

eNEWSLINE

John Fernandes, President and Chief Executive Officer of AACSB International**A “World Serious” Experience**

For baseball fans, autumn is the season of dreams. Fans of the mighty New York Yankees, Houston Astros, Boston Red Sox, and St. Louis Cardinals were energized by their team’s performance this month, as each clawed their way toward the ultimate arena of sport nirvana, the World Series.

I am writing to you today from the impressive Boston University School of Management where 33 new business school deans are honing their skills at the New Deans Seminar. In the shadow of the Boston Red Sox’ storied field of dreams, Fenway Park, these motivated leaders are learning how to “pitch and hit” against the formidable challenges facing deans throughout the world. At the top of their list are motivating faculty, raising money, dealing with the PhD shortage, and building coalitions. Twenty-nine challenges were identified by these rookie deans, who have accepted the challenge to lead their business schools during the most challenging period in the history of management education.

AACSB International’s New Deans Seminar is arguably its most popular and successful professional development program. Nearly every dean who has participated in the New Deans Seminar since its reinvention in 2001 has cited the experience as an indispensable element of their early development as dean. Having witnessed the remarkable efforts of the grand storyteller, Al Spritzer, and his able team of Otis Baskin and Ridley Gros, I can testify to their commitment to excellence in preparing new deans. Dean Lynne Richardson has joined the “three tenors,” which has resulted in an improved product for future business school deans.

To those of you thinking about taking the leap to the deanship, AACSB International will begin offering a seminar for aspiring deans in May 2005 at the new educational center in Tampa. Dean Richardson will lead the development and delivery of this important new offering. Lynne’s fiery excitement and delivery have inspired several graduates of her workshop for aspiring deans to land deanships. The new, expanded aspiring deans seminar is a “must” for anyone contemplating being “the Dean.” Look for more information coming soon on this May 2005 offering.

On behalf of the World Series New Deans Seminar participants and faculty, I thank Dean Louis Lataif and his staff at the Boston University School of Management for their outstanding effort, a “grand slam,” in hospitality and learning for our new b-school deans.

Before closing, I want to express my appreciation to CLADEA, the Latin American business school association, for honoring me with the opportunity to speak on the Value of Management Education at their annual meeting last week in Puerto Plata, Dominican Republic. My topic, the work of the Committee on Issues in Management Education Task Force on the Value of Management Education is a celebration of the enormous contribution each of you is making to individuals, organizations, and society as a whole. Where would we be in global economic development without the excellent business leaders and managers that were prepared by you? All the technology in the world would be worthless without sound management. Rejoice in the noble endeavor you have chosen — to prepare the business leaders of

eNEWSLINE

tomorrow. Look for the work of the Value of Management Education Task Force to be published by the Committee on Issues in Management Education this winter. The report will serve as both a motivator and guidepost for all management education stakeholders.

P.S. Congratulations to the Red Sox!!

eNEWSLINE

ASSOCIATION NEWS**AACSB Appoints New Management Council**

AACSB has announced its new leadership team for the Tampa, Fla., world headquarters. The following are members of the management council reporting to John Fernandes, president and chief executive officer of AACSB International.

- Jerry Trapnell—executive vice president and chief accreditation officer is responsible for global accreditation and member services. Trapnell joined AACSB in August 2004.
- Anne Graham—executive vice president and chief operating officer has coordinating responsibility for all AACSB operations during the transition from St. Louis to Tampa. Graham came to the association in June 2000 as managing director for educational and member services. She became COO in June 2003.
- Neil Bosland—vice president and chief financial officer is responsible for accounting, administrative services, finance, human resources, and information technology. Bosland was previously director of finance and accounting. He joined the association in February 2002.
- Dan LeClair—vice president and chief knowledge officer has responsibility for knowledge services and global professional development. LeClair was previously director of knowledge services. He joined the association in June 1999.

AACSB will complete the headquarters move to Tampa in late November.

