

# Headlines

## Season's Deanings

The holiday season is a time for remembering your close connections, acknowledging your blessings—and showing off your sense of humor. Since 1998, the deans at Brigham Young University's Marriott School of Management have been sending out greeting cards that feature dean Ned C. Hill and associate deans Lee T. Perry and W. Steve Albrecht in lighthearted poses. The cards go to about 1,600 university associates—deans and program directors of other schools, major donors, members of advisory committees, and alumni.

Responsibility for creating the cards rests with the staff at the external relations office, which begins brainstorming ideas in October. "Since most of the people in the office are students, they come up with some zany ideas," says Joseph Ogden, assistant dean of external relations at the Provo, Utah, school. "During the Olympic year, one student submitted a sketch of the three deans skiing, each of them hitting a progressively bigger rock."

Ogden and his staff pick the top three suggestions and submit them

to the deans, who choose the final image. "Sometimes we combine several concepts," Ogden says. "We'll say, 'We can use this idea, but we'll have them sitting in their suits instead of their pajamas so we can still maintain a professional

look.' We want to preserve a sense of decorum and not cross the line between fun and silly. After all, these are extremely accomplished people."

While the cards have become popular with their recipients, Ogden says the mailings are still just a small part of the efforts the university makes to maintain good relations with its supporters. "We

view the cards as one little gesture that says, 'We want to thank you for your association with us and for the help you've given the school.' The cards are an annual reminder that we can design in a fun way. But we don't want to make more of them than that." Nonetheless, it never hurts to help donors and alumni associate a face with an institution—especially when that face is topped by a Santa Claus hat.

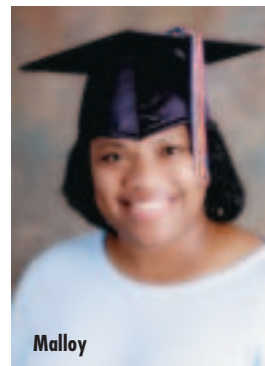
## Minority Milestone

This summer, Alisha D. Malloy turned herself into a milestone when she successfully defended her Ph.D. dissertation titled "Design and Performance

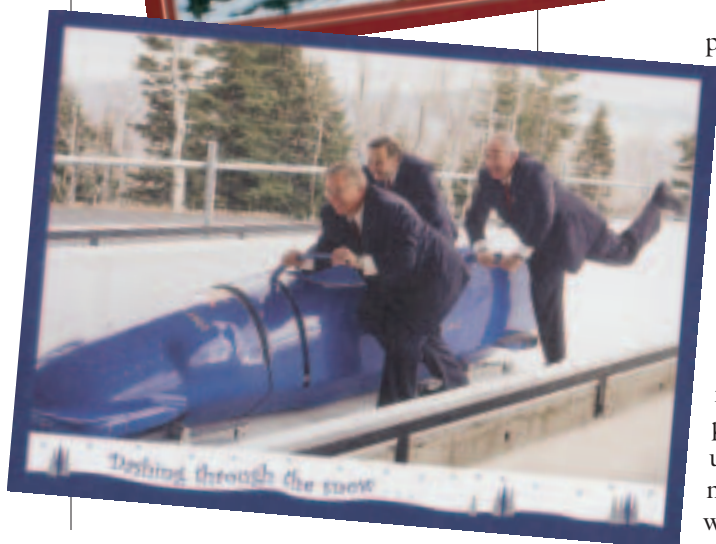
Evaluation of QoS-Oriented Wireless Networks." An assistant professor at the University of Alabama, she received her Ph.D. in

Information Systems from Georgia State University. Her achievement is noteworthy because she is now the 588th minority business school professor in the U.S. That's double the number that existed in 1994, when The PhD Project began monitoring minorities in business school.

The PhD Project was founded by a group of business school deans and corporate leaders to attract more minorities to careers as business professors, thus increasing the number of role models for potential minority business leaders. The multimillion dollar initiative is administered by



Malloy





The KPMG Foundation, which is the lead sponsor of the organization, providing approximately one-half of the financial support. Other financial support comes from corporations, foundations, academic organizations, and universities.

With 416 minority doctoral students currently in the pipeline, the number of minority business school professors might easily triple from its starting number of 294 within the next four years. Even so, the ratio still works out to less than one minority professor per school.

