

Headlines

■ Recruiting the Next Ph.D.s

Worried about the doctoral shortage?

Consider a low-cost but highly effective program that encourages students to think about an academic career while they're still undergraduates. That's the goal of the Ph.D. Prep Program at Brigham Young University's Marriott School of Management in Provo, Utah.

Officially launched in 2002, the program has been grafted onto the integrated BS-MAcc program in BYU's School of Accountancy. Juniors in the program choose whether to pursue a bachelor's or a master's degree—and if they choose the master's, they can further enroll in the Ph.D. Prep program. During their senior and graduate years, they fill their electives with classes such as calculus, statistical methods, and econometrics; they also take a class on accounting research.

Meanwhile, they are given frequent insight into the job of an academician. "We invite them to faculty research seminars, and we bring them in as TAs," says Kevin D. Stocks, director and W. Steve Albrecht Professor at the School of Accountancy. "Every time we talk about careers, we discuss the academic option."

Since the program started, about 20 students have entered every year. An average of eight or nine have gone on to enroll at Ph.D. programs in other schools, since BYU's accounting school does not have its own Ph.D. program. The more compelling statistic is that, once enrolled in a doctoral program, *none* of the students have dropped out.

"Typical Ph.D. programs have an attrition rate of about 50 per-



cent," says Stocks.

"We have that, but the weeding out happens before they go."

Not only is the program successful, it costs very little to run. Because the math, statistics, and economics courses already existed in other departments, the only new class the

School of Accountancy needed to design was the one on academic research. There is no cost to stu-

dents, either—they need the same number of credits as their peers, they pay the same tuition, and they need not take the GMAT to enroll in the prep course.

Since the program was instituted, 36 BYU students have graduated or are about to graduate from Ph.D. programs. In the past two years, the school has invited them all back to participate in an accounting research symposium, which has created a great deal of synergy between faculty and past and present students. "We have a vested self-interest in getting our faculty to write with these students," says Stocks. "If we can get them back to campus, so much the better."

The prep program has been adopted by other departments at BYU, and Stocks believes it could be duplicated easily by any school that has a master's program. The keys are to start early and take every opportunity to discuss academic careers.

"Talk about the lifestyle of a professor, what you like about it, what you don't like," says Stocks. "Discuss

Doctoral Prize

With the goal of encouraging excellence in management research, the Central and Eastern European Management Development Association (CEEMAN) and Emerald Group Publishing Limited are sponsoring a new prize in doctoral research. The winning entry will receive a cash prize worth €1,500 (about \$1,780 in U.S. dollars), a certificate, and the prospect of publication in an Emerald journal. In addition, a number of "highly commended" awards will be bestowed.

To be eligible, authors must address accelerating and improving management development in Central and Eastern Europe and be from a CEEMAN member institution. They also must have satisfied doctoral award requirements between June 1, 2004, and June 1, 2006. All papers must be submitted by July 1. For more information, contact Jim Bowden at jbowden@emeraldinsight.com or visit www.emeraldinsight.com/awards and www.ceeman.org.



“HOW DO YOU MAKE GOOD, SOLID ETHICAL DECISIONS? I THINK THEY KNOW NOW THAT IT’S NOT AS EASY AS BLACK AND WHITE, RIGHT OR WRONG.”

—Art Sherwood, Indiana State University

what’s happening in the profession now and what the opportunities are.” Make sure students are exposed to the research process and develop their quantitative abilities, he says.

Most schools fail to recruit students into Ph.D. programs, Stocks notes—they simply wait until students apply for admission. “We’ve basically said, we need to recruit the way we recruit in other areas.”