AACSB Hires Director of Member Services, Manager for Accreditation

AACSB announces two new hires who will join the association November 1.

- Annette DeLisle will serve as director of Member Services and Corporate Relations reporting to Jerry Trapnell, executive vice president and chief accreditation officer. Annette served as president and chief executive officer for the Ybor City Chamber of Commerce for 8 years and previously held the position of director of education and outreach for WEDU/PBS Channel 3 in Tampa, Florida. Annette earned her BA in sociology from the University of South Florida and has completed graduate courses in counseling.
- Lucienne Mochel will be manager of Accreditation Services, also reporting to Jerry Trapnell. Lucienne received her BA in career guidance counseling at the Academy of Man and Labor in Tilburg, The Netherlands and her master of science in management, leadership, and organizational effectiveness at the University of South Florida. Lucienne is a member of Beta Gamma Sigma and speaks fluent Dutch. Lucienne's most recent position was program administrator for Gulf Coast Community Care in Clearwater, Florida.

eNEWSLINE

The following staff members are moving to the new Tampa world headquarters from St. Louis. (See also article on new AACSB management council.)

- Roxanna Strawn will be assistant vice president for Communications with dual reporting responsibilities to Anne Graham, executive vice president and chief operating officer, and John Fernandes, president and chief executive officer. She was previously director of Communications.
- Pat Moser is director of Human Resources and Administrative Services reporting primarily to Neil Bosland, vice president and chief financial officer. Moser was previously manager of administrative services.
- Rick Peters continues as director of Information Technology reporting to Bosland.
- Lora Parker is the senior Information Technology and Professional Development associate reporting to Peters.
- Linda Cockrell is senior Accounting associate reporting to Bosland.
- Mary Jo Gust is coordinator of Web Services reporting to Strawn.

eNEWSLINE

DEANS CORNER

MBA's and the Marketplace – *The Play for Younger Candidates*

The world is moving fast and so is our business school profession. The signal received by numerous colleagues involving the dramatic decrease of MBA applicants needs to be heard throughout management education. We must address the question, "Have we increased the fees so much that we have put ourselves out of the market?"



We are supposed to provide valuable products for the market, with a high value-to-price ratio. The best universities with both BBA and MBA programs report that companies often prefer the value-price ratio of the BBA to those of the MBA: better analytical skills, better integration in the company, limited arrogance, less financial risk for the company, and higher long-term potential.

These considerations have inspired some excellent colleagues to look for talented younger MBA candidates. "*If you have the skills, why don't you apply now?*" asks a Harvard campaign slogan. A recent study from Dreher and Dryan (Indiana University) concludes that when they reach a comparable age, those who studied in an MBA program when they were younger have higher salaries and greater responsibilities. In my opinion, this phenomenon will grow, because the creation of part-time executive MBAs gives superb opportunities to high fliers as young as 30, with a lower opportunity cost.

The trouble is that media rankings don't convey measurement parameters such as "average salary and responsibility when of equal age," which are more subtle and complex than just the hiring salary of MBAs. To create a ranking system, "let's be simple, stupid!" is still much easier to handle. To be more accurate, media rankings should also take note of the salary comparison of various graduates depending upon the geographic spread of the alumni. What is measured today is often the geographic location of the graduate's employment and the average age of entering participants.

Of course, resources and thus tuition fees are a difficult challenge as well. To be provocative, I would say that some economic models today are so starved for cash that they can begin to be less selective academically because of the level of certain fees. Many schools need older students because they are more willing to pay \$50,000 or \$60,000 in tuition. At business schools like Ahmedabad in India, Beida in China, or ESSEC in France, MBA students are somewhat younger and are admitted after an extremely selective process; tuition also is lower at these schools than in the United States. Students experience the tradition of "democratic elitism." Most of these schools are not ranked, because the criteria are not applicable to them.

I'm afraid that the common interest of certain journalists (whatever the topic, rankings create an increase in weekly sales) and some "average" business schools will continue to promote simple measurements rather than criteria for intrinsic quality.

