, the nation's capital, will be called Carnegie Mellon University in Qatar. It will offer programs leading to Carnegie Mellon degrees based on the same admission standards and curricula as its main campus.

■ The Centre for Advanced Studies of the **University of Economics** in Bratislava, Slovakia, has formed a partnership with the William Davidson Institute of the **University of Michigan** Business School in Ann Arbor to offer executive education programs in the Slovak capital. The ten-day general management program will be open to mid-to-senior level executives from throughout the Slovak Republic. The program will be taught in English by professors from the University of Michigan Business School, IMD-Lausanne, and the University of Economics.

■ The Cranfield School of Management

in the U.K. has joined forces with RBS Aviation Capital to offer two scholarships per year in the RBS Cranfield MBA Scholarships program. The scholarships will be open to managers worldwide already working in the airline field. The scholarships are supported by *AirFinance Journal*.

■ The Omnium Global Executive MBA Program has been launched between the **University of Toronto's** Rotman School of Management, the **University of St. Gallen** in Switzerland, and **Business School São Paulo** in Brazil. The 16-month program brings participants together in cross-cultural study teams with managers from around the world. The teams are strategically immersed in the world's four main economic regions including North and South America, Europe, and Asia, through three-week study modules.

■ The Eli Broad College of Business at **Michigan State University** in East Lansing has joined with IBM to establish a center for joint research and study of advanced supply chain practices. Through a Shared University Research award from IBM—consisting of IBM software, eServer, and storage technologies—the Broad School and IBM are creating a laboratory called The Center for On Demand Supply Chain Research, which will be based at MSU. Broad School graduate students and faculty will use the laboratory to study the key relationships in an end-to-end supply chain, focusing on the flow of information and the interdependencies among partners.

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NEW APPOINTMENTS

■ **Jeffrey von Arx** has been named the eighth president of Fairfield University in Fairfield, Connecticut. Von Arx, currently dean of Fordham College at Rose Hill of Fordham University, and a current member of the Fairfield Board of Trustees, succeeds Aloysius P. Kelley, who will retire at the end of the 2003-04 academic year.

■ Canadian businessman **Michael Grandin** has been named dean of the Haskayne School of Business at the University of Calgary for a five-year term beginning April 1.



Grandin brings significant business experience in investment banking, financial management, and the oil and gas industry, having

held key positions with Canadian Pacific Ltd., PanCanadian Energy, and Fording Canadian Coal Trust.

■ **Dan R. Dalton** has announced that he will step down from his position as dean of Indiana University's Kelley School of Business in Bloomington at the end of the 2003-04 academic year. He plans to return to teaching and will continue to hold the title Harold A. Poling Chair of Strategic Management.

■ **William R. Baber** has been named the new associate dean for research and director of doctoral programs at The George Washington University School of Business in Washington, D.C. As associate dean, Baber will coordinate and advance the research efforts of the school's individual faculty and its research centers and institutes.

■ **Rueben Mayes**, former running back for the New Orleans Saints and Seattle Seahawks, is the new assistant dean of external relations for the University of Washington Business School in Seattle. Mayes, who has seven years of development experience, was most recently executive director of the President's Associates Program at Washington State University, where he oversaw fund raising and communications with alumni and donors. Mayes was the 1986 National Football League Rookie of the Year.



■ **Robert E. Mittelstaedt Jr.** has been named the new dean of the W.P. Carey School of Business at Arizona State University, effective June 30. Currently vice dean of the Wharton School and director of the Aresty Institute of Executive Education, Mittelstaedt is responsible for Wharton's \$43 million executive education business and has significant experience in fund raising. He was also instrumental in developing a number of programs for specific audiences, including one for corporate directors that has run since 1993 in the United States and the United Kingdom.

■ **John R. Birge**, dean of Northwestern University's Robert R. McCormick School of Engineering and Applied Science, is resigning from that position to become professor of operations management at the University of Chicago Graduate School of Business.

■ The Robins School of Business at the University of Richmond in Virginia has installed **Thomas J. Cossé**, professor of marketing and associate

dean for international business programs, as CSX Chair in Management and Accounting. CSX Corporation established the chair with a gift to the university in 1983. Cossé, the fifth professor to hold the faculty position, specializes in applying marketing concepts to public policy issues, such as human organ donation.

