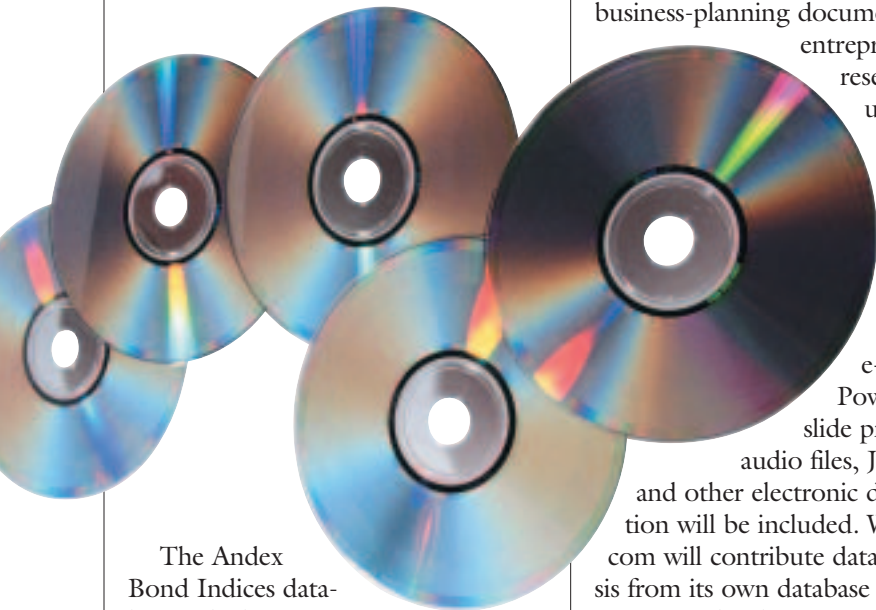


Technology

■ New Databases Add to Historical Record

It's said that those who fail to study history are doomed to repeat it. Fortunately, two new information tools may help business researchers avoid that common fate.

The Andex Bond Indices. The Center for Research in Securities Prices (CRSP) at the University of Chicago's Graduate School of Business has added the Andex Bond Indices database to its other financial databases. The CRSP databases maintain comprehensive historical records of stock, bond, and mutual fund securities over the years.



The Andex Bond Indices database, which is an enhancement of CRSP's current treasury indices, comprises 20-year, five-year, and 90-day return indices on treasuries. The new database is now available on CD-ROM on a subscription basis to academic and corporate researchers who gather and analyze financial data.

The Business Plan Archive. The Business Plan Archive (BPA) is a

new database from the University of Maryland's Robert H. Smith School of Business, College Park, Maryland. In partnership with the research firm Webmergers .com of San Francisco, California, the Smith School of Business plans to launch the BPA, a Web-based initiative designed to create a permanent record of the historic dot-com era. School officials say the BPA is part of a major Smith School research project on the dot-com boom and bust period of the late 1990s.

The Web site, located at www.businessplanarchive.org, will collect business-planning documents that entrepreneurs and researchers can use to learn from past business successes and failures. Materials such as e-mails, PowerPoint slide presentations, audio files, Java applets, and other electronic documentation will be included. Webmergers.com will contribute data and analysis from its own database of information on technology mergers and acquisitions that occurred during the dot-com era.

The BPA enables former executives, employees, investors, and customers who participated in the Internet boom and bust to submit business plans, marketing plans, technical plans, venture presentations, and other business documents from failed and successful Internet



startups. Such information provides a valuable historical record, says David Kirsch, assistant professor of entrepreneurship at the Smith School and head of the BPA research project.

"If we don't act now to document the dot-com happenings of the past several years, many of the events and firms that helped define the period will be forgotten," he says. "We must create a meaningful digital archive of this historical era."

Access to the documents will be free, but users will be asked to register to use the site. Site organizers hope to have selected planning documents available this month. Although the site's initial purpose is to document the dot-com era, site organizers note that they will accept business plans of all types.