This fall, annual conferences were held by the five Doctoral Student Associations of The PhD Project—peer associations created for minority doctoral students in each of five business disciplines. At these conferences, 51 new doctoral students were welcomed and 35 who have earned their Ph.D.s over the past year were recognized. These conferences enable The PhD Project to form a support network for minority business students and connect them with key leaders in their field of study. Hundreds of additional applicants will be invited to a November conference held by The PhD Project. For more information on the conferences or the organization, visit [www.phdproject.org](http://www.phdproject.org).

## What Do Recruiters Want?

**Strong interpersonal skills and the ability to work well with other team members** are among the characteristics corporate recruiters focus on most closely when interviewing business school graduates for jobs. That's one of the conclusions offered in *The Wall Street Journal Guide to the Top Business Schools 2003*, published this fall by *The Wall Street Journal* and based on information gathered by Harris Interactive. While the survey of recruiters was used to help the periodical put together its annual ranking of business schools, it also yielded information about what recruiters generally value in recent graduates. The following chart shows what percentage of recruiters consider certain skills and characteristics to be important:

Communication and interpersonal skills	90%
Ability to work well within a team	87
Analytical and problem-solving skills	86
Ability to drive results	81
Quality of past hires	80
Leadership potential	74
Fit with the corporate culture	73
Strategic thinking	65
Likelihood of recruiting "stars" — graduates who are likely to be promoted	65
Student "chemistry" — overall like or dislike of the students	49
Willingness to relocate	47
Original and visionary thinking	46
Overall value for the money invested in the recruiting effort	39
General-management point of view	35
Content of the core curriculum	35
Retention of past hires	35
Years of work experience	32
School "chemistry" — overall like or dislike of a school	32
Entrepreneurial skills	26
Faculty expertise	26
Career services offices at the school	24
Past acceptance rate of job offers from students at this school	24
Strong international perspective	21
Awareness of corporate citizenship issues such as corporate and social responsibility	15

## Accreditation Update

Seven schools recently achieved first-time or ongoing accreditation from AACSB International. Receiving initial accreditation were King Fahd University of Petroleum and Minerals in Dhahran, Saudi Arabia; Seoul National University in Korea; University College Dublin in Ireland; and Australian Graduate School of Management in Sydney, which became the first Australian business school to receive AACSB accreditation. Reaffirming AACSB accreditation were California State University in Bakersfield and Lamar University in Beaumont, Texas. Accreditation maintenance in accounting was awarded to Villanova University in Villanova, Pennsylvania.

## University of Dallas Adds B-School

The University of Dallas in Texas has established a new College of Business and a new undergraduate business leadership degree. H. Gene Swanson has been named dean of the new college. The College of Business will serve as an umbrella for the existing Graduate School of Management's MBA and Master of Management degree programs, as well as the new undergraduate degree program in business leadership.

The undergraduate degree will combine the liberal arts education offered by the college with the study of real-world business disciplines covered by the College of Business. The emphasis on business leadership will allow students to learn both pragmatic business techniques and core foundational principles of ethics, philosophy, arts, literature, and history.

"In light of recent headlines about corporate governance and ethics issues, this addition to the university is even more timely," said Reverend

Monsignor Milam J. Joseph, president of the private Catholic university. "The establishment of our new College of Business embodies the university's mission of developing society's leaders, emphasizing both academic knowledge and character development. We're combining the best of a classical liberal arts education with the study of business best practices, helping prepare students to lead businesses with integrity."

## Students Focus on Ethics in Education

More than 80 percent of prospective business graduate students feel that MBA programs today need to include a greater emphasis on ethics, according to a recent online survey conducted by GradSchools.com, an Internet site dedicated to graduate school information. The three-question survey was administered to more than 1,200 prospective graduate students who indicated an interest in business degrees while researching programs on the Web site.

The survey also revealed that, in the wake of the Enron and WorldCom scandals, more than one-third of respondents are reconsidering their educational focus, while others are rethinking their career choices. When asked, "Are you likely to seek a job working for corporate America after the recent accounting scandals?" more than 15 percent said they were "less likely," while 20 percent were "more likely."

