

# Headlines

## Strong Market for MBAs

Job prospects for MBA graduates are the best since 2001, according to a new study of 68 U.S. business schools. The survey, developed by the MBA Career Services Council, indicates that companies have stepped up recruiting at business schools and signing bonuses are on the rise. Ninety-two percent of the schools who took the study reported an increase in recruiting activity from the fall/winter of 2004-05 compared with the previous year.

The survey was conducted by Randy Williams, the director of career services at the Paul Merage School of Business, University of



California Irvine. He noted other survey findings: Seventy percent of the schools predict an increase in average base pay for graduates this year compared with last year, while 51 percent predict an increase in average signing bonuses. Sixty-six percent reported an increase in the number of companies conducting on-campus interviews for the class of 2005 compared with 2004.

According to Mindy Storrie, president of the MBA Career Services Council and head of career services at the University of North Carolina's Kenan-Flagler Business School, "It's the best time since the spring of 2001 to be graduating with an MBA."

## African Americans Eye College Degrees

A new poll of more than 1,200 youths between the ages of 8 and 18 shows that black teens plan to go to college, but one key obstacle is having enough money. The survey was conducted by Harris Interactive for Junior Achievement Worldwide and the Diversity Pipeline Alliance.

According to the survey, 89 percent of African American youths plan to go to college—a number that's higher than that of young whites (79 percent) or Hispanics (77 percent). However, money is a bigger problem for African Americans than for other ethnic groups. Sixty-three percent of African American youths said "having enough money" was their greatest challenge; 55 percent of whites

## Global Forum in Santiago

The Council of Latin American Business Schools (CLADEA) will hold its Global Forum on Management Education at the Hyatt Regency in Santiago de Chile October 19 through 21. Prime focuses of the meeting will be the impact of technology and the redefinition of management worldwide. Latin America was chosen as a meeting site this year to help business educators from around the world understand the structure and educational offerings of institutions in that part of the world. Past Global Forums have been held in Canada, Spain, the U.S., and Thailand.

Presenters at the Global Forum include John Fernandes of AACSB International, Ángel Cabrera of Thunderbird, Doyle Williams of the



Santiago de Chile

University of Arkansas, Steve Salbu of the University of Texas at Austin, Lorna Wright of the University of Cork, Roberto Artavia of INCAE, Tan Chin Tiong of Singapore Management University, Dharni Sinha

of AMDISA, Jean-Pierre Lehmann of IMD, Kai Peters of Ashridge, and N.J. Yasaswy of the Indian Chartered Financial Analysts Institute (ICFAI). For more information, visit the Web site [www.cladea.org](http://www.cladea.org).

ACCORDING TO THE SURVEY, **89 PERCENT OF AFRICAN AMERICAN YOUTHS PLAN TO GO TO COLLEGE**—A NUMBER THAT'S HIGHER THAN THAT OF YOUNG WHITES OR HISPANICS.



and 59 percent of Hispanics listed that as their biggest obstacle.

African Americans surveyed also indicated a higher interest in pursuing business-related degrees. Thirteen percent of the African Americans polled said business/management/accounting would be their first choice of a degree to pursue, while 11 percent of Hispanics and 5 percent of whites indicated that same choice. For more information, visit [www.diversitypipeline.org](http://www.diversitypipeline.org).

### **An Auction to Support Good Works**

Many business students would like to spend their summers in internships for nonprofit and public sector organizations, but such organizations often can't afford to pay more than a small stipend. At Dartmouth College's Tuck School of Business in Hanover, New Hampshire, an annual auction is designed to support students participating in such internships. Tuck GIVES (Grants to Interns and Volunteers for the Environment and Society) this year raised \$74,524

from the community, the highest total realized by the auction to date. The money will fund 13 Tuck students as they participate in organizations doing good around the world.

Among the items auctioned off were dinner with Tuck dean Paul Danos, a two-night stay on a New Zealand sheep farm, and martial arts and rock climbing lessons. This year, Tuck GIVES scholarships supported students in summer internships at Jumpstart, the Centre for Energy Enterprise Development in Trinidad and Tobago, the Vermont Department of Forest & Parks, AmeriCares, the Eesti-Eurasian Fellowship of the Republic of Georgia, the Women's Trust of Pokuase Village in Ghana, and other organizations.