For more information about CRSP databases, visit www.crsp.uchicago.edu. For more information about the Business Plan Archive, visit www.businessplanarchive.org.

DATABIT

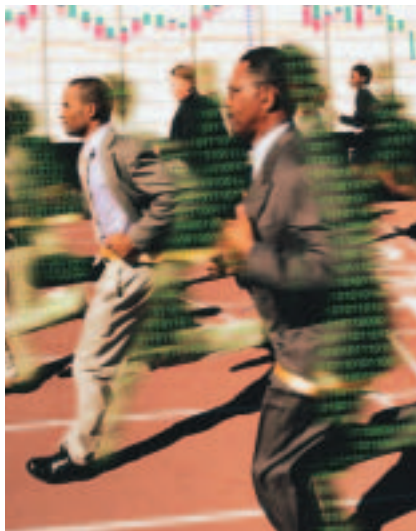
90 percent of U.S. households have access to high-speed Internet services, such as DSL, cable, or satellite. However, only 7 percent subscribe to these services.

Babson MBAs on the Fast Track

In January 2003, Babson College, Wellesley, Massachusetts, plans to launch its Fast Track MBA Program, its new, fully integrated “blended” MBA program. The program, which will integrate onsite classroom instruction with distance learning components, will enable students to obtain their MBAs in just 27 months.

To implement the Fast Track MBA program, Babson has partnered with Cenquest, a provider of school-branded e-learning programs based in Portland, Oregon. The program is tailored for executives with five to seven years of work experience. Students will meet once a month, attending two-and-a-half days of face-to-face sessions with Babson faculty. During the remainder of the program, students will participate in distance learning sessions via Internet-based professor-student collaboration and interactive multimedia course content.

Such programs as the Fast Track MBA can be critical for executives struggling to balance work/life issues, especially in an economic recession, says Tom Moore, dean of executive education at Babson and CEO of Babson Interactive. “Many individuals need to obtain their MBAs, but can’t afford to put their careers on hold to do so,” he says. “This program is win-win. It provides an MBA for the fast tracker while positioning his or her sponsoring corporation as an employee-centric and forward-thinking organization.”



Quinnipiac Set to Build New Tech Center

Quinnipiac University of Hamden, Connecticut, is preparing to build a \$1 million Financial Technology Center for its Lender School of Business. Scheduled to open during the 2002-2003 academic year, the Center will include 30 flat-screen workstations equipped with real-time data from Reuters, Bloomberg, Bridge, and Dow Jones Telerate.

Such financial data will provide students, faculty, and professionals access to instantaneous information on world markets and socio-economic, political, and international events that impact the world economy.

DATABIT

China now ranks third among countries in Internet usage, the *Associated Press* reports. Of China's 1.26 billion people, more than 45 million use the Internet regularly, a 72 percent increase over 2001 figures. China's usage is only surpassed by first-ranked United States and second-ranked Japan. This despite the fact that, in June, the government closed all Internet cafes, many citizens' main access to the Internet.

The business school's financial goals for the Center have been helped by corporate donations, such as a \$50,000 donation from Nationwide Insurance. Phil Frese, dean of the Lender School, notes that such support underscores the fact that corporations will be seeking students with the ability to analyze more information more quickly than ever before.

Investment in the new Financial Technology Center is a necessary step toward serving corporations in the future, he adds. Only with comprehensive, up-to-the-minute data can students learn to forecast market trends, serve as portfolio managers, simulate live trades and economic and market outcomes, and determine marketing trends in a 21st-century environment.

IMD Cases Available Through XanEdu

IMD case studies are now available through XanEdu's online and offline business case archives. XanEdu, an online educational content provider from Ann Arbor, Michigan, and IMD International Institute of Lausanne, Switzerland, have partnered to provide IMD's cases online through XanEdu's CoursePack System and offline through the company's print packs.