■ Students and Ethics

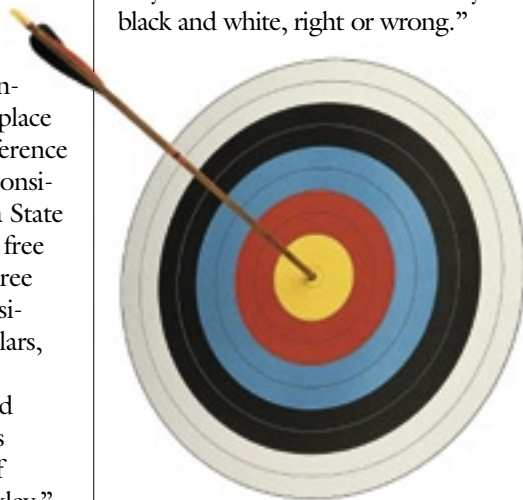
Anyone who worries about whether today’s business students are concerned about ethics in the workplace should be reassured by the conference on “Ethics and Corporate Responsibility” held in March at Indiana State University in Terre Haute. The free conference was organized by three student scholarship groups: President’s Scholars, Networks Scholars, and Gongaware Scholars.

More than 450 people signed up in advance to attend sessions on such hot topics as “Ethics of Genetic Testing,” “Sarbanes Oxley,” “The Employment of Illegal Immigrants,” “Martha Stewart: What Went Wrong?,” “Personal Piracy,” and “Truth in Advertising.” Keynote speaker Christopher Bauer, of Bauer Coaching and Bauer Ethics Seminars, discussed how to make ethically informed decisions while maximizing the bottom line.

Students became interested in ethics as a conference topic after seeing results of a 2005 survey of employers in the banking and securities industry, which indicated that new college hires should possess an understanding of ethics and other soft skills. “In the College of Business our focus isn’t necessarily on ethics in all of our classes, so we hoped this conference

would enrich the learning experiences for students across campus,” says Ashley Cameron, a Networks Scholar and co-chair of conference planning.

“Whether students know it yet or not, they are becoming more savvy at ethics and the topic of ethical dilemmas,” says Art Sherwood, assistant professor of management and a member of the College of Business’s leadership development team. “How do you make good, solid ethical decisions? I think they know now that it’s not as easy as black and white, right or wrong.”



■ Target Marketing

Money, not top grades, will be the reward for some students enrolled in the advertising and promotion course at the University of Northern Colorado’s Monfort College of Business in Greeley. Target Corporation has committed \$5,000 to support the course in which student teams will design advertising and promotional campaigns for the retail giant. The top two teams will split more than \$4,500 in scholarship money; the rest will go toward course development.

Working in small teams, students will design promotional strategies for some of Target’s brand-name cloth-

ing lines. They will deliver written proposals and oral presentations to Target representatives, who will do the judging for the awards.

“Team projects like these give our students a good dose of hands-on experience blended with academic learning,” said Nathan D. Kling, director of the School of Management and Marketing.

■ The Charitable Entrepreneur

A yearlong class on entrepreneurship at Babson College in Wellesley, Massachusetts, teaches first-year undergraduates not only the basics of launching a business, but also the rewards of using business proceeds to support charities.

The Foundation Management Experience (FME) immerses students in the world of business as they learn economic theory, probability theory, statistical analysis, and business law—while working with classmates to invent, launch, manage, and liquidate a business. Each team of students receives \$3,000 in startup money; all

Baltic Connection

*Executives and managers who are planning to do business in the Baltic region have a new resource in the *Baltic Journal of Management*, which covers emerging management practices and research in that region. The journal is currently soliciting papers for a special issue that will be distributed at its fourth annual conference, “Creating Well-Being: Entrepreneurs in the Driver’s Seat,” which will be held June 5 through 7 in Helsinki. The deadline for submitting papers is June 5. For more information on the journal, see emeraldinsight.com/info/journals/bjm/bjm.jsp. For more information on the conference, go to www.BMDA.net.*

Headlines

"WE WANT TO CATCH THE NEXT BILL GATES-TYPE LEADERS WHO ARE IMPATIENT TO MAKE AN IMPACT."

—Mark Zupan, University of Rochester

profits are donated to charities that students choose.

