

# Spotlight

## The New York Advantage

Columbia Business School  
New York, New York

In the heart of New York, Columbia Business School at Columbia University is able to offer its nearly 1,200 students a comprehensive business education in one of the most vibrant business centers of the world. In addition to its MBA degree, CBS also offers an Executive MBA, doctoral program, and a variety of executive education opportunities, including custom-designed courses. Its long list of clients for custom-designed educational opportunities includes AT&T, IBM, and Morgan Stanley.

Students also benefit from a number of dual-degree programs, which allow them to pursue a business education in conjunction with a range of specialized degrees. The Columbia MBA can be earned along with mas-

ter's degrees in law, medicine, nursing, public health, education, journalism, dental surgery, urban planning, social work, engineering, or international public affairs.


"We really offer students an opportunity to combine their business education with the other great education that Columbia University offers," says Safwan Masri, the school's vice dean of MBA programs. CBS also recently added two new joint-degree Executive MBA programs, one in partnership with London Business School and one with the University of California at Berkeley Haas School of Business.

In the last decade, CBS has redesigned its curriculum to integrate a global perspective into all of its courses. Masri emphasizes that the

school expressly wanted to avoid segregating international studies into only one or two courses; instead, international viewpoints are woven into the whole curriculum.

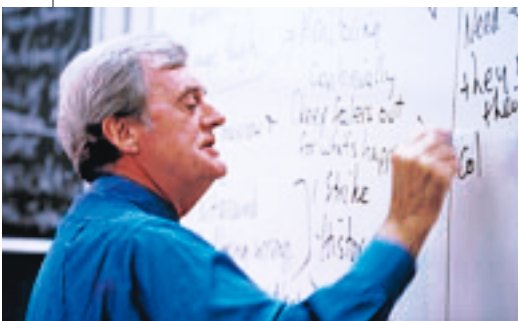
Ethics and entrepreneurship have also become more important to the school's curriculum. This fall, the school introduced a course of study in ethics and corporate governance, which includes three 13-session classes spread over students' first year of study. The course's introduction coincides with the launch of the Sanford Bernstein Center for Leadership and Ethics. In addition, the school has worked to increase participation in its entrepreneurship program. It now has 1,400 students enrolled campuswide in its Lang Center for Entrepreneurship, up from only 800 in the mid-1990s.

In addition, says Masri, the business school's environs are among its most valuable teaching tools. "Our location in New York City is also a phenomenal advantage. It offers our students access to the real world and a community of the world's top business leaders," Masri says. "We can provide students with a living laboratory of business."

Columbia Business School is accredited by AACSB International. 



Below, the campus of Columbia University; left, professor of management E. Ralph Biggadike; above, the Alma Mater Statue, a landmark that sits at the center of campus.



COURTESY COLUMBIA BUSINESS SCHOOL