Having rankings that recognize the diversity of our model and environment and, more importantly, the long-term value of our education is a key challenge today. Deans at Wharton and Harvard, for example, have recently questioned the ranking process. It is our responsibility to make sure that the mission of our

eNEWSLINE

institutions—training future leaders—remains an utmost priority in our system and that distorted views of our world do not lead to collective mediocrity.

The market will determine the institutions that stay or leave, and where future leaders will come from.

So let's listen to the market.

Pierre Tapie is dean and president of ESSEC in Paris.

NEWSLINES

Fortino to Lead Marist College School of Management as Chief Academic Officer

Andrés Fortino will lead the **Marist College School of Management** as chief academic and fiscal officer. Fortino has worked in both an academic environment and in industry. Most recently he served as associate dean for academic development at George Mason University.

As an administrator and professor in George Mason's School of Management, Fortino pioneered a number of programs, including a master's in bioscience management, a master's in technology management, and an MBA for Northrop Grumman executives. He holds bachelor's and master's degrees in electrical engineering from the City College of New York and received his PhD in electrical engineering from the City University of New York.

Yuk-chow So Named Dean of CBA at Texas A&M International

Jacky Yuk-chow So has become dean of the **College of Business Administration at Texas A&M International University**. Prior to joining TAMIU, he was professor of finance at Southern Illinois University-Edwardsville. So holds his PhD in finance/international business from The Ohio State University. He has an MBA in finance/management from Western Illinois University and a BS in management accounting from Hong Kong Baptist College.

Robert Pitts Takes Helm at College of Charleston School of Business and Economics

Robert Pitts has become dean of the **School of Business and Economics** at the **College of Charleston**. Pitts comes to the College from Creighton University in Omaha, Neb., where he has been dean and professor of marketing in the College of Business Administration since 1997. He holds bachelor's and master's degrees in management and business information systems from Georgia State University and a doctorate in business administration with concentration in marketing and behavioral management from the University of South Carolina. Prior to becoming dean at Creighton, he was professor of marketing and chair of the department of marketing at DePaul University in Chicago.

Newhouse Appointed Dean at North Carolina Central School of Business

Benjamin Newhouse has been appointed the new dean of the **School of Business at North Carolina Central University**. Newhouse was the dean of the College of Business at Tuskegee University for 16 years. More recently, he served as a professor of management at Tuskegee, teaching courses in managerial/cost accounting and leading initiatives in global education.



While dean at Tuskegee, Newhouse guided the development of a self-study and site visit for the university to secure accreditation by AACSB International in 1998. From 1990 to 1998, he secured more than \$2 million in external funding and provided leadership that resulted in the placement of 85% of Tuskegee's business graduates each year. A native of Detroit, Newhouse earned

eNEWSLINE

his bachelor's degree in accounting from Wayne State University. His first job was as a staff accountant at PricewaterhouseCoopers in Detroit. In May 1970, he passed the CPA examination while enrolled at the University of Michigan where he later earned his MBA and doctorate in accounting.

Clark Atlanta Selects Jonathan Jefferson to Head School of Business Administration

Clark Atlanta University has selected *Jonathan Jefferson* of Lithonia, Ga., to serve as dean of its **School of Business Administration**. Jefferson is charged with providing leadership, future vision for the school, department supervision, enrollment management, and fundraising. Jefferson comes to Clark from A.T. Kearney Inc., a management consulting firm, where he served as vice president. He has worked for or consulted with more than 35 companies around the world, including AT&T, Citibank, PricewaterhouseCoopers, and BellSouth. In addition to his business experience, Jefferson has taught at the American College of Computer and Information Services, Aspen University, and Morehouse College. He earned his master's degree in engineering at Cornell University. He also holds a bachelor's degree from Morehouse College.

University College Dublin Pick Mary Lambkin as Dean of Commerce



University College Dublin has appointed *Mary Lambkin* as the new dean of commerce, with responsibility for the **Smurfit** and **Quinn Schools of Business**. Lambkin is currently a member of the governing authority and professor of marketing at UCD.