Last year, the 14 student businesses developed in the FME donated a record-setting \$62,720 to their collective charities. Among the businesses launched were My Skinz, which provides customizable laptop skins with personalized outer images; The Shake Up, a vibrating pillow alarm clock; Babson in a Box, a game that mimics the experience of an average Babson Student; and Bab-Ubble, chewing gum with packaging that allows for customizable business messages. Some of the charities that benefited were Friends of the Homeless, The American Cancer Society, Boys and Girls Clubs of Boston, Special Olympics, Junior Achievement, and local charities.

FME has been recognized by the United States Association for Small Business and Entrepreneurship as the number one "Innovative Entrepreneurship Education Course" in the country. USASBE's Excellence in Education Awards are sponsored by Students in Free Enterprise (SIFE).

Grooming the Youngest MBAs

While traditional MBA programs focus on older students with a few years of work experience, some schools are beginning to look at students fresh out of undergraduate education as a way to boost graduate enrollment and make sure talented potential business leaders don't get turned onto other career paths. That's the philosophy behind the

new Early Leaders Program at the University of Rochester's William E. Simon Graduate School of Business Administration in New York, where students with zero to five years' of work experience are being recruited.

Dean Mark Zupan notes that, as business schools have shifted their focus to older students, those full-time students have had a greater struggle with work-life balance issues. Diversity has also suffered, as women and minorities face high opportunity costs when they leave the workplace to enroll in grad school. One goal of the Early Leaders program is to allow the Simon School to recruit more women and minorities; and to this end, the school is seeking to build partnerships with all-women's colleges and historically black colleges and universities.

One advantage that younger MBAs possess is a familiarity with cutting-edge technology, says Zupan, and this is likely to enhance their value in the marketplace. Younger grads also tend to be highly motivated and eager to launch their careers. "We want to catch the next Bill Gates-type leaders who are impatient to make an impact," he says.

To screen potential candidates for the right attitude and ability level, the Simon School first requires students to go through an alumni interview. Simon has also instituted an online business simulation scholarship competition to gauge business aptitude. The top candidates will come to campus to explain their strategies, and the winner will receive a full-ride scholarship. In addition,

Simon has launched an undergraduate Summer Business Institute to attract and polish potential students who have had no formal business training. The Simon School also plans to introduce a course on leadership as part of its orientation program to better prepare younger students for careers in business.

Recognized Effort

All universities have processes in place to honor outstanding faculty and students, but the individuals who work behind the scenes are rarely recognized for the work they do to keep schools running. That has changed at Baruch College's Zicklin School of Business in New York, where dean John Elliott has established a Service Excellence Initiative to recognize the contributions of administrative assistants.

Students, staff, and faculty participate in an anonymous electronic sur-

Harvard Raises \$600 Million

Harvard Business School in Boston, Massachusetts, has completed a \$600 million capital campaign, surpassing the \$500 million goal set three years ago. "The success of this campaign reflects the extraordinary accomplishments of our alumni, who hold positions of leadership in a wide range of organizations, and the pride they feel for the school," says dean Jay Light.

The campaign, initiated by former dean Kim B. Clark, focused on supporting five long-term priorities for the school, including boosting financial aid for students, developing top faculty, extending the school's global outreach, devising innovative uses of technology in education, and renewing the HBS campus.



creating value

vey to nominate top staff and supply details about occasions where they provided outstanding service. This year, the third year of the program, four administrative assistants were honored at a special ceremony. Each received a check for \$1,000 and a Lucite desk plaque.

School administrators believe that honoring the staff has helped foster a “culture of service” at the Zicklin School. Elliott notes, “These are the individuals on the front lines who can make a big impact on the quality of service experienced by faculty and students alike.”



B-School and Cars

What do members of Generation Y look for when they’re buying cars? Honda decided to get student input on that question by designing the Honda Research Program competition, which handed out awards last February. Winners in the grad school category were team members from the San Diego State University College of Business Administration in California. Among undergraduate schools, California Polytechnic State University in San Luis Obispo fielded the winning team.