Tuck GIVES was formed as an effort of the Tuck Nonprofit Club. Funds are raised from silent and live auctions, with additional support from Tuck's James M. Allwin Initiative for Corporate Citizenship, Career Development Office, MBA Program Office, and the dean's office.

### **AACSB's New Business Manager**

Annette Gonzalez DeLisle has been named manager of business development for AACSB International. She will oversee event sponsorship, product sponsorship, and advertising for BizEd.

DeLisle, who joined AACSB International in November 2004 as director of membership services and corporate relations, will work to build long-term relationships with advertisers, sponsors, and exhibitors. She also will develop new sources of revenue and assist with special projects.

### **Wake-Up Call for Nonprofits**

BoardSource, the national voice of nonprofit governance based in Washington, D.C., has issued a provocative statement challenging boards of nonprofits to do a better job. In today's climate of increased regulatory scrutiny, nonprofit boards tend to focus solely on compliance issues, according to BoardSource. They should, in addition, work to advance their organization's mission and achieve more active leadership.



BoardSource has issued a call to action for boards that want to make a discernible difference in their organizations. It has compiled a reference called "The Source: Twelve Principles of Governance That Power Exceptional Boards." Targeted to board members, CEOs, and professional staff of the more than 1.5 million nonprofit organizations in the U.S., "The Source" incorporates observations, academic knowledge, and the proven practice of exceptional boards into a comprehensive reference on governance.

An overview of the 12 principles is available at no cost at [www.boardsource.org](http://www.boardsource.org), along with the option to buy printed copies of the complete reference.



## Business and the Law

**A new MBA course at the University of Toronto's Rotman School of Management aims to change the relationship between business and law. Integrative Legal Strategy advocates incorporating lawyers as integral parts of any corporate deal making and planning so they can help corporations take advantage of the law—rather than try to find ways around it later on. The course is the result of collaboration among three McMillan Binch LLP associates who all have MBAs and law degrees: Michael Friedman, Stephanie Robinson and Shahen Mirakian.**

Says Friedman, "Corporate managers structure deals or transactions, then go to lawyers and say, 'Make it work.' Then lawyers have to focus on the ways a deal conflicts with the law rather than ways to use the law, something that could easily be done in the planning stages."

Mirakian points to U.S. studies that show how involving lawyers late in the process can negatively impact shareholder value. "Almost all contested mergers wound up losing value," he says. "The lawyers got the job done, but in the process, the value of the resulting transaction fell. It all could have been avoided if corporate managers had made lawyers part of the planning team."

## The Business of Real Estate

**The thriving real estate market has prompted DePaul University in Chicago to offer a new master of science degree in the field. This is the third real estate-oriented degree developed by the school, which also offers an MBA concentration and bachelor's degree in real estate. The new degree is designed to appeal to real estate professionals who already have MBA degrees but want to advance their careers in real estate research, acquisitions analysis, portfolio management, and mortgage lending.**

DePaul's real estate program already includes some unusual offerings, including a 2004 senior housing design and development class that brought together students and professors from three universities. In that class, DePaul MBA stu-

dents worked with graphic design students from Kent State University and architecture students from Illinois Institute of Technology to produce a professional-quality proposal for a senior housing development for a juried competition. A similar course on affordable housing development will be offered in the fall of 2005.

Since its launch in November 2002, The Real Estate Center at DePaul has attracted several million dollars in operational funding from 40 sponsoring real estate executives and institutions. The most recent donation was a \$2 million gift from Douglas Crocker II, retired president and CEO of Equity Residential Properties Trust, and his wife, Cynthia. The gift will fund the director's position, which will be held by Susanne Cannon.



## Resource for Business Ethics

Those looking for guidance on corporate accountability and ethics have a comprehensive resource in "Business Ethics: A Manual for Managing a Responsible Business Enterprise in Emerging Market Economies," a publication from the U.S. Department of Commerce. The guide is designed as a training tool and resource guide for enterprises operating in transitional market economy countries around the globe.