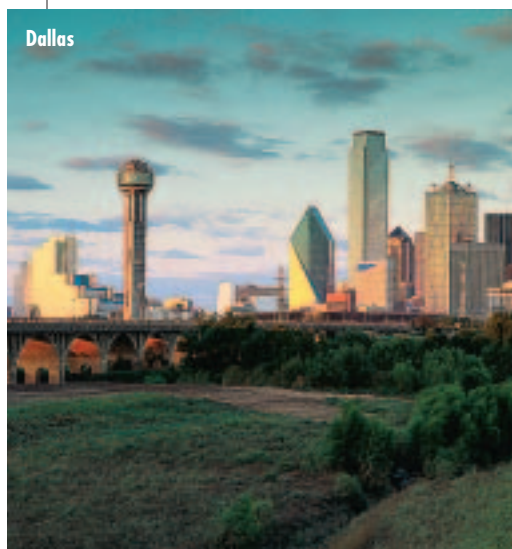
"There appears to be a growing disenchantment with corporate America among prospective graduate students," says Mark Shay, president of GradSchools.com. "However, whether this 'mini-trend' continues remains to be seen."

## Gallo School Funded

The Ernest & Julio Gallo Winery has provided \$5 million toward the creation of a business school at the new University of California in Merced. The Gallo Winery and the Gallo family will donate the \$5 million challenge gift to the new school, with the University agreeing to raise an additional \$5 million to fund endowed faculty chairs and other gifts to create a \$10 million founding endowment.

In recognition of the importance of the gift, the University will name the new school The Ernest & Julio Gallo School of Management at UC Merced. UC Merced, which is the tenth campus of the UC system, is scheduled to open in fall 2004 with 1,000 students initially. Eventually, the school is expected to grow into a research university for 25,000 students and approximately 6,000 faculty and staff. The Ernest & Julio Gallo School of Management will be the first professional school created at the new university.

The Gallo School initially will offer undergraduate business courses leading to a BS degree. Over time, the school will plan an MBA degree offering and doctoral programs. The Merced administrators plan to utilize digital technology to create an educational network that serves students and communities throughout the San Joaquin Valley.



THE CROSBYS' DONATION, THE LARGEST GIFT TO AN MU ACADEMIC DIVISION FROM A LIVING DONOR, WILL BE DEDICATED TO THE COLLEGE'S TOP STRATEGIC PRIORITY, WHICH IS TO STRENGTHEN ITS DEGREE PROGRAMS, **ESPECIALLY THE MBA PROGRAM.**



## ■ \$10 Million Given to MU

The College of Business at the University of Missouri-Columbia received a \$10 million gift from Gordon Crosby Jr. and his wife, Chessie. The Crosbys' donation, the largest gift to an MU academic division from a living donor, will be dedicated to the college's top strategic priority, which is to strengthen its degree programs, especially the MBA program. In recognition of this donation, MU's MBA program will be renamed the Gordon E. Crosby Jr. MBA Program.

The Crosbys' gift will be used to advance several key activities in the MBA program, including recruiting a high-ability student body, providing students with added opportunities for professional development outside the classroom, and supporting the instruction and development of faculty who are involved with the

program. In addition, the gift will be used to sustain a high level of collaboration with alumni and companies.

The MU College of Business celebrated another milestone this summer as it moved into its new home, Cornell Hall. The 150,000 square feet of space in the new building will bring together all units of the business school under one roof. Previously, the college was located primarily in Middlebush Hall but shared space in three other buildings as well.

Construction of Cornell Hall began in late 1999 and was completed in spring 2002. The new building consists of 16 technology-rich classrooms, two computer classrooms, a student computer lab, informal student gathering space, a 125-seat lecture hall, a 500-seat auditorium, and 13 small breakout rooms. All classrooms in Cornell Hall have ceiling-hung projectors, a dedicated computer, a DVD/VCR player, network connections, and document cameras. Two-way video, via satellite or Internet, will be available in all classrooms, either through dedicated cameras or portable equipment. Numerous data ports have been installed in student lounge areas throughout the building. The total cost of the new building was about \$30 million.

## Indian Congress Planned

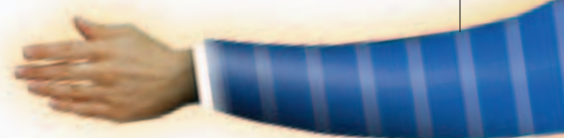
The Institute of Marketing & Management, New Delhi, India, is hosting the 30th World Marketing Congress on "India & ASEAN: Partners in Progress" January 9 through 11. It will be held at The Park Hotel, Parliament Street, New Delhi. Chairman of the event is S.T. Devare, former secretary of economic relations in the ministry of external affairs; co-chairman is Inder Jit, editor of *India News & Feature Alliance*.