The competition is part of a Honda Research Program geared toward researching Gen Y awareness and car buying motivations. Marketing education consulting company EdVenture Partners partnered with Honda to



“The analytical investment skills gained in the College of Business gave me the flexibility to transition from investment management to a unique sector of international development. Microfinance supports economic growth in developing countries by providing small loans to poor entrepreneurs, with nearly 100 million borrowers across the globe. I am proud to be using my financial education to make a difference in an amazing industry.”

Brooke Randall ('02 Finance)
Analyst, MFI Services, Unitus Global
Microfinance Accelerator

CB VISION: *Transforming the lives of students while positively impacting the business and academic communities of Washington state, the region, and the world.*

- The College of Business is ranked among the **top 10** business programs at public universities in the western United States (*US News and World Report* 2005).
- The College of Business is one of **10 percent** of business schools in the country to achieve AACSB accreditation at the bachelor, master, and doctorate levels.
- *US News and World Report* ranked the International Business major among the **top 25** specialty business programs (2003–2005).
- *Entrepreneur* magazine rated the Entrepreneurship major as the **top entrepreneurship emphasis program** in Washington (2005).

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Headlines

sponsor the competition. Students collected data by conducting research, running focus groups, and searching out blog commentaries. According to American Honda Motor Co. Senior Manager of National Advertising Tom Peyton, “The students brought insights that were fresh and relevant—something not always found in the reams of data we often see.”



Learning to Rebuild

An interdisciplinary class at Bentley College in Waltham, Massachusetts, helps students understand how to rebuild communities devastated by disaster. This spring’s “Rebuilding Business Processes” will culminate in students creating a business plan that will revitalize an Alabama health clinic destroyed by Hurricane Katrina.

The class will cover expository writing, so students can learn grant writing; database management, so they can organize medical records and billing for the clinic; Web design and cyber law, which will cover trademarks and copyrights for a new Web site for the clinic; disaster relief planning; and political science. Students will develop strategic one-, three-, and five-year business plans for the clinic and ultimately present them to the clinic’s director.

Part of the course goal is to help students plan for future disasters, says

Shawn Hauserman, who co-teaches the course with Ellen Foxman. “Another hurricane will happen,” says Hauserman. “Our hope is to provide an infrastructure so that, to the best of our abilities, the clinic can stay up and running. We also want to expand the role of the clinic in the community as a healthcare resource and education facility.”

Student Manny Carneiro says the course has been an incredible experience. “This is an opportunity for us as business students to apply our skills to real-life situations. There is a sense of satisfaction when you have a tangible product to show for your efforts.”

Scholarship Competition

Most student business competitions offer seed money or valuable consulting advice as prizes, but at North Carolina State University’s College of Management, a recent competition netted the winner a full-tuition MBA scholarship. The contenders had applied to the school’s GiftEd MBA scholarship program and were selected for the competition based on academic merit, leadership potential, and relevant work experience.

The five competitors took place in an “Apprentice”-style competition sponsored by communications company Alltel. During a week’s time, they developed business plans to market Alltel’s Touch2Talk walkie-talkie service, which they presented in the boardroom. Company executives chose the winner, but everyone benefited. Alltel gained fresh perspectives on a marketing issue; the top candidate received a scholarship worth around \$25,000. Runners-up also received scholarships that will cover half their tuition for the 2006–2007 academic year.

