

# Headlines

## ICAM Heads for Orlando

### “Business Schools Building a Better World”

will be the theme of AACSB’s International Conference and Annual Meeting to be held April 26 through 28 at Disney’s Coronado Springs Resort in Orlando, Florida. More than 1,200 business education professionals from 45 countries are expected to be on hand to attend sessions that cover issues such as accreditation, learning outcomes, and integrated curricula.

Three keynote speakers will bring diverse perspectives to the conference. **Jeffrey E. Garten**, Juan Trippe Professor in the Practice of International Trade, Finance, and Business at the Yale School of Management, will offer insights on the economic issues of today and tomorrow. **Rakesh Khurana**, Marvin Bower Professor of Leadership Development at Harvard Business School, will discuss the evolution of management in his session, “The Past as Prologue: The

Professionalization Project in American Business Education.”

**Sharon L. Allen**, chairman of the board of directors for Deloitte LLP, will speak at Beta Gamma Sigma’s annual luncheon when she is presented as the organization’s 2009 International Honoree.

The exhibit hall will feature more than 60 exhibitors, a cyber café, and meeting places that allow for easy networking. Once attendees have their “exhibition passports” initialed by 20 exhibitors, they become eligible to win one of the prizes awarded daily. The exhibit hall

## Living the Business Life

This fall, 250 undergraduate business students at Indiana University in Bloomington will get an opportunity to live and breathe business as they take up residence at the Kelley School of Business Living Learning Center (LLC). The students also will take courses together and participate in extracurricular activities—such as musical performances, sporting events, workshops, and clubs—that will help them develop a sense of community and a lifelong network.

About half of the students will be direct admits to Kelley; the other half will be pre-business students preparing to apply for admission to the Kelley school. Over the next few years, the population of the business-themed dorm is expected to increase to 750 students.

JoAnne Namy, director of the Business Residential Community, says that thematic residence halls are becoming popular at large schools because they improve the transition from high school to college by creating a more structured experience among a smaller community of students. “The Kelley LLC is intended to make the freshman year more engaging and involving,” Namy notes. “Our goal is to create a more personalized college experience for students that offers them better connections to faculty, staff, upperclassmen, and alumni.”

also will be the site of several social events, including an opening night welcome reception honoring newly accredited schools, a second reception on Monday night, two breakfasts, and all refreshment breaks.

A new feature in the exhibit hall will be a special AACSB Pavilion where business school deans and faculty can meet AACSB staff and *BizEd* editors; receive the latest information on accreditation and member benefits; and use computer kiosks to access member services such as Data Direct, BestBiz-Schools.com, and MyAACSB.

More information about the conference, including registration details and a preliminary agenda, can be found at [aacsb.edu/conferences](http://aacsb.edu/conferences).



## Committing to Social Change

A new collaboration among four schools and a new concentration at a fifth have been created to tackle the wide-ranging topic of social change.

The collaboration, Ashoka, is a nonprofit network of social entrepreneurs, has launched its Changemaker Campus initiative with the participation of four schools: the University of Maryland in College Park; Cornell University in Ithaca, New York; Johns Hopkins University in Baltimore, Maryland; and George Mason University in Fairfax, Virginia. The network’s goal is to develop a model for future university-based initiatives that will promote innovation and social change.

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Participating schools will work with Ashoka to create working blueprints and inspiration for future Changemaker Campuses. For instance, the University of Maryland will assemble a multidisciplinary team of undergraduate and graduate students to create a campaign to generate campuswide enthusiasm for social entrepreneurship.

Business students and faculty “care about the world’s big problems,” says G. Anandalingam, dean of the University of Maryland’s Robert H. Smith School of Business. “We have the intellectual capital, creativity, and entrepreneurial vision to contribute to big solutions.”

Eventually, Ashoka will share case studies and practices across its global network of more than 100 universities. “Our aim is to cultivate a generation of students ready to develop new approaches to difficult



global problems while serving as a catalyst for new ideas and innovations,” says Marina Kim, Ashoka’s university program director. For

more information, visit [www.ashoka.org/changemakercampus](http://www.ashoka.org/changemakercampus).

MBA students at Clark University’s Graduate School of Manage-

## A Way to Measure the Connection to Business

The Mason School of Business at The College of William & Mary in Williamsburg, Virginia, has revamped its curriculum to focus on real-world business experience, and now it’s launching a specialized system to help measure its progress. Last fall, the Mason School calculated its inaugural Business to Business School (B2B) Measures for its full-time MBA program, assessing three key factors: executive-to-student ratio, real time in business, and face time with executives.

For instance, the executive-to-student ratio measures the number of business executives actively involved in the program

compared to the number of full-time MBA students. More than 100 active or retired executives provide one-on-one coaching to Mason students, making this ratio 1-to-1. The B2B calculation for real time in business, which measures the time students spend doing real work for actual companies during regular course work, came out at 120 hours. And Mason students enjoyed approximately 72 hours of face time with executives during the school’s field consultancy program, career acceleration modules, and sessions with executive partner coaches.