She leads the UCD Commerce Faculty, which incorporates the postgraduate Smurfit School of Business and the high-tech undergraduate Quinn School of Business. Lambkin holds an MBA from UCD and a PhD from the University of Toronto. She has been chairman of the Marketing Society of Ireland and a director of Irish Shell in previous years. She is currently chairman of Copy Clearance Ireland, a new organization set up to pre-vet advertising appearing in the Irish media.

Leysen named chairman, Bostyn dean of University of Antwerp Management School

The board of directors at the **University of Antwerp Management School** has elected *Christian Leysen* as their new chairman. Leysen succeeds Fred Chaffart, who was chairman for the past four years. In addition, the board picked *Frank Bostyn* to succeed Patrick De Pelsmacker as the dean of the Management School. Bostyn is in charge of the daily operations.

Leysen is a member of the board of Almanij (KBC Banking & Insurance Group), Agfa-Gevaert, and the Belgian Post Group. He is a founding member and was the first chairman of Antwerp Digital Mainport (a cluster of more than 30 Antwerp based IT related companies) and of the Belgian Enterprise Network for Social Cohesion. Bostyn was a member of the management department at the Business Economics faculty and held the position of vice dean. He holds a degree in economics and philosophy from the University of Ghent and a PhD in management from Wharton, where he worked as a research associate.

eNEWSLINE

GIFTS AND GRANTS

Richard T. Farmer School Receives \$10 million from Thomas Petters



Thomas Petters

Businessman Thomas J. Petters has gifted \$10 million to establish the John T. Petters Center at the Richard T. Farmer School of Business at the Miami (Ohio) University. The Petters Center will be a wing of a planned new building, with the gift from Thomas Petters supporting two endowed professorships, curricula development, and opportunities for students to practice and enhance their leadership and professional skills.

“The center will serve as an enduring tribute to John while supporting a vital need for our business school,” said Miami President Jim Garland. “The teaching of ethics and leadership skills are at the core of our business curriculum, and thus the Petters Center will benefit every one of our business students.”

John T. Petters was 21, a junior, and a dean’s list student at Miami where he was president of the business school’s investment club and interested in politics, business, and international travel. John was killed on spring break in Florence, Italy. Thomas Petters is chairman of Petters Group Worldwide, a Minnetonka, Minn.-based company that includes Fingerhut Direct Marketing, Inc., uBid.com, Petters Consumer Brands — which includes brands such as Polaroid and Sunbeam — and other companies that manufacture, procure, and market consumer merchandise.

Fox School of Business Establishes Ronald O. Perelman Professorship with \$1.5 Million Gift

Temple University's Fox School of Business and Management has created the Ronald O. Perelman Professorship in Entrepreneurial Finance. The professorship is named in honor of the creative leadership of entrepreneur Ronald O. Perelman, chairman and chief executive officer of MacAndrews & Forbes Holdings Inc. Funding for the endowed chair, at \$1.5 million, comes from a \$5 million pledge to Temple by Howard Gittis, chairman of Temple's Board of Trustees and vice chairman and chief administrative officer of MacAndrews & Forbes Holdings.

"Howard Gittis is a leader whose commitment to Temple University is like a second full-time job," said Temple President David Adamany.

Entrepreneurial finance, an interdisciplinary field, combines financial management with entrepreneurial management, exploring the driving forces behind the formation of new ventures and managing the risks, sustainability, and funding of these ventures. This field is important because more than two-thirds of all jobs in the United States are formed by small business, school officials said. A national search will be conducted for the teacher-scholar who will hold the Perelman Chair.

eNEWSLINE

Bauer College of Business Creates McMahan Chair in Accountancy with \$1 Million Donation

Compass Bank has contributed \$1 million to establish an endowment for the Charles E. McMahan Chair in Accountancy & Taxation at the University of Houston's Bauer College of Business. The contribution is the largest gift that Bauer College has received from a company on behalf of an alumnus. McMahan graduated from the University of Houston in 1962 with a bachelor's of business administration in accounting. The university is conducting a national search to fill the chair, named for the Texas banker.