SHORT TAKES

NEW APPOINTMENTS

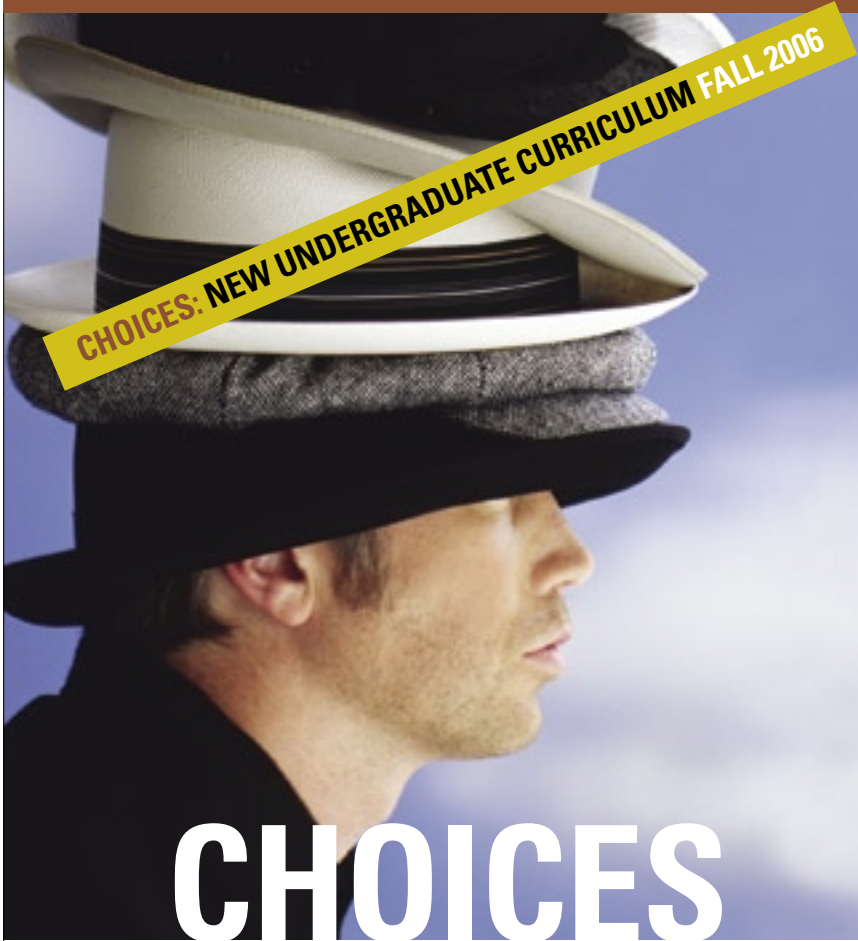
■ **Thomas Gilligan** has been appointed interim dean of the University of Southern California’s Marshall School of Business in Los Angeles. He succeeds **Yash Gupta**, who has resigned as dean but continues to hold his tenured position as professor of information and operations management. Gilligan is a professor of finance and business economics who most recently served as the vice dean of undergraduate education. The school will conduct a national search to find its next dean.

■ **Albert “Pete” Kyle** has been named the Charles E. Smith Chair in Finance at the University of Maryland’s Robert H. Smith School of Business in College Park, Maryland.



■ **James B. Thomas** has been named the dean of the Smeal College of Business at Pennsylvania State University in University Park. He is currently dean of the College of Information Sciences and Technology at Penn State. Thomas assumes his new duties on July 1, succeeding Judy Olian, who has become dean of UCLA’s Anderson School of Management.

■ **Steven Salbu** has been named the Stephen P. Zelnak Dean of the College of Management at the Georgia Institute of Technology in Atlanta, effective July 1. Salbu is currently associate dean for graduate programs, Bobbie and Coulter R. Sublett Centennial Endowed Professor, and university distinguished teaching professor at the McCombs School of



Business at the University of Texas. Salbu replaces Terry Blum, dean since 1999. Blum will remain on the faculty to direct the new interdisciplinary Institute for Leadership and Entrepreneurship.

■ **Patricia G. Greene** has been named the new provost at Babson College in Wellesley, Massachusetts. Greene, who currently serves as dean of the undergraduate school, will begin her new role July 1. Also at Babson, **Candida Brush** has been named women's entrepreneurship researcher. She will lead the development of Babson's new Ph.D. program in Entrepreneurship and hold the new President's Chair in Entrepreneurship. In addition, **Edward P. Marram** has been named director of the school's Arthur M. Blank Center for Entrepreneurship.

■ **J. Dennis Coates** has been named dean at the College of Business at Florida Atlantic University in Boca Raton. Coates joined the business faculty 16 years ago and has served as interim dean for more than a year.