Printed copies are available for \$49 from the Superintendent of Documents. Call 866-512-1800 and ask for stock number 003-009-00731-3. The book also can be downloaded free of charge at [www.ita.doc.gov/goodgovernance](http://www.ita.doc.gov/goodgovernance). Good Governance Program inquiries can be directed to [paul.corson@mail.doc.gov](mailto:paul.corson@mail.doc.gov).



## SHORT TAKES

### NEW APPOINTMENTS

■ **William H. Glick** has been named dean of Rice University's Jesse H. Jones Graduate School of Management in Houston, Texas. Glick formerly led the department of management at the W. P. Carey School of Business at Arizona State University. He succeeds Gilbert R. Whitaker, who is retiring after eight years as dean.

■ **Ken Jones** has been appointed dean of the Faculty of Business at Toronto-based Ryerson University, Canada's largest undergraduate business school.  Previously, Jones was founder and director of The Centre for Study of Commercial Activity. While in his new position, he will remain involved with the Centre, which became part of the Faculty of Business in July.

■ **James M. Danko** has been named dean of the College of Commerce and Finance at Villanova University in Villanova, Pennsylvania. Previously, he was associate dean for strategy and operation and associate dean for executive education at the Tuck School of Business at Dartmouth College. He will succeed interim dean Edward J. Mathis.

■ **George G. Daly** has been named dean of the Robert Emmett McDonough School of Business at Georgetown University in Washington, D.C. Daly is currently the Albert Fingerhut Professor of Business Administration at the Leonard N. Stern School of Business at New York University, where he served as dean from 1993 to 2002.

■ **Richard M. Durand** has been named the new Robert and Arlene Kogod dean of the Kogod School of Business at the American University in Washington, D.C. He was formerly dean of Lehigh University's College of Business and Economics, where he also taught management and marketing.

■ **Eric Spangenberg**, professor of marketing, is the new dean of the Washington State University College of Business and Economics in Pullman. Spangenberg has held administrative positions in the college since June 2002, when he was appointed associate dean for faculty affairs and research. He succeeds **Len Jessup**, who this spring accepted the dual roles of VP of university development and president of the WSU Foundation.

■ **Alison Davis-Blake** has been named the new dean of the Carlson School of Management at the University of Minnesota in Minneapolis. Previously, she served as the senior associate dean for academic affairs at the University of Texas at Austin's McCombs School of Business.

■ **Ronald D. Johnson** has been named dean of the College of Business Administration at North Dakota State University in Fargo. Previously Johnson served eight years as dean and professor of management at the Arthur J. Kania School of Management at the University of Scranton in Pennsylvania.

■ **Christopher Earley** has been named the new dean of the National University of Singapore's Business School. He was formerly department chair of the organizational behavior group at London Business School.

■ **Lynda Y. de la Viña** has been named dean and Peter Flawn Professor of Economics at the College of Business of the University of Texas at San Antonio. She is the first woman and first Hispanic to serve as UTSA College of Business dean and the only female Hispanic business dean in the University of Texas system. She was named interim dean in September 2004. Since then, she has developed a strategic plan for the college, enhanced Latin American partnerships, raised funds for two endowed professorships, and developed alliances with other institutions.

■ **Philip McLaughlin** has been appointed dean of the Bordeaux Business School in France. He was previously vice dean at the Toulouse School of Management, where he headed international development, and director at the Reims School of Business.

■ Pace University in New York City has appointed **Joseph R. Baczko** dean of the Lubin School of Business. Baczko was formerly president of Blockbuster Entertainment and Toys "R" Us International and chair of the Board of Visitors for the School of Foreign Service at Georgetown University. He replaces Arthur L. Centonze. Centonze will step down as dean after 15 years in the position, take a sabbatical, and return to teach economics.

■ **Thomas Hyclak**, professor of economics and outgoing chair of the economics department, has been named interim dean of Lehigh University's College of Business and Economics in Bethlehem, Pennsylvania.