The B2B Measures are based on curriculum revisions that the Mason School has implemented in recent years to better prepare its students for the workforce. “While media rankings reflect many important aspects of the business school experience, they do not currently account for a business school’s efforts to provide students with real-world business experience,” says dean Larry Pulley. “We think the B2B is a way of measuring the greatest benefit of an MBA—opportunity.”

The Mason School has published the 2008 data on its Web site and plans to update the results each year. The school also plans to hold a deans’ summit in 2009 to discuss the business school rankings.



# The GMAT® Report

ment (GSOM) in Worcester, Massachusetts, now have the option to take a new concentration in social change that allows them to apply their business skills to major social and environmental issues.

The new concentration is a collaborative effort between GSOM and the International Development, Community and Environment (IDCE) department at Clark. IDCE focuses on major forces of social change: grass roots initiatives, social movements, government policy, market approaches, entrepreneurship, technological innovation, individual action, and education.

MBA students in the social change concentration can take advanced courses in international development, community development, environmental policy, and social entrepreneurship, as well as IDCE courses on NGO management, grant writing, microfinance, environmental policy, and sustainable production.

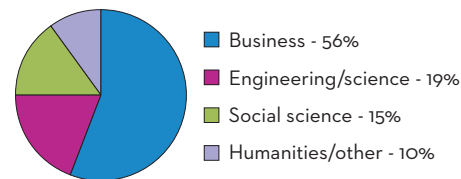
“The worlds of business and development are increasingly intertwined,” says GSOM professor Mary-Ellen Boyle, who chaired the joint task force to develop the new concentration. “Corporations are facing social, environmental, and sustainability challenges—and development and planning professionals use management skills and strategic thinking every day. The separation of goals and activities that once characterized the private and public sectors is dissolving in the face of new collaborations aimed at addressing the greatest challenges of the 21st century: economic well-being, social justice, and environmental sustainability.”

## PhD Pipeline Demystified

The Graduate Management Admission Council® offers a wealth of information on the business PhD pipeline.

### Undergraduate major

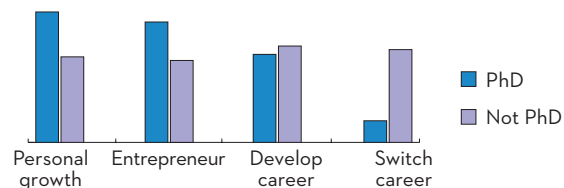
More than half of GMAT® examinees specifying PhD as their intended degree were undergraduate business majors.



Source: GMAC. Nearly 5,000 TY 2007-08 GMAT examinees specified PhD as their intended degree.

### Motivating factors

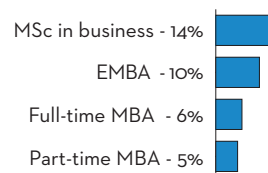
The primary motivators of prospective PhDs differ from those of other candidates.



Source: GMAC 2008 mba.com Registrants Survey. Of 5,637 potential graduate business students, 7% say they are considering a doctoral degree in business.

### Targeting potential PhDs

Most prospective students consider multiple program types. MSc and EMBA aspirants are more likely than others to also consider a business doctorate. Percentage of applicant pools also considering a PhD:



Source: GMAC 2008 mba.com Registrants Survey.

GMAC has more than 50 years' worth of graduate management education data and welcomes school participation in research. Visit [gmac.com/research](http://gmac.com/research) today.

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## SHORT TAKES

### NEW APPOINTMENTS

■ **Christine A. Poon** has been named dean of The Ohio State University's Fisher College of Business in Columbus. When she takes the post in April, she also will hold the John W. Berry Sr. Chair in Business. Poon, who spent 30 years in the healthcare industry, most recently was vice chairman and member of the board for Johnson & Johnson and worldwide chair of the Pharmaceuticals Group. Poon replaces Joseph A. Alutto, who became Ohio State provost in 2007.

■ **Mark Zupan** has been reappointed to a second five-year term as dean of the University of Rochester's William E. Simon Graduate School of Business Administration in New York.



■ **Steven D. Olson** has been named director of the Center for Ethics and Corporate Responsibility, a unit of Georgia State's J. Mack Robinson College of Business in Atlanta. **John W. Truslow III** was named associate director.

■ **Mark P. Rice** has been named to an advisory board of the National Business Incubation Association, which will review goals and methodology for a grant project funded by the Economic Development Administration to research best practices and impacts of business incubators. Rice is the Frederic C. Hamilton Professor for Free Enterprise at Babson College in Wellesley, Massachusetts, and Professor of Technology Entrepreneurship at the Olin College of Engineering in Needham, Massachusetts.



■ **GERALYN McClure Franklin** has been named the next dean of the College of Business at the University of Dallas in Texas. She begins her new role in June. Franklin is currently the dean of the College of Business at the University of South Florida St. Petersburg and previously served as dean at the School of Business at The University of Texas of the Permian Basin. She led successful accreditation efforts in those recent deanships, a goal she will also pursue in her new position.