NEW PROGRAMS

■ **North Carolina State University** in Raleigh has partnered with IBM to launch a curriculum initiative in Services Sciences, Management, and Engineering (SSME). The master's level curriculum is designed to prepare graduate students for careers in the multidisciplinary field of services management, which focuses on helping companies build more efficient IT systems, streamline business processes, and implement technology. N.C. State's new program combines input from



LeBow College's most comprehensive undergraduate curriculum overhaul in 10 years — is designed to promote lifelong interdisciplinary learning and creative problem solving in a changing technological and global context.

CHOICES empowers students with a continued focus on co-op, more choices to explore career interests, and connectivity to promote lifelong learning.

"We are committed to the education of successful, responsible leaders who can meet today's challenges and adapt to tomorrow's"—Dean George P. Tsetsekos

NEW CURRICULUM HIGHLIGHTS

- Provides an excellent broad-based foundation while allowing for dual concentrations and minors
- Two new concentrations: a stand-alone International Business program and Legal Studies
- 12 new courses, including forensic accounting, corporate governance, intellectual property and cyber law, and Six-Sigma quality implementation
- Electronic portfolios enhance connectivity among courses and continuity of learning
- Continuous assessment of knowledge ensures relevancy, enhancing learning

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SHORT TAKES

the fields of computer science, computer engineering, business strategy, and management sciences.

■ The **University of Arizona's** Eller College of Management in Tucson has launched a dual-degree master's program that integrates technology, management, and entrepreneurship in a single course of study. Students in the program will earn an MBA as well as a second master's degree from the schools of engineering, optics, agriculture, or science. They will also earn a certificate in entrepreneurship.

■ **Case Western Reserve University's** Weatherhead School of Management in Cleveland has joined with The Cleveland Clinic to train professionals interested in managing health care institutions.



The Health Management Scholars Program, which

launches in the fall, will enroll up to four Health Management Scholars in the Weatherhead School's full-time MBA program.

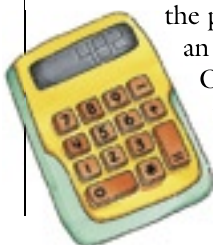
■ W. Kip Viscusi and Joni Hersch, law and economics scholars at Harvard Law School, will join the **Vanderbilt University** faculty in Nashville, Tennessee, as the law school launches a Ph.D. in law and economics. Vanderbilt's goal is to create a combined degree that will train scholars for legal practice, policy making, and public interest work, as well as academic positions. Viscusi will become University Distinguished

Professor of Law and Economics, with primary appointments in law, business, and economics. Hersch will have a tenured appointment at the law school and secondary appointments at the Owen Graduate School of Management and in the economics department in the College of Arts and Science.

■ Two new doctoral programs will be launched this fall at the Belk College of Business at the **University of North Carolina in Charlotte**. One is a Ph.D. in business administration offered by Belk; the other is a Ph.D. in organizational science offered jointly by Belk and the College of Arts and Sciences. The doctoral program in business administration will initially offer a curriculum in finance; additional specializations will be added as the program grows. The new Ph.D. in the interdisciplinary field of organizational science will focus on the effectiveness, health, and well-being of organizations and individuals. Coursework will cover psychology, sociology, communications studies, management, and organization development.

■ Five of the top auditing firms—Deloitte, Ernst & Young, KPMG Audit, Mazars, and PricewaterhouseCoopers—have joined with **Audencia Nantes School of Management** in France to create a specific audit study track for the school's master in management program. Students in

the program will complete an internship between October and February, the busiest time in the audit year. The auditors will teach some of the classes and



provide input into others to assure that the program covers the latest developments in the field.

■ **Western Carolina University** in Cullowhee has approved a new master's degree program that blends fundamental business skills with a traditional science curriculum and is designed to produce graduates who can work in technology-related businesses or launch their own entrepreneurial ventures. The program is grounded in specific scientific disciplines—biology, biotechnology, chemistry, and environmental sciences—but adds business skills to the curriculum.



