

Headlines

Global Forum to be Held in Chile

The Global Forum on Management Education will be held October 19 through 21, 2005, in Santiago, Chile. This is the first time the event, the preeminent educational conference on the global practice of management education, will be held in Latin America. The conference will be hosted by CLADEA, the Latin American Council of Management Schools.

The conference also will offer workshops and demonstrations on policy issues and innovations in the field, as well as facilitated sessions that will match up participants with shared interests. In addition, there will be exhibits and displays detailing the structure of management education in specific geographic areas and potential partners interested in alliances. The conference will also provide a networking center, Webcasts, city tours, and other activities.

The Global Forum typically meets twice a decade. The last Global Forum, held in 2002 in Bangkok, Thailand, attracted an audience of business school deans, professors, and directors, as well as corporate executives and heads of corporate training centers. Seventy-five nations were represented. Previous Global Forums were held in Chicago, Illinois, in 1998; in Barcelona, Spain, in 1993; and in Montreal, Canada, in 1989. For more information, visit Global Forum's Web site at www.globalforum2005.org.



The event will bring together educators from around the world to discuss the status and directions of management education. Programs will fea-

ture business, political, and university leaders debating several key topics: redefining management in a technology-driven world; the role of the corporate world in sustainable development; technology, competencies, and globalization; and the leaders needed for the last frontier in management.

No 'A' for Affordability

School is too expensive in the U.S. That's the conclusion of a report issued by the National Center for Public Policy and Higher Education, which grades states on the performance of private, public, four-year, and community colleges. Two years ago, the country received a D in affordability; this year, the grade was F. California, the state with the highest grade, only received a B ranking. Only two other states—Utah and Minnesota—received higher than a D grade.

The report, called "Measuring up 2004," rates affordability partly by measuring college costs against the average family income on a state-by-state basis. In some states, college today costs more than 30 percent of family income, compared to about 25 percent of family income a decade ago. While some states have done a better job of preparing students for college—by increasing the number of students taking advanced math and science classes—higher education still has failed them by making it harder for these students to pay for a college degree, the report says.

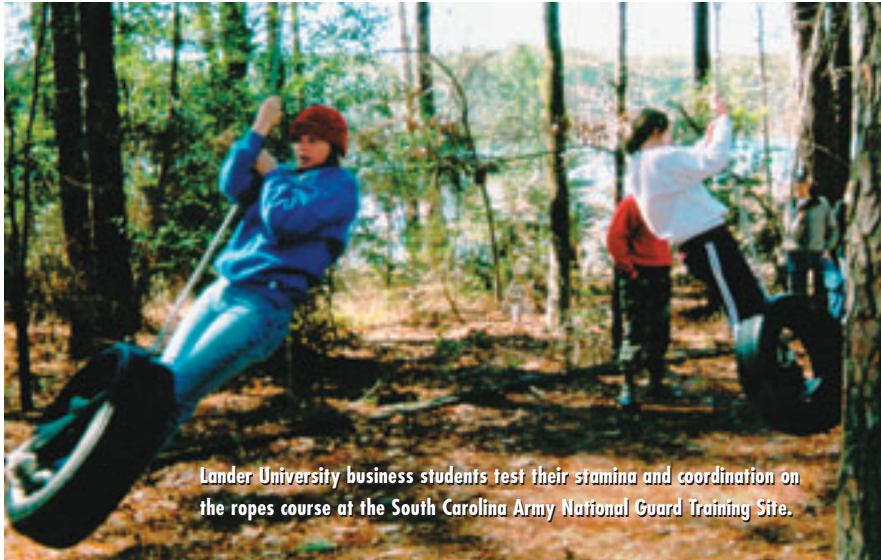
INNOVATIONS

Pointing Toward Success

Good grades aren't all that will get a student through school—or into the job market. Students must develop a well-rounded set of interests and a wide network of social contacts to succeed in the working world. At Lander University's College of Business and Public Affairs, Greenwood, South Carolina, the Adventure Achievement Points Program (AAPP) recognizes the importance of extracurricular activities. The program allows students to earn points that can be redeemed for privileges related to their education.

