

# Headlines



## Tech for Execs

**It's a safe bet that information technology** won't grow less important to business in the coming years, nor is it likely to become simpler. So how do executives prepare themselves to cope with the constant onslaught of IT-related questions and decisions that will have profound implications for their businesses?

Professors at the Business School of the University of Colorado at Denver may have discovered the answer. Not long ago, David Laube and Raymond Zammuto had designed a class intended to prepare any MBA student for a business career that included significant IT interactions. They came up with 100 questions that an executive might need to ask and found dozens of the best-qualified experts to answer those questions. Originally contacted as guest lecturers for the classroom, more than 60 of the speakers eventually became guest authors for a book that gathered together all the pertinent information presented in the class.

The resulting book, *Business-Driven Information Technology: Answers to 100 Critical Questions*, is being published by Stanford University Press. Among the questions posed—and answered—by the book are: How does an organization develop an IT architecture plan? What does a firewall do? What e-business assumptions were proved wrong by the dot-com crash? What is the average tenure of a CIO and why? How do you choose one technology project over another? How do you know when to kill a project?

The authors and publisher expect the book to be useful not only to MBA students, but to executives in

the field struggling with these very questions.

All authors have donated their royalties to the CU-Denver Business School. More information can be found online at [www.business-drivenit.org](http://www.business-drivenit.org). Eventually, a nonprintable text of the entire book also will be available online.

## Cox School Looks to Beat the Economy

**Is the rough economy making it tough for your MBA students to find summer internships—or jobs once they've graduated?** In Dallas, Southern Methodist University's Cox School of Business has found solutions to both these problems.

Through its Summer Scholars program, the school is offering its MBA talent to companies that are unable to pay interns this year, while providing a measure of financial security to its MBA students. The Summer Scholars program awards a summer stipend of \$2,500 each to as many as 40 MBA students who accept unpaid internships. After the school announced the program to its corporate supporters, 52 companies asked to participate, including Bank of America, EDS, Salvation Army, and Wells Fargo.

Cox students are also using innovative means to overcome the down economy while looking for full-time jobs. Earlier this year, members of

the school's student-run Buyside Club hit the streets during their spring break to take a tour across Texas. At meetings with industry executives at more than 35 companies, they passed out resumes and sold their collective skills. Some club members also participated in a pro-bono consulting project sponsored by Crestmont Holdings, a Dallas-based hedge fund.

The Buyside Club is more formally known as the SMU Private Equity, Investment Management and Hedge Fund Club, and it seeks to raise the students' profiles in the financial industry. Among the club's regular activities are career education programs, a distinguished speakers series, a mock investment practicum, and an annual conference. The club also has formed a group of managers in Dallas to serve on the advisory board and to participate in distinguished speaker forums at the university.

## Drucker Chair Funded at Claremont

**Claremont Graduate University in California** will receive a \$10 million challenge gift from Edward Jones, AIG SunAmerica Inc., and The Starr Foundation. The money will be paid over five years, the same period of time that the school has to match the gift by raising an additional \$10 million. The gift honors the leadership of John W. Bachmann, managing partner of St. Louis-based Edward Jones since 1980, who will step down as managing partner at the end of this year.