Sessions at the congress will cover topics such as investment, trade, tourism, technology, telecommunication, and other industry sectors in India and nearby countries. Attendees will have a chance to interact with top government officials and industrialists. Sightseeing tours to the Taj Mahal and other historic sites are available. More information can be found on the Web site [www.immindia.com](http://www.immindia.com).

## ■ Corporate Outreach

In an era when executive education is increasingly seen as vital to the success of most business schools, the University of Dayton is expanding its model of a shared corporate university outside the Dayton, Ohio, region where it is located. The school's Center for Leadership and Executive Development is partnering with Baldwin-Wallace College in Berea, Ohio, to offer executive development programs to organizations in other Ohio cities.

The executive education program delivered by University of Dayton and Baldwin-Wallace does not require executives to travel or commit large chunks of time out of the office. Instead, the programs are delivered locally in one- or two-day sessions. "Our mission is to support our partner organizations by providing the best in custom executive education. We want to be where our partners



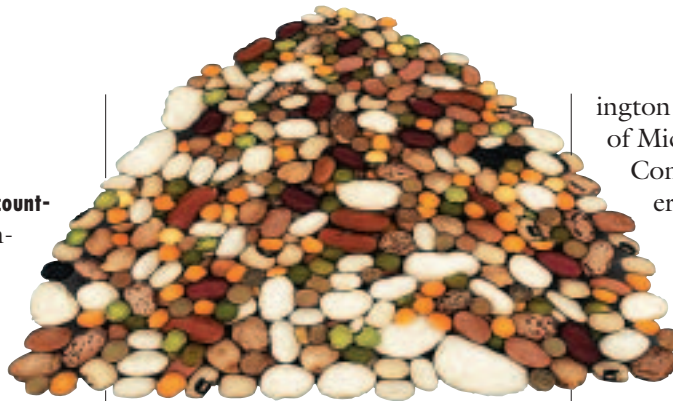
are," said Richard Walsh, executive director of UD's Center for Leadership and Executive Development.

Over the course of a year, participants from the partner organizations attend sessions on topics such as leadership, succession planning, international growth, performance-based compensation, and ways to develop and retain top-tier managers. The schools are able to share the costs of attracting top speakers. Both schools also draw on the resources of Dayton's Center for Leadership and Executive Development, which has relationships with 18 partner organizations, including five Fortune 500 companies.

## Accounting Awards Presented

Two professors won Outstanding Accounting Educator Awards at the annual meeting of the American Accounting Association (AAA). Jacob G. Birnberg of University of Pittsburgh and Robert E. Jensen of Trinity University won the 2002 award, which recognizes contributions to accounting education and comes with a \$5,000 prize for each recipient, as well as a \$5,000 award for the association. It is funded by PricewaterhouseCoopers.

Joseph T. Wells, Chairman of the Association of Certified Fraud Exam-



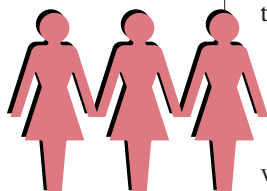
iners, received the Innovation in Accounting Education Award, a \$5,000 prize funded by the Ernst & Young Foundation. Stephen Penman of Columbia University received the John R. Wildman Medal, a \$5,000 prize funded by the Deloitte & Touche Foundation. David Burgstahler of University of Wash-

ington and Ilia Dichev of University of Michigan received the Notable Contributions to Accounting Literature Award, a \$2,500 prize that is funded by the American Institute of Certified Public Accountants. Susan D. Krusche, University of Illinois at Urbana-Champaign, received the Competitive Manuscript Award, a plaque given to reward research conducted by new Ph.D.s.

The AAA has sent out a call for nominations for the 2003 awards. For information about the awards and the submission process, visit AAA's Web site at [accounting.rutgers.edu/raw/aaa/index.html](http://accounting.rutgers.edu/raw/aaa/index.html).

## SHORT TAKES

■ A \$2-million gift from Canadian media and entertainment company Corus Entertainment will fund a chair in communications strategy at the **University of Toronto's** Joseph L. Rotman School of Management. The chair, known as the Corus Entertainment Chair in Communications Strategy, will investigate the recent trends towards convergence in the Canadian media and the need for Canadian media companies to compete globally. Corus is also one of the founding partners of the Judy Elder Program for the Advancement of Women in Organizational Leadership, which will launch at the Rotman School next spring. Named for a Toronto businesswoman who died earlier this year, the program will address the need to promote women to top leadership positions.