Students earn points each semester by listing their qualifying activities from the semester before. Specific grade point averages net between 20 and 40 points, while participating in campus organizations and athletics, attending workshops and social events, and getting involved in service projects also add to the total. Another key way to earn points is to mentor freshmen business students. Extra credit accrues for every semester that the mentored student remains at Lander in good standing or attends activities with upperclassmen.

Students who earn 50 or more points are certified as Achievers. They're allowed to list their status on their resumes, which are packaged and distributed to local employers, and they also receive T-shirts and free admission to special Lander events. High Achievers—the top 20 point-getters—can attend Greenwood Chamber of Commerce events and network with local business leaders. They also qualify to test their physical abilities on the ropes course at the South Carolina Army National



Lander University business students test their stamina and coordination on the ropes course at the South Carolina Army National Guard Training Site.

Guard Training Site, an exercise that fosters team building, leadership, and self-esteem among the students.

The five seniors who earn the most points attend a free, two-day career development workshop and employment retreat in Greenville, while the top two point-getters participate in a mini-internship in Atlanta. The various rewards were recommended by students.

During the next phase of the program, the school plans to develop even stronger relationships with local and regional companies, says Anthony Santella, one of the architects of the program. He is also a visiting instructor of information systems and has a background as a corporate consultant. He notes that Enterprise Rent-a-Car has made a commitment to help with job retreats in Greenville and other components of the program.

Santella believes that the program helps prepare students for the realities of the job market. "Most schools of business focus on academic high achievers because they are the easiest to identify and motivate using traditional classroom techniques," he comments. The AAPP not only concentrates on students' ability to learn, as represented by their grades, but also evaluates how well they apply their acquired knowledge.

Florida Bound

The new world headquarters of AACSB International will open in Tampa, Florida, on November 29. The physical move will begin on Friday, November 19, and continue through the week of November 22. To minimize inconvenience to members, the move was scheduled to take place over the Thanksgiving holiday, when the office was scheduled to be closed on Thursday and Friday.

While staff is in transit, members and others will be able to reach some AACSB staff members by telephone. The St. Louis telephone number is 314-872-8481. The Tampa number is 813-769-6500, and the office address is 777 S. Harbour Island Boulevard, Tampa, FL 33602. Urgent calls to either number will be forwarded to appropriate individuals, or staff operators will take messages. E-mail addresses will remain the same for staff members who move with the association. For additional staff contact information, visit the Web site at www.aacsb.edu.

The AACSB computer system will be down only on November 19 and 20, with full access expected to resume on November 21. However, the full Tampa staff complement will not be in place until November 29.

Sports and Business—On a Global Scale

Sports and business have a long history—and the newest component to be added to the mix is a global perspective. The Stillman School of Business at Seton Hall University, South Orange, New Jersey, has partnered with the People's Republic of China to establish the Beijing Sports Bureau–Seton Hall University Research Exchange Center for Sport Economics and Business. Under the agreement, the Stillman School's Center for Sport Management will develop its first international Executive MBA and Executive Certificate programs. Academic research and nondegree professional development programs are also being planned—and an international basketball game might not be far behind.

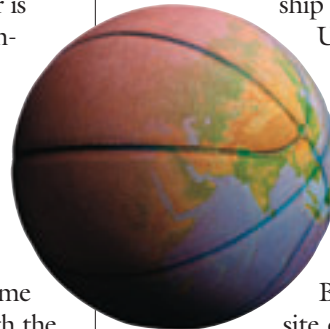
The collaboration is a natural one for Seton Hall, according to Ann Mayo, director of the Center for Sport Management. Not only does the school have a 20-year relationship with Beijing's

University of International Business and economics, but Beijing also will be hosting the 2008 Summer Olympics.