## SHORT TAKES

■ **William Reynolds** has been named interim dean of the Rutgers University School of Business at Camden in New Jersey. His appointment began August 1, when Milton Leontiades retired as dean of the Rutgers-Camden business school, a position he held since 1991.

■ **Ralph Walking** has been named the first holder of the Christopher and Mary Stratakis Endowed Chair in Corporate Governance and Accountability at the LeBow College of Business, Drexel University, Philadelphia, Pennsylvania.

■ The George Washington University School of Business in Washington, D.C., has named **Timothy L. Fort** its first Lindner-Gambal Professor of Business Ethics. Fort will lead the design of a strategy for incorporating ethics into the business school's academic programs and will teach business ethics courses. Additionally, Fort will work to organize ethics-oriented events for undergraduate and graduate students and will continue to conduct research about business ethics.

■ **Douglas T. Hall**, professor of organizational behavior, has been named the first designee of the newly established Morton H. and Charlotte Friedman Professorship of Management at the **Boston University** School of Management in Massachusetts.

■ **James Meadowcroft** has been chosen as the Canada Research Chair in Governance for Sustainable Development at Carleton University in Ottawa. The appointment was part of a

national announcement of 79 new research chairs made by the executive director of the Canada Research Chairs Program on behalf of the Minister of Industry.

■ The Securities and Exchange Commission has named **Andy McLelland** an Academic Accounting Fellow for a one-year term beginning August 2005. McLelland is an assistant professor of accounting in Auburn University's College of Business, Auburn, Alabama.

## NEW PROGRAMS

■ **Quinnipiac University's** College of Professional Studies, Hamden, Connecticut, will offer a new Master of Science in organizational leadership beginning this fall. Through classroom and online learning, the master's program will emphasize communication and leadership skills, strategic analysis and implementation, and business data to improve organizational performance. The school will also offer a new MBA in health care management this fall.

■ This August, the **University of Arizona's** Eller College of Management in Tucson launched a 14-month accelerated residential EMBA program, with participation reserved for senior-level managers and executive-sponsored fast-track professionals. During the program, participants will focus on a real challenge they currently face on the job.

■ The Darden Graduate School of Business Administration at the **University of Virginia** in Charlottesville will launch an MBA for Executives Program next June. The 21-month pro-

gram will blend weekend classes at Darden, extended residencies on-site and at an international location, and distance learning components.

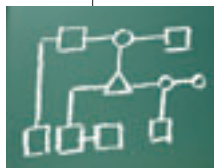
■ The **University of Florida's** Warwington College of Business is now providing a Bachelor of Science in Business Administration to residents of Florida through its Online Business Program. The program, which targets nontraditional students who have earned an associate's degree, puts the curriculum for the junior and senior years online and offers proctored exams at 26 different test sites across the state.

## HONORS AND AWARDS

■ **William B. Gartner** has accepted the FSF-NUTEK Award from the Swedish Foundation for Small Business Research. The \$50,000 award goes to an individual who has produced outstanding scientific work in the field of entrepreneurship and small business. Gartner is the Arthur M. Spiro Professor of Entrepreneurial Leadership at Clemson University in South Carolina.

■ Babson College Professor **Allan R. Cohen** has been named a Fellow of TIAA-CREF Institute. Cohen holds the Edward A. Madden Distinguished Professorship in Global Leadership at Babson.

■ The Sprott School of Business at **Carleton University** in Ottawa, Canada, has won the Institutional Best Overall Research Excellence Award from the Administrative Sciences Association of Canada (ASAC). The School has also won ASAC's Business School Overall Performance Award,



which recognizes per capita productivity within the association.

■ **Zvi Drezner** has received the Lifetime Achievement Award in Location Analysis from the Section of Location Analysis (SOLA) of INFORMS. Drezner is professor of information systems and decision sciences at California State University in Fullerton. The triennial award recognizes individuals for the sum of their achievements over their careers, as well as their impact on location analysis research.