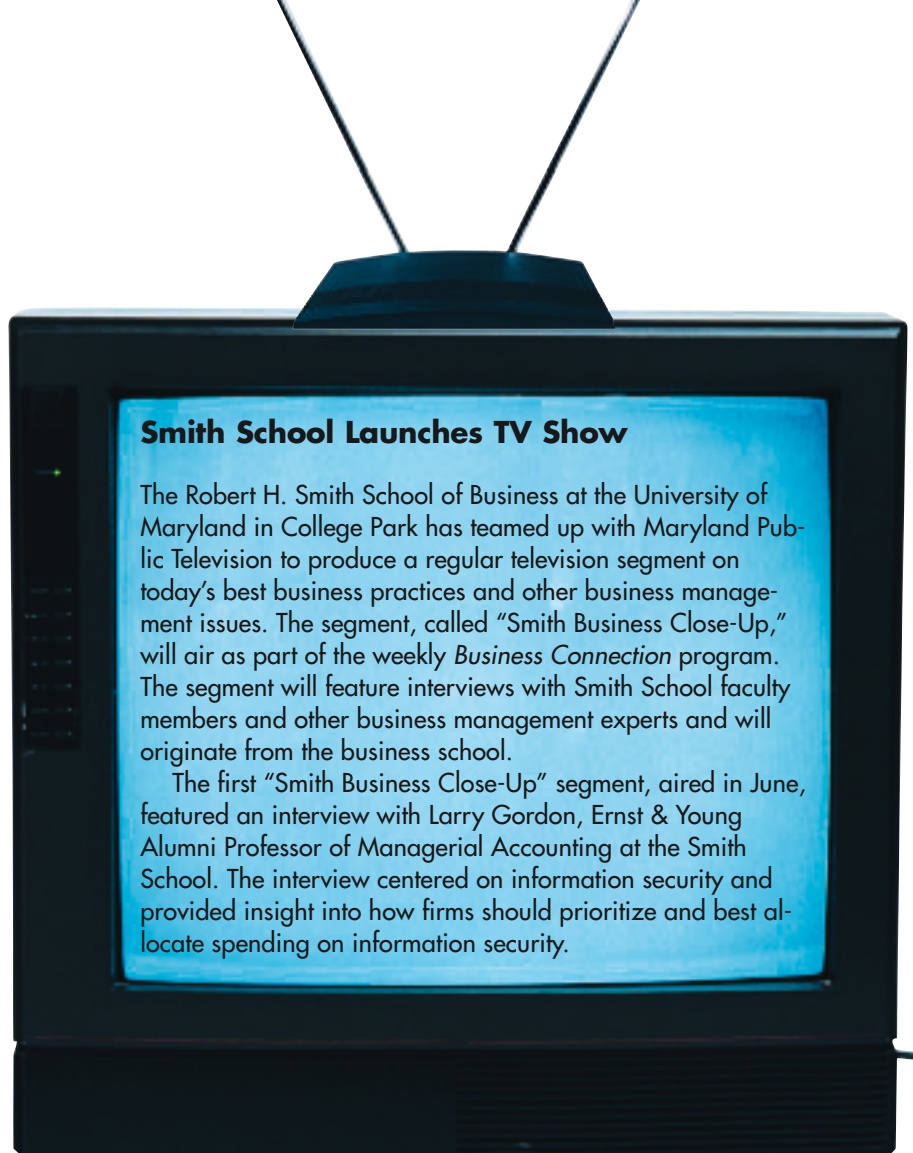
Peter Drucker

Part of the gift, the largest in the university's history, will establish the Peter F. Drucker Transdisciplinary Chair in Management and the Liberal Arts. Drucker has been a member of the faculty at the school since 1971. The money also will be used to fund the Doris Drucker Chair in Global Management. Doris Drucker, a market researcher, author, editor and entrepreneur, has been married to Peter Drucker for 66 years. A third portion of the gift will establish the John W. Bachmann Scholars Program and will provide a fund from which AIG SunAmerica Fellowships, The Starr Foundation Fellowships, and fellowships from future donors will be awarded. The first of these new donors are the Capital Research Management Company and four Capital executives who have contributed an additional \$200,000.

## ■ Bringing an Idea to Market

**A new graduate program at the Georgia Institute of Technology and Emory University, both in Atlanta, Georgia, has been designed to unite cross-disciplinary teams of students to research ways of bringing new technological advances to market. Ph.D. students in science and engineering are joining with Georgia Tech MBA students and Emory law students in classes that focus on the technical, legal, and business issues involved with moving fundamental research to the marketplace. The program, "Technological Innovation: Generating Economic Results (TI:GER)," encourages students to consider real-world applications for the research conducted by Ph.D. students.**

"One unique feature of the program is that economic, regulatory, and legal mechanisms are considered



### Smith School Launches TV Show

The Robert H. Smith School of Business at the University of Maryland in College Park has teamed up with Maryland Public Television to produce a regular television segment on today's best business practices and other business management issues. The segment, called "Smith Business Close-Up," will air as part of the weekly *Business Connection* program. The segment will feature interviews with Smith School faculty members and other business management experts and will originate from the business school.

The first "Smith Business Close-Up" segment, aired in June, featured an interview with Larry Gordon, Ernst & Young Alumni Professor of Managerial Accounting at the Smith School. The interview centered on information security and provided insight into how firms should prioritize and best allocate spending on information security.

before the research is conducted, so that students are able to take the potential impact on society into account in determining the direction of their research," says Marie Thursby, professor of strategic management and Hal and John Smith Chair in Entrepreneurship in the DuPree College of Management at Georgia Tech.