■ The Robinson College of Business at Georgia State University in Atlanta has named **David Forquer** assistant dean for executive programs, effective immediately. He will lead the college's executive MBA program.

■ **Raymond "Pat" Fishe**, professor of finance, has been named to the Distinguished Chair in Finance of the Robins School of Business at the University of Richmond in Virginia.

■ Four new appointments have been made at the Crummer Graduate School of Business at Rollins College in Winter Park, Florida. **Stephen Gauthier** has been named associate dean, **Jennifer Devitt** director of Executive MBA (EMBA) programs, **Alice Argeros** director of Professional MBA (PMBA) programs, and **Jamie Silver** academic counselor.

EXTERNAL APPOINTMENTS

■ **Gary Selden**, associate professor of marketing and professional sales at Kennesaw State University in Georgia, has been named faculty advisor for the Executive MBA Council's Certification for Executive MBA Administrators (CEMA) Strategic Leadership Program. The CEMA Strategic Leadership program is a new Executive MBA Council initiative dedicated to advancing the careers of executive MBA administrators.

FACILITIES

■ The Cecil B. Day School of Hospitality—part of **Georgia State University's** Robinson College of Business—will team with the Georgia World Congress Center Authority to create a Hospitality Learning Center.



Located in the Georgia World Congress Center in Atlanta, the Hospitality Learning Center will be home to a high-tech teaching and research site for graduate and undergraduate studies. Proposed programs include event/venue management for undergraduate and graduate students; in-house professional development for GWCC clients and employees; and educational programs for the hospitality and tourism industries.

■ **Iowa State University** in Ames recently opened a 111-square-foot facility dedicated to serving the 4,000 undergraduate and graduate students

of the university's College of Business. The state-of-the-art Gerdin Business Building offers wireless Internet access as well as high-tech laboratories that replicate real-world environments students will encounter in the fields of transportation, logistics, telecommunications, and marketing. Sixty percent of the cost of the building was covered by private donations, including \$10 million from Russ and Ann Gerdin, for whom the building is named.

PROGRAMS

■ The **University of Arizona's** Eller College of Business and Public Administration in Tucson has designed a new concentration for students seeking a master's degree in MIS. The concentration, called Strategic IT Entrepreneurship (SITE), combines MIS and entrepreneurship studies to produce entrepreneurial individuals who can develop IT solu-

tions and strategies while utilizing project management skills.

■ **IMD** in Lausanne, Switzerland, has announced the complete overhaul of its portfolio of open enrollment executive development programs. IMD's open program, which includes two degree programs and three joint programs with MIT's Sloan School of Business, is now built around three streams: individual leadership, general management, and execution capability.

■ The College of Business and Technology at **Western Illinois University** in McComb has launched a 16-month MBA program focusing on international trade within the New North America. Working with students at partner universities located in Moncton, Canada, and Quéretaro, Mex-



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ico, students will gain international business competencies as they spend one semester in each country. The program will culminate with students spending a one-semester internship as part of a three-person, tri-country team in a business or organization committed to international trade and economic development.

■ **Columbia Business School** Executive Education in New York City has designed a course specifically for board directors of publicly listed companies who want to improve financial integrity. The goal of the course is to



strengthen directors' ability to evaluate financial information and assess the decisions and representations made by management. The course, first held in April, is supported by The New York Stock Exchange Foundation Inc.

■ A revamped curriculum at the **University of Washington** Business School in Seattle combines classroom learning with real-world experience. During the first-year core courses, students will focus on traditional elements in the context of a specific industry or country. The themes are expected to

create continuity from classroom to classroom and give students a sense of the complex web within which business decisions are made. In upcoming semesters, students will focus on China, Hong Kong, and Singapore when looking at countries and biotechnology, financial services, and 21st century retail when they examine industries. More emphasis will also be placed on issues of ethics, sustainability, global human resources, and other relevant business challenges.