In addition, Beijing will be the site of this year's Asian

Cup Games for FIFA (the Fédération Internationale de Football Association).

As for that basketball game between Seton Hall and a Chinese university? "Part of the contract calls for playing collegiate basketball or hosting clinics that may advance college basketball in China," says Karen



E. Boroff, dean of the Stillman School. “This point is particularly important to the Beijing Sports Bureau, and we look forward to exploring the option further.”

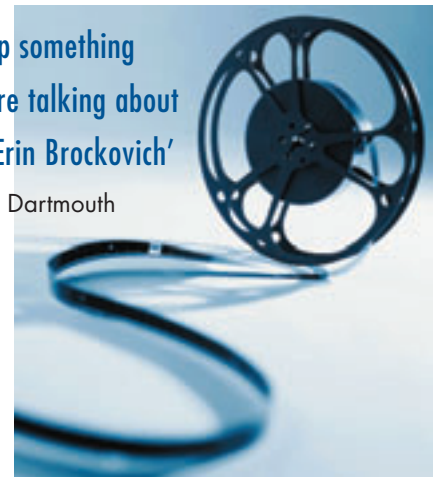
“The Corporation” Goes to B-School

B-school professors who like to bring popular culture into the classroom have a new tool in “The Corporation,” a Canadian film that examines the historical rise and current powerful status of corporations. Among the issues the film tackles are corporations’ impact on the media, the natural environment, politics, and the law—issues that come up in management classrooms as well.

For instance, at New York University’s Stern School of Business, the required freshman ethics course called “Business and Its Publics” examines connections between business, society, and politics. Sally Blount-Lyon, dean of Stern’s Undergraduate Business College, plans to show portions of the 145-minute movie to this class. She says, “I feel a huge obligation, when teaching undergraduates, to give them an intellectual education. We have a responsibility at the undergraduate level to make sure students are not just setting themselves up to have a profitable career—that they are not just analysts or technicians—but that they are real thinkers about the problems of the institution.”

Paul A. Argenti, professor of management and corporate communication at Dartmouth College’s Tuck School of Business, Hanover, New Hampshire, also plans to show the movie to students. Then he’ll tell them, “This is what some people think about business. You’re spend-

“Typically, I’ll show a film that sums up something we’ve been discussing in class. If we’re talking about environmental issues, I might show ‘Erin Brockovich’ or ‘A Civil Action.’” —Paul A. Argenti, Dartmouth



ing two years pursuing the high end of capitalism, but here’s the way the rest of the world perceives you.” Argenti has written frequently about how business is portrayed in literature and film, and he notes that most pictures are negative. “I’m not sure why,” he adds. “I think business is no worse than any other profession, but perhaps because it’s so powerful, people keep poking at it.”

While he calls “The Corporation” a fascinating movie, he thinks it’s over the top when it claims that, if corporations were human beings,

they would be classified as psychotic. Nonetheless, he thinks students will appreciate the film as they examine it in the context of the strategy and corporate communications lessons they’ve already learned.

Both Blount-Lyon and Argenti consider movies excellent vehicles for

Boot Camp for Entrepreneurs

Would-be entrepreneurs from the University of Washington in Seattle had a chance to learn all about starting their own businesses when they attended an entrepreneurship boot camp this fall. Students from all disciplines signed up for the weeklong program held at the Business School’s Center for Technology Entrepreneurship.



On the first day, students learned how new companies are created and marketed, as well as how to write a business plan and present it to venture capitalists. During the rest of the week, they learned about competitive analysis, intellectual property, and securing capital. Boot camp instructors included faculty members from the Business School, College of Engineering, and School of Law, as well as local venture capitalists. Students also took a day trip to Pacific Northwest National Laboratory and talked with researchers about current technologies that allow new products to be commercialized.