Currently, 24 graduate students working in four teams are enrolled in TI:GER. All the students take a series of core courses together, including innovation fundamentals, and also complete other complementary courses depending on their degree program.

TI:GER is funded by a \$2.9 million grant from the National Science Foundation's Integrative Graduate Education in Research Training, a program designed to bring about cultural change in graduate education by establishing new models for education in a cross-disciplinary environment. In

the fifth year of the program, awards are being made to 21 institutions for programs that collectively span the areas of science and engineering.

## ■ Six Schools Receive FIPSE Grants

**Six national and international universities were recently awarded grants through the U.S. Department of Education's Fund for the Improvement of Postsecondary Education (FIPSE). The project calls for greater cooperation between language departments and business schools to better prepare business students to participate in the North American Free Trade Agreement (NAFTA). Participating schools will work to reinforce foreign language competency, enhance cross-cultural awareness, and adapt to represented cultures.**

The six schools selected for the FIPSE program are Florida International University in Miami; the University of Central Arkansas in Conway; the University of Moncton, New Brunswick, Canada; St. Francois Xavier University, Nova Scotia, Canada; University De Colima, Mexico; and University of Veracruz, Mexico.

Students will receive Web-based and face-to-face instruction, and select courses will be taught by traveling professors who lecture for two weeks at partner universities. Virtual teams comprising students from the partnering institutions will work on coordinated course assignments via e-mail and the Internet. Students will be required to compare a multitude of cultural variances, including socioeconomics, geopolitical issues, management practices, ethical dilemmas, advertising styles, educational systems, and family social structures.

To maximize the number of students benefiting from the grant, students will have the opportunity to participate in two- to five-week intensive foreign language and business courses during the summer at partner universities in other countries.

## AACSB Publications Honored

Publications produced by AACSB International won four awards in the 2003 SNAP EXCEL Awards competition, which recognizes exemplary work of association publishers. Sponsored annually by the Society of National Association Publications (SNAP), the EXCEL program judges nearly 1,000 magazines, newsletters, scholarly journals, electronic publications, and Web sites in the areas of editorial content, design, and general excellence.



## Par for the Business Course

A handful of business students at Aurora University in Aurora, Illinois, took their final exam on a Chicago-area golf course last spring. Students were graded on their driving and putting skills as well as their schmoozing talents as they completed PE 112: Business Golf. During three 18-hole evening classes, students also presented business plans they had developed for hosting a business-golf event for 72 players.

Instructor Cindy Schendel and another professor graded students on 20 schmoozing points that ranged from conversational abilities to finding lost balls. Schendel introduced the business-golf course three years ago to meet rising demand for golf skills and to recognize the fact that the golf course has increasingly become the site for deal making in the business world.



*BizEd* won the silver award for general excellence in the category of magazines with a circulation of 25,000 or less. eNewline won the bronze award for newsletters in the column category for an entry in "Dean's Corner." The column, "Time to Reassess the Education of Business Leaders," was written by Jeffrey E. Garten, dean of the Yale School of Management. Two bronze awards in the convention publications and marketing category went to "Forging the Future," which was produced for AACSB's 2002 International Annual Meeting. Winners were honored at an awards ceremony in Washington, D.C.

## SHORT TAKES

■ **Kase Lawal** has been given the first Distinguished Business Leader Award offered by the College of Business at Prairie View A & M University in Texas. Lawal is president and CEO of Camac Holdings, one of America's largest black-owned businesses. Lawal also announced his intention to help establish a Center of Entrepreneurship at the school.

■ The faculty at University of Toronto's Rotman School of Management has experienced both honors and augmentation in recent months. Professor **Laurence Booth** has won the 2003 Leaders in Management Education award for the Ontario region. The award is co-sponsored by the *National Post* and PricewaterhouseCoopers. Booth is the CIT Chair in Structured Finance and the Finance Area Coordinator at the Rotman School. In addition, **Maryann Feldman**, an economist who focuses on innovation and technological change, has joined the Rotman School as a professor of business economics. Feldman will also hold the Jeffrey S. Skoll Chair in Technical Innovation and Entrepreneurship. Market research expert **Dilip Soman** joins the Rotman School as a professor of marketing.