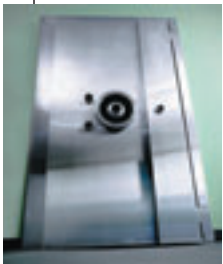
■ The **Grenoble Graduate School of Business** in France is expanding its international reach by launching a master's in international business program

with Megatrend University in Belgrade. The program trains intercultural managers for an international environment.

DONATIONS AND GRANTS

■ Roger L. Fitzsimonds has made a \$1.5 million gift to the **University of Wisconsin-Milwaukee** Foundation to establish the Roger L. Fitzsimonds Scholarly Achievement Fund within the School of Business Administration. The gift will fund the Roger L. Fitzsimonds Scholar Program, directed at attracting outstanding faculty; a doctoral scholarship program; and a lecture series on management excellence. Fitzsimonds is the retired chairman and CEO of Firststar Corporation, now U.S. Bank.

■ **Concordia University's** John Molson School of Business in Montreal has announced a new Ph.D. fellowship program that will be financed by the National Bank. Over the next ten years, the \$1 million gift will support the work of 50 doctoral candidates in the field of finance.



■ A \$10 million contribution from donor Michael Lee-Chin has enabled the **University of Toronto** to reach a campaign goal of \$1 billion a year ahead of schedule. Lee-Chin's \$10 million commitment will establish the AIC Institute for Leadership at the Joseph L. Rotman School of Management, as well as a chair to be held by the dean of the Rotman School. The inaugural holder will be Roger Martin, Rotman's current dean. Lee-Chin is chairman and CEO of AIC Limited.

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■ Allied Insurance has committed \$1.5 million to support a faculty position in the **University of Iowa's** new Institute of Risk and Insurance in the Henry B. Tippie College of Business in Iowa City. Allied Insurance, based in Des Moines, is a member of the Nationwide network of multi-insurers. The gift commitment, made through the UI Foundation, will eventually endow the Allied Insurance Chair in Risk and Insurance.

HONORS

■ The Swedish Foundation for Small



Business Research (FSF) and the Swedish Board

of Industrial and Technical Development (NUTEK) has given the 2004 FSF-NUTEK Award to **Paul D. Reynolds**, Paul T. Babson Chair in Entrepreneurial Studies at Babson College in Wellesley, Massachusetts, and Professor of Entrepreneurship at the London Business School. He is being recognized for his research on entrepreneurship and small enterprises.

■ The Martin J. Whitman School of Management at **Syracuse University** in

New York has presented its 2004 Salzberg Medallions to two recipients. Dell Inc. received a Concept Award for its mass customization model; consultant **Robert G. Brown** received a Practitioner Award for his creation of statistical tools related to forecasting and inventory control. In addition, **Fernando Diz** has been named the Martin J. Whitman Associate Professor of Finance. The professorship was established as part of the naming gift made to the school from Martin and Lois Whitman in June. Diz is faculty director of Syracuse University's Division of International Programs Abroad management in-

ternship program in Madrid and director of the Whitman School's Balentine Investment Institute.

■ The Dingman Center for Entrepreneurship at the Robert H. Smith School of Business, **University of Maryland** in College Park, has won the 2003 national outstanding entrepreneurship course of the year award from the United States Association for Small Business and Entrepreneurship.

OTHER NEWS

■ **George Washington University** in Washington, D.C., has changed the name of its School of Business and Public Management to the School of Business in an effort to focus more closely on the school's vision and mission.

■ **Pepperdine University** has opened The West Los Angeles Graduate Campus, its seventh graduate campus in southern California. It houses the Graziadio School of Business and Management as well as the Graduate School of Education and Psychology. Pepperdine inhabits the first five floors of the new facility, totaling 112,466 square feet, and has filled them with an academic computing facility, bookstore, classrooms, Community Counseling Center, faculty and staff offices, library, multimedia center, and a student lounge.

■ **ESCP-EAP European School of Management** will open its fifth European campus this fall. Located in Turin, Italy, the new campus is being established in alliance with the Faculty of Economics, University of Turin. The University of Turin will provide facilities and equipment; ESCP-EAP will provide program development and delivery assistance. ☑