"In just four years, we've seen our accountancy and taxation enrollment increase by more than 200 percent. The McMahan Chair will help us attract a faculty member with outstanding qualifications and a prominent reputation to help lead those students," said Arthur Warga, dean of the Bauer College of Business.

McMahan began his career with Compass Bank in 1990 as chairman and chief executive officer of Compass Banks of Texas. In 1999, he was named vice chairman of Compass Bank, and in 2003 he was named to the board of directors as vice chairman of Compass Bancshares Inc. McMahan retired from Compass Bank in December of 2003, but continues to serve as vice chairman on the board of directors of Compass Bancshares, Inc.

Robert H. Smith School of Business Gains \$235,000 Award to Preserve Dot-Com Era Records

Researchers at the University of Maryland's Robert H. Smith School of Business have received a \$235,000 award from the Library of Congress to strengthen a two-year-old initiative to preserve records from the historic dot-com era of the late 1990s. Researchers will use the grant to develop a digital repository to house business records and other materials collected through the Business Plan Archive (BPA), which was launched in 2002. The BPA is a Web portal located at <http://businessplanarchive.org> and contains business plans, marketing plans, technical plans, venture presentations, and other business documents from more than 2,000 failed and successful Internet start-ups.

The Library of Congress grant will be matched by financial and in-kind contributions from the project's partners, bringing the total size of the project to nearly \$480,000. Those partners include leading practitioners in the fields of digital humanities (Center for History and New Media; www.chnm.gmu.edu); Internet archiving (Internet Archive; www.archive.org); and digital evidence (Gallivan, Gallivan & O'Melia; www.digitalwarroom.com).

eNEWSLINE

IN MEMORIAL**UH-Downtown Dean Bobby Bizell**

Bobby G. Bizell, dean and professor of management of the **College of Business** at the **University of Houston-Downtown** since 1989, died October 11 after suffering from cancer. As the first dean of the college, Bizell led efforts that greatly impacted the quality of its programs and responsiveness to student and community needs. UH-Downtown was a pioneer in distance education and hosted the AACSB distance learning conference in June.

Among his many accomplishments was leading the college in attaining the initial accreditation by AACSB in 1994. Bizell established the college's first business advisory board made up of prominent corporate and community leaders. "Bizell literally was an institution at UH-Downtown," said UH-Downtown President Max Castillo. "From the very beginning, Dean Bizell recognized the tremendous potential in the College of Business and in UHD students. I admired him for remaining true to our mission as a university of access and opportunity. I will miss his integrity, his humanity, and his friendship."

Bizell also is credited with restructuring of the majors within the college, the addition of new major programs in management, marketing, and international business, playing an instrumental role in the college's participation in the Weekend College and the distance learning initiative. He also established and implemented the multiple institution degree programs with other components of the University of Houston system, and developed a marketing plan that has resulted in continuous growth in student enrollment.

eNEWSLINE

CONFERENCE ALERT**Former Deloitte CEO Copeland
Keynote Speaker for SAC**

James E. Copeland, former chief executive officer of Deloitte Touche Tohmatsu, will be the keynote speaker at the Strategic Alliances in Management Education conference November 18-20 in Montreal. His topic is "Cultivating the Next Generation of Managers."

Global leaders in industry and management education need to build partnerships to succeed in a constantly changing environment, according to Copeland. During his tenure at Deloitte Touche, Copeland guided the firm through its greatest revenue growth period and oversaw the accounting firm's move from the fifth- to the second-largest professional services firm in the world.