■ The Louisiana Business & Technology Center at **Louisiana State University** in Baton Rouge has been named the 2005 Randall M. Whaley Incubator of the Year. The award, the highest honor of the National Business Incubation Association, recognizes overall incubator excellence. The center, part of the school's E.J. Ourso College of Business, was launched in 1988 as a partnership between LSU, the Chamber of Greater Baton Rouge, and the Louisiana Public Facilities Authority, with the goal of providing technology assistance to small businesses and entrepreneurs.

■ **Maria Minniti**, an economics and entrepreneurship professor at Babson College in Wellesley, Massachusetts, has received two recent outside appointments. She has been named an advisor for the United Nations' Development Program to work on the Poverty Reduction Project. This program aims to halve the

proportion of people living in extreme poverty by 2015. She also has been named a Distinguished Fellow of the National Science Foundation. That position is funded by a grant awarded to Case Western Reserve University, where Minniti's co-author, **Moren Levesque**, is on faculty.

■ Marketing professor **Dhruv Grewal** has been named winner of the 2005 Fordham University Life-Time Achievement Award in Pricing. The award recognizes scholars who have made significant contributions to the field of behavioral pricing. Grewal, who holds the Toyota Chair in Commerce and Electronic Business at Babson College in Wellesley, Massachusetts, is co-editor of the *Journal of Retailing*.

■ Co-winners have been announced for the 2005 Robert D. Buzzell Best Marketing Science Institute Working Papers Award, which recognizes papers that have made the most significant contribution to marketing practice and thought. Co-authors **Frederick E. Webster Jr.** of Dartmouth and **Alan J. Malter** and **Shankar Ganesan** of University of Arizona have been recognized for the paper "Can Marketing Regain Its Seat at the Table?" The paper "Branding Strategy and the Intangible Value of the Firm" has also won recognition for co-authors **Vithala R. Rao** of Cornell University, **Manoj K. Agarwal** of SUNY Binghamton, and **Denise Dahlhoff** of AC Nielsen.

■ **Thierry Foucault** has been awarded the prize for the best young French researcher in fi-

nance. Foucault is the associate dean for research at HEC School of Management in Paris; he is also an associate professor in the HEC Finance and Economics department.

#### FULBRIGHTS

■ A Fulbright Scholarship has been awarded to **Christopher Shook**, a professor of strategic management at the College of Business, Auburn University, Alabama. Shook will teach strategic management and conduct research on the development of entrepreneurial intent in transitional economies at the Academy of Economic Sciences in Bucharest, Romania.

■ Business professor **Chadwick Nehrt** of Quinnipiac University in Hamden, Connecticut, has been named a Fulbright scholar. He will use his international business expertise to teach at one of Morocco's public universities in Casablanca or Rabat. Nehrt will teach in French, which is recognized as the business language of Morocco.

■ **Julian C. Simcock**, a senior at Babson College in Wellesley, Massachusetts, has been awarded a Fulbright Scholarship that will allow him to travel to South Africa to study the business support services currently available to entrepreneurs.

#### DONATIONS AND GRANTS

■ The **University of Missouri-Kansas City** has received \$3 million from Henry Bloch, founder and honorary chairman of H&R Block Inc. The money will endow the Henry W. Bloch Chair in Financial Services and the Bloch Chair in Entrepreneurship and Innovation, both in the Henry W. Bloch School of Business and Public Administration.



## SHORT TAKES

■ **Butler University** in Indianapolis received a \$22 million grant from Lilly Endowment Inc. to support the creation of the Butler Business Accelerator. The gift is the largest gift ever received by the university. The Butler Business Accelerator will use mature businesses from central Indiana as both laboratories and classrooms, giving students a chance to develop business strategies while giving businesses access to the expertise of Butler students and faculty.

■ The **University of Toronto's** Joseph L. Rotman School of Management has received a \$10 million gift from the Canadian Credit Management Foundation (CCMF). Funds will go toward developing an integrative school curriculum. The school's Marcel Desautels Centre for Integrative Thinking was established in 2000 with an initial \$10 million gift from the foundation.