■ This fall, **Longwood University** will launch an MBA with a concentration in retail management. The program will be offered on the Farmville, Virginia, campus as well as in Richmond. The program will cover topics such as merchandising and buying, corporate management, inventory control, logistics, distribution, finance, accounting, marketing, sales, public relations, information systems, e-commerce, and human resources. Partnering with the school to help deliver the program will be retailers such as Dillard's, Enterprise, JC Penney, Nordstrom, Sprint, SunTrust, Target, Walgreen's, and Wal-Mart.

■ Innovation and flexibility are the hallmarks of a new master of science in marketing degree being offered at the **University of Tampa's** John H. Sykes College of Business in Florida. Program director Erika Matulich is both

an associate professor of marketing and a professional certified marketer; other faculty in the program have both Ph.D.s and professional experience in areas such as sales, international marketing, retailing, and technology marketing.

HONORS AND AWARDS

■ **Hsinchun Chen** has been named a Fellow of the Institute of Electrical and Electronics Engineers Inc. (IEEE). A management information systems professor at the Eller College of Management at the University of Arizona in Tucson, Chen specializes in developing medical, intelligence, and security informatics.

■ The Henry W. Bloch School of Business and Public Administration at the **University of Missouri in Kansas City** has received the silver award for Excellence in Advertising from the Council for Advancement and Support of Education. The award recognized the Bloch School for its print ad series titled “The Bloch School Knows: Innovation is Essential,” which was published in *BizEd* between March 2005 and March 2006.



GRANTS AND DONATIONS

■ **San José State University** in California has received the largest private individual gift in its history—a \$10 million donation from alumni Donald and Sally Lucas. The money will go to support the graduate business school, which will be renamed the Donald and Sally Lucas Graduate School of Business in the College of Business. The gift will fund endowed

professorships, faculty fellowships, executive education, graduate student scholarships, and the creation of a global scholars-in-residence program. The Lucases founded the Lucas Dealership Group, one of the first multiple franchise automobile companies in the U.S.

■ The School of Business Administration at the **University of Wisconsin-Milwaukee** has received a \$10 million contribution from Milwaukee business leader and philanthropist Sheldon B. Lubar, chairman of Lubar & Company Inc. It is the largest single donation in the university's history. The funds will be used to fund new professorships, student scholarships, program innovations, technology, and infrastructure. Plans are under way to name the business school the Sheldon B. Lubar School of Business, while the school's main facility would be renamed the Sheldon B. Lubar Business Building.

■ The Richard T. Farmer School of Business at the **Miami University** in Oxford, Ohio, has received a \$4 million gift from Thomas J. Petters, CEO and chairman of Petters Group Worldwide. The gift will create the Jennifer Petters Chair in Asian Business, named after the businessman's daughter. Petters Group Worldwide—a group of companies that includes Fingerhut Direct Marketing and Polaroid—is based in Minnetonka, Minnesota, and is working to develop a Living and Learning Center in Shanghai.

COLLABORATIONS

■ **Columbia Business School** in New York and the **University of Hong Kong** have announced a partnership that will

allow up to 40 University of Hong Kong MBA students per year to study at Columbia for a full semester. The program will begin with the 2007–2008 academic year.

■ **Purdue University's** Krannert School of Management in West Lafayette, Indiana, and its Center for International Business Education and Research (CIBER) have



entered into cooperative educational and research programs with three Chinese

universities as part of the university's Asian Initiative. Krannert will cooperate with Zhejiang University in Hangzhou on a variety of programs, including education, research, and student exchanges. In particular, the schools will focus on supply-chain management and international human resources studies. The school also has signed student-exchange agreements with Tsinghua University and Beijing University, both in Beijing.

■ The School of Management at the **University of Ottawa** in Ontario recently signed an agreement to institute exchange programs with Corvinus University of Budapest, Hungary.

OTHER NEWS

■ **Douglas T. Breeden**, the dean of Duke University's Fuqua School of Business since 2001, will step down effective June 30, 2007. He plans to resume teaching and research full-time while retaining his appointment as the William W. Priest Professor of Finance at Fuqua, located in Durham, North Carolina. ■