He currently serves as a senior fellow for corporate governance with the U.S. Chamber of Commerce, a Global Scholar at Georgia State University's Robinson School of Business, and is a member of the board of directors of Coca-Cola Enterprises, ConocoPhillips, and Equifax Inc. Copeland was elected to the positions of chief executive officer of Deloitte & Touche USA and chief executive officer of Deloitte Touche Tohmatsu in 1999.

The Strategic Alliances conference is the first tri-sponsorship between AACSB, the Canadian Federation of Business School Deans, and the European Foundation for Management Development (**efmd**). More than 100 educators from Asia, Europe, and North America have already registered for the event, which will build on discussions at previous meetings in Grenoble, France, and Singapore.

Further topics to be presented at the conference include: "Establishing Alliances between Developed and Emerging Nations," "Accreditation and Alliances," "Business School and Industry Alliances," "Expanding Joint-Degree Programs," "Evolving Implications of the Bologna Declaration," and "Creating New and Sustainable Partnerships." In addition, there are four plenary sessions, including Copeland's opening address. The other plenary sessions are: "Academic Airbus as an Example of Cross-Border Cooperation," "Alliance Survey Results," and "Leadership in the Global Landscape."

For more information on the conference and to register, please visit www.aacsb.edu/conferences.

eNEWSLINE

APPOINTMENTS

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

The Forté Foundation provides a national infrastructure for women to gather the essential information needed before they make life-altering decisions about entering the business world. Klepper leads marketing, recruiting, and enrolling of graduate students for Babson's MBA programs.

The George Washington University School of Business has recruited 11 new full-time faculty members. They are: *Meghana Ayyagar*, *Renata Kosova*, and *Ahmet Kirca*, assistant professors of international business; *Raynald Brouard*, assistant professor of tourism studies; *Richard K. Green*, Oliver T. Carr Jr. Chair of Real Estate and Finance; *Stephen Hansen* and *Mary Sullivan*, assistant professors of accountancy; *Maria Matta*, *Tjai Nielsen*, and *George Solomon*, assistant professors of management science; and *Jorge Rivera*, assistant professor of strategic management and public policy.

Meanwhile, the Academy of Management has named James Bailey the editor of *Academy of Management Learning and Education* (AMLE), one of its four journals. Bailey, a professor of organizational behavior and development at GW's School of Business and research fellow at its Graduate School of Education and Human Development, previously served as an associate editor for the journal.

Robert Lorber, an adjunct professor and expert on executive coaching, performance management, and leadership, has been named chair of the Dean's Advisory Council at the **Graduate School of Management at the University of California, Davis**. The advisory council provides a connection between the school and the corporate world. More than 40 top business leaders serve on the council, sharing ideas and making recommendations on future growth and development of the school, curriculum issues, and student organizations and projects.



Lorber has taught courses on management strategy and policy, power, and influence in management and leadership. Lorber is president of The Lorber Kamai Consulting Group, which focuses on management effectiveness and had implemented productivity improvement systems at medium-size and Fortune 500 companies on five continents.

eNEWSLINE

Five professors with expertise in areas ranging from corporate governance to marketing have joined the **University of Toronto's Rotman School of Management** for the 2004/2005 academic year. They are *Tamar Avnet* and *Andrew Ching*, assistant professors of marketing; *Geoffrey Leonardelli*, an assistant professor of organizational behavior; *Hai Lu* an assistant professor of accounting; and *Timothy Simcoe*, an assistant professor of strategic management.

The **Fisher College of Business at The Ohio State University** has appointed *Anne Lueneburger* as director of graduate programs. As director, Lueneburger provides leadership and program support for MBA; master of accounting, labor, and human resources; and PhD programs, including recruitment, student services, academic advising, and development of course schedules. Most recently, Lueneburger was recruiting director for the Paris and New York offices of The Boston Consulting Group. In addition to Lueneburger, *Eric Chambers* was appointed associate director, MBA programs, and *Terina Matthews* was named associate director, diversity recruiting/financial aid/event management.