■ **Florida International University**, Miami, Florida, has announced that its College of Business Administration has teamed with its College of Engineering to launch the Howard J. Leonhardt New Venture Challenge: An International Business Plan Competition. This joint venture highlights the importance of combining technological innovation with the business skills needed to bring a product to market. The challenge is open to all full- and part-time students enrolled in an accredited four-year college or university in the state of Florida, the Caribbean or Latin America. The business plan must be for an original seed, start-up venture and address the complete business concept, including its implementation. The completed application form must be received in the Challenge office no later than November 22; all business plans and submission forms are due by January 24. For more information, visit the College's website at [www.fiu.edu/~nvc](http://www.fiu.edu/~nvc).

■ DuPont has made a \$100,000 gift to the Center for Sustainable Enterprise at Kenan-Flagler Business School, **University of North Carolina at Chapel Hill**. Part of the business school's Frank Hawkins Kenan Institute of Private Enterprise, the center is a leader in teaching, research and outreach designed to equip business leaders with the skills to practice sustainable enterprise.

■ **Lydia C. Jones** has been chosen as the new director of the Small Business Development Center (SBDC) at the Coles College of Business at Kennesaw State University in Georgia. Jones has been a business consultant and instructor at Georgia State University's Small Business Development Center. She is certified by the Kauffman Center for Entrepreneurial Leadership to facilitate Fast-Trac Planning and New Venture programs, and by the National Women



Business Owners Corporation to assist with certification of women-owned businesses. She is also a founding member of the Georgia Women Entrepreneurs.

■ **Singapore Management University** recently opened the Wee Kim Wee Centre, which will promote international studies that contribute to a greater understanding of cultural diversity. The center is named after Singapore's former president, who served as a diplomat in Malaysia, Japan, and Korea. Through the center, SMU will establish links and collaborative exchanges with other regional and international institutions. The Wee Kim Wee Centre will be headed by Practice Professor Pang Eng Fong, former High Commissioner for Singapore to the United Kingdom and Ambassador to Ireland.



■ **SMU** also announced that it has received a commitment from Li Ka Shing, global entrepreneur and philanthropist, and his Hutchison Whampoa Group of a S\$19.5 million donation (about \$11 million in U.S. dollars). Most of the money will go toward endowing the SMU library at the new city campus, expected to open in 2005. The rest will go toward supporting up to eight endowed scholarships a year for undergraduates from the Asian region, particularly Hong Kong and mainland China. Both the scholarships and the library building will reflect the donor's name, as they will be called the Li Ka Shing Endowed Scholarship Programme and the Li Ka Shing and Hutchison Whampoa Group Library Fund.

■ The Wharton School of the **University of Pennsylvania**, the **University of Chicago Graduate School of Business**, and **Stanford Law School** joined together to offer a three-day intensive program

for corporate directors and senior executives to explore the fundamentals of corporate governance and board service. The Directors' Consortium was intended to help attendees evaluate the role of directors in strategy development and understand the questions board members should be asking management about financing, disclosure, governance, succession planning, and compensation. Sessions also covered what audit committee members should know about revenue recognition, off-balance sheet financing, and accounting methods and disclosures. The first session was held in Chicago; future programs will rotate among Chicago GSB, Stanford Law School and Wharton.



# Headlines

## SHORT TAKES

■ **The University of Maryland's** Robert H. Smith School of Business in College Park will launch its first executive MBA program in January 2003. The new EMBA program will extend over 18 months, with 35 positions available in the first class. The program is designed not only to provide a quality executive education to managers, but also to focus on the educational and developmental needs



of the sponsoring companies. Among the areas to be covered in the program are four "mastery" skills: technology; communications; ethics and corporate citizenship; and leadership and creativity. The program also incorporates an action-learning engagement project for the sponsoring company, which enables the firm to tie the participant's learning to specific company needs.

■ The Department of Neurobiology and Anatomy of **Wake Forest University** has joined with the Babcock Graduate School of Management of Wake Forest University, Winston-Salem, North Carolina, to offer a combined Ph.D./MBA that offers both research and management training. The program is administered through the Department of Neurobiology and Anatomy. Five years of graduate stipend and tuition support are available for successful applicants, as well as guaranteed tuition assistance in obtaining the MBA. A combination of electives allows rapid progress to both degrees, and opportunities for rotations in industrial venues enhance the educational experience.