IMD president Peter Lorange sees the partnership as a means to deliver the information easily to other business schools and executive education programs worldwide. "It promises to expand our distribution significantly in the U.S. and globally," he says.



New Portal for Rotman Alumni

The University of Toronto's Joseph L. Rotman School of Management recently launched its new Rotman Alumni Portal to link more than 8,000 school alumni. The Rotman Alumni Portal is an expansion of the school's existing portal, which was launched in September 2001 for MBA students, staff, and faculty.

Accessible through a password-protected site, the new portal for alumni includes information about

UC-Davis GSM Puts Sustainable Biz on the Web

Earlier this year, the University of California-Davis Graduate School of Management launched a new Web site that targets issues of business, technology, and the long-term importance of social and environmental responsibility. Called the Sustainable World Web site, it is located at www.sustainablebiztech.org.

A GSM course on sustainable and responsible business practices offered two years ago was the inspiration for the site. The site was conceived and implemented by Richard Dorf, a professor emeritus at the school who has studied the relationship between technology and society for the past 25 years.

"The underlying theme is that there's nothing more important than the husbandry of our resources and doing it better and more efficiently, and also raising everybody's standard of living," says Dorf. "There have to be solutions to spread the wealth."

The site features articles on socially responsible business practices, an events calendar on worldwide conferences and summits, and links to organizations involved in sustainable development activities. Dorf hopes the site will initially bring together students from a variety of disciplines, from business to agriculture to engineering. In the long term, he envisions the site as an interactive community for students, faculty, and corporate leaders to exchange ideas and promote sustainable practices.

"We hope this site will be useful to educators in business management, engineering, and other sciences who appreciate the powerful interconnection between business and technology," says Dorf. With sites such as this, he adds, they also can "seek to provide their students with resources for developing a vision of sustainability that draws upon the power of both."

activities and events at the Rotman School, an area for members of each alumni class year in various programs, and an online directory of business contact information for all alumni. The Rotman School also has partnered with Spencer Stuart, an executive search consulting firm with 52 offices worldwide, to make the firm's leadership development and career opportunities available to all alumni through the portal.

The portal represents an effort to keep alumni connected to the school, says Rod Lohin, Rotman's

director of alumni and community relations. The more alumni feel a part of the school after they graduate, the more likely they are to stay involved with the school's fundraising and educational events.

"The best business schools don't just provide a great education. They add value to the careers of their alumni throughout their lives," Lohin says. The portal, he adds, "strengthens our existing network and builds new connections between our alumni, who are business leaders in organizations around the world."

NEWS BYTES

■ COMPUTER BEATS DISHWASHER:

New research shows that the British love their computers, according to a study from the iSociety division of

the Work Foundation in Britain.

Computer users now make up more than 50 percent of the British population. In fact, British citizens

are twice as likely to own a computer as they are a dishwasher.

■ **PAPERLESS PATENT OFFICE:** The U.S. Patent Office hopes to make all its activities electronic by 2004. James Rogan, the office's undersecretary for intellectual property, says the goal is to streamline the application process and cut costs by as much as \$500 million. Rogan hopes that patent filings, which now take two to three years to process, could be completed as quickly 18 months after the new system is in place.

■ **OPEN FOR BUSINESS:** In a step designed to boost its global enterprise, the Peruvian government launched an export Web site to make it easier for the country's businesses to market their products, according to Reuters; many hope the new site, launched this May, also will help the country recover from a three-year economic slump. Found at www.perumarketplaces.com, the site cost \$210,000 and was funded by a government agency and a number of private companies. It sells everything from agricultural and industrial products to textiles and crafts.

■ **IT GETS SMARTER:** IBM hopes to develop "self-healing" computer networks by the end of 2002, according to Computerworld. The goal of its Project eLiza is to create IT systems that not only can locate, diagnose, and correct internal system problems but also prevent their reoccurrence. A fully functional self-healing system might be two years in the making, but IBM hopes that such a system eventually will lower system maintenance costs for users. ■