### COLLABORATIONS

■ The business of healthcare is the subject of a new partnership between the Wharton School at the **University of Pennsylvania** and the Healthcare Communication & Marketing Association (HCMA). Wharton's Aresty Institute of Executive Education and the HCMA have developed an executive education program called "Marketing Metrics: Healthcare Marketing for Financial Impact," to be held on the school's Philadelphia campus.

■ **Thunderbird School of Global Management** in Glendale, Arizona, has signed a new partnership with **Peking University** in Beijing, China, which will allow Thunderbird students to participate in a six-week study abroad module starting this spring. The schools will also work together to develop a dual-degree program and nondegree executive programs. Thunderbird has also announced a new alliance with the **Graduate Institute of International and Development Studies** in Geneva, Switzerland, to collaborate on executive education programs.

■ **The Audencia Nantes School of Management** has signed a partnership with J.P. Morgan that will allow representatives from the firm's London office to participate in teaching finance classes at Audencia. In addition, J.P. Morgan executives will join the school's consultative committee, participate in Audencia's international career events, and provide recruitment information to the school's career services department. Audencia also has signed a strategic partnership with Microsoft, which will allow the software giant to offer teaching input, provide technological coaching, and invest in the school's management program for engineers.

### GIFTS AND DONATIONS

■ **Indiana University** alum William Fry will give \$15 million to the Kelley School of Business in Bloomington to help fund an undergraduate scholarship program for underrepresented minority students. The gift will become part of the Kelley School's major initiative toward increased inclusiveness. Initially, Fry's gift will create between five and ten scholarships, but once the program is in full force, it will support at least 80 students.

■ A \$2.5 million gift from John Chapel Jr. and his wife, Virginia, has endowed the first dean's chair in leadership at **Drexel University's** LeBow College of Business in Philadelphia, Pennsylvania. Chapel is former president and CEO of AVIEL systems, and an alumnus of the school. Dean George Tsetsekos will be the first chair holder.

■ **John Compton**, an alumnus of the **University of Tennessee, Knoxville**, and

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CEO of PepsiCo Americas Foods, has made a contribution to the College of Business Administration that will enhance state-of-the-art technology in the new James A. Haslam II Business Building. His gift is part of the Campaign for Tennessee, the university's \$1 billion fund-raising effort. To commemorate his gift, the college has named the dean's suite in the Haslam Business Building after Compton.

■ A \$1 million gift from alums Stephanie and Peter Nolan has established the Nolan Scholars program at **Cornell University's** Johnson School in Ithaca, New York. The scholarship program supports military veterans and active service members pursuing business degrees.



## NEW PROGRAMS

■ **Warwick Business School** in Coventry, England, has announced an MBA for the Global Energy Industry, which will be run under the direction of David Elmes. The part-time program will be delivered over three years and combine weeklong seminars

with blended learning opportunities to allow students to remain in the workforce. Students will consider the physical, commercial, regulatory, and political ramifications of global energy, as well as traditional and alternative energy sources, distribution and generation companies, and the role of consumers and retailers. Elective modules will allow students to explore areas such as sustainability, corporate social responsibility, risk management, and capital financing.

■ **Grenoble Ecole de Management** in France has announced a new requirement: a compulsory course in management epistemology, which will train future managers how to analyze complex issues and make consequential decisions. The aim is to showcase the importance of scientific knowledge in business performance by helping young managers answer such questions as, "What is knowledge? How does it develop?" Grenoble has also worked with **Stendhal-Grenoble University** to develop a new program on literature and management, which will be offered to business students with a passion for literature. During their third year of pursuing a bachelor's degree in modern literature, students will study in parallel for their first year at the management school. Students will graduate with a double degree in management and modern literature.

■ The LeBow College of Business at **Drexel University** in Philadelphia, Pennsylvania, recently launched "The Business of Ambition," a co-curricular component to its MBA program. Designed to help students identify their true ambitions, the new offering includes a speaker

series, three case competitions, and personalized career planning. Drexel is also offering a number of new courses, including a graduate course on international financial reporting standards and an undergraduate course in sustainability.

## OTHER NEWS

■ The Booth School of Business at the **University of Chicago** in Illinois has created the Barclays Global Retail and Commercial Bank Fellowship Program to provide full-tuition scholarships each year to four incoming MBA students from Africa, South Asia, and countries with emerging economies. Preference for the merit-based, two-year scholarships will be given to students who intend to pursue careers in the financial services sector and demonstrate a commitment to the development of emerging markets.

■ The **University of Tampa's** Sykes College of Business has published a special report on the nation's economic crisis. "The Economy: How Did We Get Here and Where Do We Go Now?" contains commentary from five business professors on topics such as regulation, monetary policy, and real estate. The report can be viewed online at [www.ut.edu/cobannouncements](http://www.ut.edu/cobannouncements).

■ The Marriott School of Management at **Brigham Young University** in Provo, Utah, launched a new finance department in January. Slated to include 18 professors from the Marriott School, the department will be chaired by Steve Thorley, faculty director of the Peery Institute of Financial Services and H. Taylor Peery, professor of finance. ■