■ **Syracuse University** alumnus Martin J. Whitman has made a financial commitment to the School of Management in Syracuse, New York, that ranks among the largest gifts in the university's history. In recognition of this generosity, the school is being renamed the Martin J. Whitman School of Management. Whitman is founder and co-chief investment officer of Third Avenue Management LLC. He

and his wife have established significant scholarship endowments to Syracuse and contributed to the campaign for the new management building.

■ **Cathy Taylor** and **Eileen Stephens**, two alums from the Wharton School at the University of Pennsylvania in Philadelphia, have been selected as White House Fellows for 2003-2004. The White House Fellows Program, dedicated to encouraging leadership and public service, is a nonpartisan program offering exceptional young men and women experience working within the federal government. Fellows typically spend one year as full-time, paid special assistants to senior White House staff, the vice president, Cabinet secretaries, and other top-

ranking government officials. Fellows also participate in an education program consisting of roundtable

discussions with leaders from the private and public sectors and take trips to study U.S. policy in action both domestically and internationally.

■ Ohio State's Fisher College of Business in Columbus has announced that three positions have recently been filled. **Robert A. Oakley**, former executive vice president and chief financial officer of the Nationwide family of companies, was named the Shepard Executive-in-Residence at the school. **G. Andrew Karolyi**, professor of finance, has been named to a five-year term as the Charles R. Webb Designated Professor in Finance. This professorship, made possible by a gift from the former executive vice president of Keefe, Bruyette & Woods Inc., recognizes the out-

standing scholarship of a faculty member in asset pricing and investment management. **Karen Wruck** has been named associate dean for MBA programs and Dean's Distinguished Teaching Professor. As associate dean for MBA programs, Wruck is responsible for overseeing the leadership and development of the college's full-time and part-time MBA programs.

■ **Deborah MacInnis**, **Nandini Rajagopalan**, and **S. Mark Young** have been named Fellows by the Center for Excellence in Teaching at the University of Southern California's Marshall School of Business in Los Angeles. The Center builds collaboration among "master teachers" and faculty colleagues.

The Center's team of Faculty Fellows promotes distinguished teaching through workshops, group discussions, mentoring of junior faculty, and counseling to colleagues.

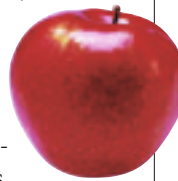
■ The College of Business Administration at **Florida International University** in Miami has been selected as the partner school for the National Hispanic Corporate Council to explore value-based projects. The goals are for FIU's business school to add value to NHCC's member services and for both organizations to build their reputations as key resources for business issues affecting Hispanics.

■ **Anne M. Roberts** has been appointed assistant dean of the Crummer Graduate School of Business at Rollins College in Winter Park, Florida. Roberts is now responsible for overseeing all aspects of Crummer's full-time MBA program and directing the Career Management Center.

■ In other news from Crummer, three faculty members have been added to the school. **Michael R. Bowers** and **Greg Marshall** join the school as professors of marketing, and **Jane L. Reimers** as professor of accounting. **Nicole Woolsey Biggart**, who held the Jerome J. and Elsie Suran Chair in Technology Management at the University of California, Davis, Graduate School of Management, has been appointed dean of the school. Biggart assumed her new post July 1. As dean, Biggart will be the chief academic and administrative officer of the school, responsible for leading its strategic planning, curriculum, research, management of resources, external affairs and development.

■ Three new accounting professors have been added to the faculty at the Jesse H. Jones Graduate School of Management at Rice University in Houston, Texas. **Karen K. Nelson** joins the school as an associate professor and **Francisco J. Roman** and **Brian R. Rountree** as assistant professors. They join three new strategy, organization and environment professors, **Jing Zhou**, **Margaret P. Cording**, and **Carmen B. Weigelt**, and five new marketing professors, **Sharad Borle**, **Andrew Perkins**, **Siddhartha S. Singh**, **Yeosun Yoon**, and **Rui Zhu**. In addition, four new finance professors have come to the Jones School: **Masahiro Watanabe** and **Yuhang Xing** as assistant professors, and **Thomas Moeller** and **Chris Stefanadis** as visiting assistant professors.

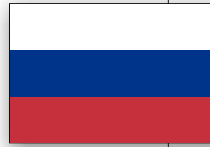
■ **Danny Arnold** has been named dean of the College of Business at Frostburg State University in Frostburg, Maryland. Interim dean **Connie Groer** will return to her position as associate dean.