■ France's **Grenoble Graduate School of Business** has opened a recruitment office in Mexico to encourage Latin American students to apply to its MBA, MIB, and international residency programs.

■ **Peter Degnan** has been appointed director of MBA Career Management Services at the Wharton School of the University of Pennsylvania in Philadelphia. Degnan has more than 19 years of financial services experience, including 12 years working in Asia. As managing director and chief operating officer for UBS Warburg Japan from 1998–2000, he was responsible for the complete integration of the merger between the UBS and SBC Warburg organizations in Japan, and for managing the primary financial and administrative areas, including finance, operations, IT and general administration.



■ **Bryant College**, Smithfield, Rhode Island, has received a \$750,000 challenge grant from

The Kresge Foundation to help complete fund raising for the George E. Bello Center for Information and Technology. Bryant is working to raise the final \$3.58 million toward its \$20 million facilities goal before March 1 to fulfill the Kresge challenge. Among other things, the Bello center will house a financial markets center that simulates real-world trading conditions.

■ **Pennsylvania State University** alumni J. David and Patricia Rogers have made a \$4 million gift toward construction of the new Business Building at the University Park campus of the Smeal College of Business. The Business Building will be the largest academic building on the campus and part of one of the largest business school complexes in the nation. The structure is projected to cost \$60 million, which includes \$35 million in university funds and \$25 million in private support.

■ **Sarah E. Bonner** has been named Accounting Associates Professor of Accounting at the Leventhal School of Accounting in the University of Southern California's Marshall School of Business, Los Angeles. The five-year renewable term is awarded to a faculty member who is a nationally recognized scholar and has contributed to issues of national concern to the accounting profession.



■ **Georgia State University's** J. Mack Robinson College of Business, Atlanta, has inaugurated The Carl R. Zwerner Prize in Business Ethics. Named for business leader and Robinson alumnus Carl R. Zwerner, the award will recognize master's-level students who demonstrate great potential for success in the global business environment based on ethical conduct, integrity, and community involvement. Each year, students involved in activities associated with the college's ethics courses



will have the opportunity to apply for the award. Nominees will submit essays highlighting their career aspirations, the importance of integrity and ethics in the conduct of business, and a summary of a project completed by the student that focuses on the ethical conduct of business. Winners will be selected from the College's Executive MBA (EMBA) and Flexible MBA programs, and each will receive \$7,500.

■ **Samuel C. Certo**, professor of management and former dean of the Crummer School, has been appointed the first holder of the Steinmetz Chair of Management at the Rollins College Crummer Graduate School of Business in Winter Park, Florida. The Steinmetz Chair is one of four endowed chairs at the Crummer School.

■ **Clark University's** Graduate School of Management, Worcester, Massachusetts, has named Andrea L. Aiello Director of Program Management



and Planning. Aiello will be responsible for financial planning and forecasting for the school and will manage academic advising and student support services for students currently enrolled in the MBA program.

■ **Rich Flaherty**, dean of the College of Business at University of Nevada Las Vegas, has been appointed to the Board of Directors of AACSB International. He will serve for a three-

year term. He has been appointed by chair Jerry Trapnell to head the Learning Outcomes Assessment Task Force. Members of the task force include Paul Danos of Dartmouth College, Patricia Meyers of University of Redlands, Cynthia Milligan of University of Nebraska-Lincoln, Sidney Harris of Georgia State University, and Stephen Stumpf of Villanova University. Serving as ex officio member of the task force will be vice chair-elect Carolyn Woo of University of Notre Dame.

■ The six business schools that previously made up the **AEA Alliance** have recently admitted a new member:



Fundação Instituto de Administração, Universidade de São Paulo, Brazil. Founded in March 2000, the AEA Alliance is a strategic network of schools that share intellectual,

professional, and technological resources in their executive education programs. The other member institutions are E.M.Lyon in France, Warwick Business School in the United Kingdom, HEC Montréal in Canada, Thunderbird in Glendale, Arizona, Lingnan University in Hong Kong, and the Universidad de Belgrano in Argentina.

■ **Cranfield School of Management** has committed to doing ongoing research and consultancy work for aerospace company Boeing. Cranfield is developing an MBA program focused on project management for the aerospace industry. In addition, Boeing is strengthening its links with Cranfield University, which has a College of Aeronautics, through air traffic management simulation modeling, fuel-cell driven aircraft design, and Blended Wing-Body research. 