Learning about constitutional law, computer science, and engineering will help these students become successful entrepreneurs, believes Christopher Klemm, the center’s director. “In just a week, students with no background in free enterprise immersed themselves in the fundamentals of new business creation and became capable of turning their existing creative ideas into real-world, for-profit businesses,” he says.

LEADERSHIP LESSON #12: EXCEED YOUR EXPECTATIONS



communicating with students. Says Argenti, who frequently uses films and literature to show students how people view business, “Typically, I’ll show a film that sums up something we’ve been discussing in class. If we’re talking about environmental issues, I might show ‘Erin Brockovich’ or ‘A Civil Action.’ If we’re talking about labor issues, I might have them read *The Jungle* or watch Barbara Kopple’s ‘American Dream,’ which is about a strike at Hormel. I think movies resonate with students. They’re very interested in popular culture.”

Blount-Lyon has used media clips of Peter Drucker interviews and screenings of the UAW/General Motors negotiation film “Final Offer” to create drama in the classroom. “When a movie is done right, it can help get dialogues and issues and lessons into the classroom faster and more vividly than any reading or lecture,” she says. “These kids grew up on TV. They won’t sit still for just a lecture.”

Examinations of corporate life in popular culture are likely to continue given that—as Blount-Lyon says—“the corporation is and will continue to be the dominant social institution of the 21st century.” Argenti believes that the *two* most important institutions of this era are corporations and nongovernmental organizations. “Organizations like MoveOn.org and Global Exchange are very powerful, and they’re better communicators,” he says. “Corporations have to become more like politicians in how they communicate.”

More information about “The Corporation” can be found at www.zeitgeistfilms.com. A teacher/discussion guide can be found at www.zeitgeistfilms.com/corporation.

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SHORT TAKES

NEW DEANS AND FACULTY

■ **Paul M. Bobrowski** has been appointed dean of the Auburn University College of Business in Alabama. He was most recently associate dean of masters programs at Syracuse University's Martin J. Whitman School of Management.

■ **Sanjay B. Varshney** has been appointed professor and dean of the College of Business Administration at California State University in Sacramento. Previously, he served as dean of the School of Management at the State University of New York Institute of Technology.

■ **Melvin T. Stith** has been appointed dean of the Martin J. Whitman School of Management at Syracuse University in New York. He was previously dean of the College of Business at Florida State University. He will begin his new position in January, just as the school is slated to move into a new building.

■ **John Seybolt** has been named the new dean of Melbourne Business School in Australia. Seybolt was most recently senior vice president and distinguished professor of management at Thunderbird, The Garvin School of International Management, in Glendale, Arizona. He takes his new position November 2.

■ **Shahrokh M. Saudagaran** has been named dean of the Milgard School of Business at the University of Washington, Tacoma. He also holds the Mil-

gard Chair in Business. Saudagaran is the former head of the School of Accounting at Oklahoma State University. He received the 2004 Outstanding Educator Award from the American Accounting Association's International Accounting Section.



■ **John C. Gardner Sr.** has been named dean of the College of Business Administration at the University of New Orleans in

Louisiana. Gardner is a professor of accounting and has served for the last eight years as dean of the College of Business Administration at Oakland University in Rochester, Michigan.

■ **W. Royce Caines** has been named dean of the College of Business and Public Affairs at Lander University in Greenwood, S.C. He succeeds Douglas Grider, who has taken a faculty position at the University of Arkansas-Fort Smith.

■ **Lynda Y. de la Viña** has been named interim dean and Peter Flawn Professor of Economics at the College of Business at The University of Texas at San Antonio College. 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. Previously, de la Viña served in various positions at Johns Hopkins University.

■ **Glyn W. Hanbery** is now serving as interim dean of the University of Denver's Daniels College of Business in Colorado. Hanbery has served as associate dean of academic programs at the school and previously served as

director of the School of Accountancy. This is his second appointment as interim dean of the College, as he held the position prior to the hiring of the most recent dean.