# Headlines

## SHORT TAKES

■ **The Center for Business Skills Development (CBSD)** has been named the “Small Business of the Year” at the annual awards dinner and ceremony of the American Chamber of Commerce-Russia. The Russian affiliate of **Thunderbird, The American Graduate School of International Management**, CBSD provides interactive training courses and organizational development services to companies across Russia.



■ **Gregory D. Koutmos** will be the first to hold the Gerald M. Levin Chair in Finance at the Charles F. Dolan School of Business, Fairfield University, Fairfield, Connecticut. The new chair was endowed this spring as part of a \$25 million gift from Charles F. and Helen Dolan, made in 2000.

■ The full-time and executive MBA programs of **EADA Business School**, Barcelona, Spain, have been awarded the AMBA accreditation from the U.K.’s Association of MBAs.

■ **Seattle University’s** Albers School of Business and Economics has launched the Summer Business Institute, designed to introduce African American, Hispanic, and Native American high school students to university life and business education. The first summer program was held in June 2003. The four-day program provides teenagers with an overview of business and economics degree programs through short workshops on accounting, finance, administration, international business, management, marketing, and other areas.

■ The Boston University School of Management in Massachusetts has announced two new positions. First is the establishment of the **Wing Tat Lee Family Professorship in Management**, for which Professor **Nalin Kulatilaka** has been named the initial designee. The professorship was established by Boston alum Michael Lee Tze Hau, who named it in honor of his father. The second is the creation of the new position of assistant dean and executive director for corporate relations. **Peter G. Kelly** has been named to that position.

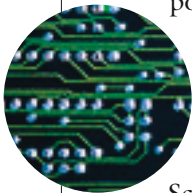
■ The Ford Foundation has given a \$2.1 million grant to the Kenan Institute of Private Enterprise’s Center for Community Capitalism at the **University of North Carolina at Chapel Hill**. The funds will help the institute continue to find ways to make financial and housing markets work for low-income families. This new grant will continue previous work funded by the Ford Foundation, focusing on the accumulation of wealth and social capital among low- and moderate-income renters and homeowners. The Center for Community Capitalism, directed by professor Michael Stegman, engages in multidisciplinary research and outreach activities that explore ways to apply private sector approaches to revitalization of America’s distressed communities.



■ In other news from UNC, finance professor **John Pringle** has received the Gerald Barrett Faculty Award, given to the faculty member who has made the greatest contribution to the MBA Program through teaching and service. Pringle, the C. Knox Massey Pro-

fessor of Finance, has been closely associated with the MBA Program throughout his career at UNC's Kenan-Flagler Business School.

■ **Mihkel Tombak**, an expert in technology management, operations, and policy, has joined the University of Toronto at Mississauga as the Hatch Chair in Technology Management. He also has been appointed to the Rotman School of Management.



UTM received \$1 million from Hatch, a Mississauga-based engineering firm, and \$1 million from the University of Toronto to establish the \$2 million Hatch Chair in Technology Management endowment.

■ The Georgia Micro Enterprise Network (GMEN) has bestowed its Founder's Award on **Tim Mescon**, dean of the Coles College of Business at Kennesaw State University in Georgia. Mescon, who holds the Dinos Eminent Scholar Chair of Entrepreneurial Management, helped found the Cobb Microenterprise Center, which has helped hundreds of low- and moderate-income individuals learn business skills.

■ In other news from **Kennesaw State**, the Coles College of Business has announced that it is strengthening its international business ties by forging agreements with several institutions outside the U.S. One is the Kazak American University in the former Soviet republic of Kazakhstan; the other is the Institute for Business and Public Administration in Bucharest, Romania. The school is also pursuing agreements with other central Asian universities.

# Headlines



## SHORT TAKES

■ **Patricia H. Werhane** has been named to the Wicklander Chair in Business Ethics at DePaul University in Chicago. She assumed her new position in August, at which time she joined the faculties of DePaul's College of Commerce management department and College of Liberal Arts & Sciences philosophy department. She also has become director of DePaul's Institute for Business & Professional Ethics and will organize conference and training programs for the Chicago business community to enhance understanding of current corporate ethics issues.