■ The Wharton School of the **University of Pennsylvania** announced that it has received \$1 million from current and former members of the Wharton Executive Board for Europe, Africa and the Middle East to fund the Wharton European Corporate Social Responsibility (CSR) Initiative. The CSR Initiative is designed to support research on corporate ethics and responsible investment with a focus on business in the U.S. and Europe.

■ Brian Lesk, president of Diversified Human Resources Inc., has committed \$1.5 million to the Eller College of Management at the **University of Arizona** in Tucson. The money will

endow the Arnold Lesk Chair in Leadership, named in honor of Lesk's father, as well as two professorships. The new Lesk Chair will focus on education for managing innovation and the merger of technological innovation and market opportunity. **Stephen W. Gilliland**, head of the management and policy department, has been named the first Lesk Chair.

### FACILITIES

■ EMBA classes began last August at the new London campus of the **Chicago Graduate School of Business**. The



school is located in 27,500 square feet on one floor of the Woolgate Exchange

building. The space, which is designed to duplicate the school's new building in Chicago, features a tiered classroom that seats 100, a function room that seats 200 in theater style, a student lounge, breakout rooms, and state-of-the-art technology. The 91 enrolled students come from 26 countries and will spend part of their time in the GSB's campuses in Singapore and Chicago.

### COLLABORATIONS

■ **Florida International University's** Chapman Graduate School of Business has partnered with Macy's to launch a Downtown Graduate Business School Center in Miami. The center, which launched in August, is located on the sixth floor of Macy's Florida corporate offices. It will be the site for a new 18-month MBA and executive master of science in taxation pro-

gram, both taught by Florida International University faculty.

■ **Audencia Nantes** School of Management and French supermarket chain Système U have signed an accord to create a company chair in marketing and distribution. The post will be held by marketing professor **Blandine Labbe-Pinlon**.

■ **ESCP-EAP European School of Management** has signed degree agreements with business schools in China, India, and Russia for the school's cross-border master's in management program. Students can opt for one of two tracks that result in a double or triple degree.

■ The **University of Maryland's** Robert H. Smith School of Business in College Park has partnered with the **South Mediterranean University's** Mediterranean School of Business in Tunisia to deliver a Masters of Science Degree in the Management of Information Systems and Technology. The program will be targeted to information systems and technology professionals in the Middle East, Southern Europe, and Northern Africa.

■ The Warrington College of Business at the **University of Florida** now has three study abroad partnerships in Europe with Antonio de Nebrija University in Madrid, Huron University in London, and Ecole Supérieure de Commerce in Rouen, France. Students will continue to take their Warrington classes via the Internet, while enrolling in live classes at the partner universities.



## OTHER NEWS

■ **Terry C. Blum**, dean and Tedd Munchack chair of the College of Management at Georgia Tech in Atlanta, will step down as dean in June 2006. She has led the College of Management since 1999.

■ As part of its adherence to the U.N.'s Global Compact, **Audencia Nantes** School of Management in France has released a progress report on its first 12 months of achievements in the field of global responsibility. MBA students now open and close their programs with ethics seminars, and students can opt for a study track on global responsibility. The school has also introduced fair trade refreshment products on campus and revamped its recycling systems to cut paper waste.

■ Two accounting programs offered by the William E. Simon Graduate School of Business Administration at the **University of Rochester** in New York are now registered as licensure qualifying programs by the New York State Board of Accountancy and the New York State Education Department. This means that students who earn a Simon School MBA with a concentration in public accounting or master of science in accountancy are now qualified to sit for the CPA examination in New York State and obtain subsequent licensure.

■ **Pace University** is launching the Helene and Grant Wilson Center for Social Entrepreneurship, which will be devoted to honing the risk-taking spirit and managerial skills of non-profit institutions. The Wilsons pledged \$5 million to the center. ■

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LEBOW COLLEGE OF BUSINESS  
3141 CHESTNUT STREET  
PHILADELPHIA, PA 19104-2875  
[WWW.LEBOW.DREXEL.EDU](http://WWW.LEBOW.DREXEL.EDU)