■ **Reena Aggarwal** has been named interim dean of the Robert Emmett McDonough School of Business at Georgetown University in Washington, D.C.

PROGRAMS

■ The Department of Management at **Worcester Polytechnic Institute** in Massachusetts is introducing two new graduate degree programs in fall 2004, a master of science in information technology and a master of science in operations design and leadership. They will be taught at WPI's Worcester campus and online via the university's Advanced Distance Learning Network.

■ **Florida Gulf Coast University** has established the Lucas Institute for Real Estate Development and Finance to provide educational programs for the master planned community and large-scale real estate development industry. A gift of \$2 million from David and Linda Lucas will be matched by the state of Florida for a total of \$4 million in funding for the Institute. The Institute will be part of the College of Business's Center for Leadership & Innovation. David Lucas is a member of the FGCU Board of Trustees and chairman of the Bonita Bay Group, a leader in the field of planned communities.

■ Next August, the **Yale School of Management** in New Haven, Connecticut, will launch The Yale MBA for Execu-



tives: Leadership in the Healthcare Sector. The program combines the resources of the School of Management with those of the Yale School of Medicine. The two-year program is aimed at professionals from all sectors of the health care industry, including those in pharmaceutical, biotech, managed care, hospital, consulting, insurance, policy, and regulation fields.



■ **EAE Business School** of Barcelona, Spain, has created the Business Angels School to support the foundation of new companies in new

business areas of growth and sustainability. Designed for private and potential investors, the school offers a program that focuses on how to make direct investments in unquoted companies. According to officials at EAE, private investment is difficult when participants do not understand the whole process or do not understand how to co-exist with others in the investment chain, such as businesspeople, advisers, mentors, and facilitators.

■ **IESE Business School** of the University of Navarra will be offering its Advanced Management Program (AMP) in Germany starting in April. The intensive program for senior business leaders will be held in Munich at the Siemens Forum conference center, with opening and closing modules held at IESE's campus in Barcelona, Spain. The AMP in Munich is tailored to meet the needs of international firms operating in Germany and Central Europe and will focus on issues such as globalization, innovation, entrepreneurship, digitalization and the Internet, and business process outsourcing.



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THE AMERICAN DREAM STILL WORKS.

SHORT TAKES

■ The **University of Texas** at Austin's McCombs School of Business will start an MBA program in Houston to begin in August 2005. The Texas MBA at Houston will be a two-year, part-time MBA conducted on alternating weekends and designed for working professionals. Classes will be taught by McCombs faculty and follow that school's curriculum.

GRANTS AND DONATIONS

■ The **University of Michigan** in Ann Arbor has received a \$100 million gift from real estate magnate Stephen M. Ross, chairman and chief executive of the Related Companies. The donation is the largest in the school's history. As a consequence, the university's board of regents has voted to change the name of the business school to the **Stephen M. Ross School of Business**. Ross, who earned a bachelor's degree from Michigan's business school, is the developer behind the \$1.7 billion Time Warner Center in New York City.

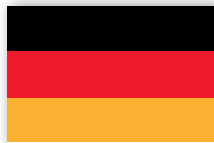


■ More than \$4 million in donations have recently gone to create special positions at the **Argyros School of Business and Economics** at Chapman University in Orange, California. A \$1.5 million gift has endowed the C. Larry Hoag Chair in Real Estate, and another \$1.5 million gift has endowed the R.C. Hoiles Chair in Business Ethics and Free Enterprise. In addition, a gift of \$1.5 million has created the Robert J. and Carolyn A. Walthos Jr. Deanship.

■ The **University of Houston** Bauer College of Business has received a \$1 million endowment—the largest ever given to the school on behalf of an alumnus by any company—from Compass Bank. It will establish the Charles E. McMahan Chair in Accountancy & Taxation. A national search is being conducted to fill the chair.