■ In other news from **DePaul**, the school has received a \$2.5 million commitment from the Coleman Foundation to be paid over the next five years. The Chicago-based organization has challenged the university to raise an additional \$1.5 million to fund the Coleman Entrepreneurship "Center at the school's College of Commerce.

■ **Cynthia M. Gallatin** has been named dean of Quinnipiac University Online, a division of the university located in Hamden, Connecticut. QU Online offers undergraduate and graduate studies in a variety of programs, including business.

■ **Bruce Drake** has been named associate dean and MBA Director at the Pamplin School of Business Administration at the University of Portland in Oregon. In his new role, Drake will be responsible for oversight of the MBA program, course scheduling, and assessment.

■ **Jay Ritter** of the University of Florida in Gainesville was the only academic member of a special committee that has been created to suggest changes to the initial public offering (IPO) process. Ritter is the Joe B. Cordell Eminent Scholar of Finance at Florida's Warrington College of Business. The committee recently issued its final report to the National Association of Securities Dealers and the New York Stock Exchange, suggesting ways to increase transparency in the stock-offering process.

■ The Fox School of Business and Management at **Temple University** in Philadelphia, Pennsylvania, added three faculty members to its staff. **Arvind Parkhe** and **Keith Brouthers** join the general and strategic management department this fall, and **David Reeb** joins the finance department.

■ **Kerry P. Gatlin** has been named dean of the College of Business at University of North Alabama in Florence. Gatlin has served as interim dean for two years. During that time, the undergraduate curriculum was updated, an online MBA was launched, and a leadership honors program was established.

■ The new \$38-million wing at the **University of Maryland's** Robert H. Smith School of Business in College Park has been recognized by the Associated General Contractors of America (AGC) for its advanced technology. This summer, the Maryland chapter of AGC presented the project's contractor, The Whiting-Turning Contracting Company, with the organization's 2003 Build Maryland Award for "State of the Art Advancement."

■ **D.G. Brian Jones** has been named a new marketing professor in the School of Business at Quinnipiac University, Hamden, Connecticut. He previously spent 15 years as a business professor at the University of Prince Edward Island. Jones also recently was named president of the Association for Historical Research in Marketing for a second term.

■ **George Kanatas**, Jesse H. Jones Professor of Management at Rice University's Jesse H. Jones Graduate School of Management, has been appointed associate dean for faculty affairs and the MBA program of the school. Rice is based in Houston, Texas.

■ **Brian D. Walker** is the new Executive Director of the Graduate School of Management MBA Program at Lewis University in Romeoville, Illinois. In his new position, he will be responsible for the overall character, content, and quality of the Lewis MBA Program.

■ **Rick Bunch** has left his position as director of business education in the Sustainable Enterprise Program for World Resources Institute of Washington, D.C. He has taken a position as executive director of the Bainbridge Island Graduate Institute, the first graduate school of sustainable business in the U.S., located near Seattle, Washington.

■ **Ajay Patel** has been named interim dean of Wake Forest University's Babcock Graduate School of Management in Winston-Salem, North Carolina. Patel succeeds dean Charles Moyer, who stepped down this summer. A search is under way for a permanent replacement.

■ The European Foundation for Management Development (**efmd**) of Brussels, Belgium, has produced a European Directory on Executive Education. The fully searchable CD-ROM contains information on 1,435 executive learning programs from 136 global and local providers in 23 European countries. For more information on the directory, visit [www.efmd.be/EED2003](http://www.efmd.be/EED2003).

■ University College Bahrain has announced that professor **Keith White-Hunt** will be the new chairman of the Board of Trustees of the school. In



2001, White-Hunt was appointed dean of the Newcastle

Business School with the University of North Umbria in the United Kingdom. He has also held positions at the Hong Kong University of Science and Technology and the Arabian Gulf University in Bahrain. He is a fellow of the Chartered Institute of Management.

■ **W.S. (Steve) Jones** has been named dean of his alma mater, the Kenan-Flagler Business School at The University of North Carolina at Chapel Hill. Jones spent the past decade as CEO of Suncorp Metway Ltd., one of Australia's 25 largest companies, and as managing director of ANZ Banking Group N.Z. Ltd. of New Zealand.

■ **Sylvie Blanco** has been appointed head of the management and technology department of Grenoble Graduate School of Business in France. Blanco will also continue to manage the Center for Technology Entrepreneurship. ☑