COLLABORATIONS

■ The Fuqua School of Business at **Duke University** in Durham, North Carolina, and **Frankfurt University's** Goethe Business School have completed a memorandum of understanding that establishes a dual-degree, 22-month executive MBA program for working executives. The program, named the Duke Goethe Executive MBA program, will begin in May 2005 with an anticipated class of 45 to 60 students drawn predominantly from Germany and surrounding countries.



■ The Belk College of Business Administration at the **University of North Carolina** in Charlotte will coordinate activities for the new North Carolina Health Insurance Innovations Commission. The commission has been established to address two key issues: access to affordable health insurance for the state's small businesses and management of high cost/high frequency medical conditions.

■ **Melbourne Business School** in Australia has begun talks with **Beihang University** in Beijing, China, to discuss being China's first foreign educational institution to provide an accredited postgraduate master's program in

marketing. It will be the first time in Melbourne Business School's history that a postgraduate degree will be offered outside of Australia. The 16-month part-time degree is scheduled to admit its first students in May 2005. Once accredited by the Chinese government, it will be taught by a combination of professors from both schools. Students will graduate with a degree from The University of Melbourne.

■ **Singapore Management University** and The Wharton School of the **University of Pennsylvania** have added a three-year extension to their original five-year collaboration, which began in 1999.

■ The Tepper School of Business at **Carnegie Mellon University**, Pittsburgh, Pennsylvania, has joined the Forté Foundation, an international consortium of top business schools, major corporations, and nonprofit organizations dedicated to increasing the number of women leaders in the business world. As a result of joining in this partnership, The Tepper School will increase its efforts to recruit women to pursue MBAs at Carnegie Mellon by improving scholarships, networking, and mentoring opportunities.

HONORS AND AWARDS

■ Three distinguished accountants have been elected to the Accounting Hall of Fame, located at the Fisher College of Business at The Ohio State University in Columbus. The 2004 inductees are **Dennis R. Beresford**, former chair of the Financial Accounting Standards Board; **Gerald A. Feltham**, accounting theoretician; and the late **William J. Vatter**, professor and writer on cost accounting and related subjects.

ENTREPRENEURSHIP

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■ **Rajaram Veliyath**, a professor in the department of management and entrepreneurship at Coles College of Business, Kennesaw State University in Georgia, is participating in the Fulbright Scholar Program this fall. At the Indian Institute of Management in Kozhikode, he will teach international business and collaborate in developing material in strategic management.

■ **Donald Lichtenstein** has received the 2004 Fordham Lifetime Achievement Award in Behavioral Pricing Research. He is professor of marketing at the Leeds School of Business at the University of Colorado in Boulder. The award is presented annually to an individual who has made significant research contributions in understanding how consumers respond to pricing.



■ **Gary D. Libecap** has been named 2005 Hoover National Fellow by the Hoover Institution on War, Revolution and Peace at Stanford University. Libecap is professor of economics and law at the Eller College of Management, University of Arizona in Tucson. He is also Anheuser-Busch Chair of Entrepreneurial Studies and director of the Karl Eller Center for the Study of Private Market Economy.



■ **Robert A. Jarrow** will be inducted into the Fixed Income Analysts Society Hall of Fame in November. Jarrow is the Ronald P. and Susan E. Lynch Professor of Investment Management and professor of finance and economics at Cornell University's Johnson Graduate School of Management. The award recognizes his lifetime achievements in the field of fixed-income securities and portfolios.

OTHER NEWS

■ The Academy of Management has named **James Bailey** the new editor of *Academy of Management Learning and Education*, one of its four journals. Bailey is a professor of organizational behavior and development at George Washington University's School of Business and research fellow at its Graduate School of Education and Human Development. He previously served as an associate editor for the journal.

■ **Kate Klepper** has been named executive committee treasurer of The Forté Foundation, a consortium of leading corporations, business schools, and nonprofits dedicated to increasing the number of women in business leadership positions. Klepper is dean of admission at the F.W. Olin Graduate School of Business at Babson College, in Wellesley, Massachusetts. 