Carol Stewart, former interim dean and associate dean (administration) at the **University of Calgary's Haskayne School of Business**, has been appointed vice dean of the school. Stewart received her undergraduate degree in commerce from the University of Calgary and her master's degree in international management from the University of Lancaster. Stewart will lead Haskayne's academic operations, human resources, financial control, and support services.

Teri Bryant has been named the associate dean (research) director, PhD and MBA thesis program's at the Haskayne school. Bryant received her doctorate from the University of British Columbia and joined Calgary's faculty in 1990. Bryant's focus is building on the learning environment Haskayne offers students to pursue research interests. Her academic background includes international business with a research focus on Japanese business.

Allan Conway has been appointed associate dean (MBA program and executive education) at the school of business. Conway completed his doctorate in business policy at the Harvard school of business, his MBA at the University of Western Ontario and his BBA at Xavier University. His interests include managing innovations, leadership, and strategy.

Florida International University's College of Business Administration (CBA) has announced several new additions to the department of finance. *Constantine Kalogeras* has been appointed clinical professor of finance and *Deanne Butchey* and *Helen Simon* are now visiting instructors at the college. Prior to joining the CBA, Kalogeras, who chaired FIU's department of finance from 1972 to 1980, served as school of business dean for St. Thomas University in Miami and earlier at the University of Bridgeport in Connecticut.

Randy Anderson has joined FIU's College of Business Administration as Ryder Eminent Scholar and Professor of Real Estate/Finance. Anderson will help to enhance the real estate curriculum and develop a

eNEWSLINE

master of science in international real estate by this time next year. Prior to joining the CBA, Anderson held concurrent positions as the academic director of the William Newman Real Estate Program at The City University of New York and as chief economist and director of research for The Carcus and Millichap Co. in Palo Alto, Calif.



Jorge Haddock has been appointed associate dean of the **Lally School of Management and Technology** at the **Rensselaer Polytechnic Institute**. As associate dean, Haddock functions as chief operating officer and chief technology officer. He works as a partner with acting dean Iftexhar Hasan in coordinating the development of the school's strategic plan and roadmap for MBA admissions and placement.

During the past two years, Haddock has been instrumental in guiding the faculty in the development of the school's new cross-functional MBA curriculum, which is being implemented in the fall 2004 semester. Haddock holds a PhD in industrial engineering from Purdue University, an MS in management engineering from Rensselaer, and a BS in civil engineering from the University of Puerto Rico.

AWARDS

The Global Center for Leadership & Business Ethics, established in July by **KPMG International**, will announce winners of The Laureate Award & Medal Series in December. The Global Center is an independent body established to recognize those individuals who exhibit extraordinary business ethics and leadership qualities.

The Laureate Award will honor a leader who best embodies the qualities of insight, ethics, and courage, which are key attributes of leadership. Medals will also be awarded in Leadership, Corporate Governance, Reporting & Disclosure, Social Responsibility, and Education.

"The Global Center's mission is to honor those who serve as beacons of responsible business, who have a deep sense of purpose and are committed to excellence in business ethics. We need role models today, especially those who have built their companies to meet the needs of all their stakeholders and provide leading examples of such best practices," said William W. George, chairman of the Global Center.

Award winners will be determined in November, with presentation of the awards during the same week in December when the Nobel Peace Prize is given in Oslo. The structure, governance, and selection process for The Laureate Award & Medals is inspired by the principles and guidelines of the Nobel Foundation and the Norwegian Nobel Committee.

"The Laureate Award & Medal Series will bring wide recognition to those who have demonstrated an outstanding commitment to leadership and business ethics. Through these awards, The Global Center is creating a valuable means of recognizing those who are committed to excellence and increasing awareness of their high ideals and accomplishments," said Mike Rake, chairman, KPMG International.

eNEWSLINE

“Through its support, KPMG is demonstrating its commitment to lead in helping to further restore investor confidence in the capital markets by recognizing outstanding examples of business ethics and integrity. We firmly believe that leaders are defined by their actions and that those who exhibit those commendable qualities should be recognized and honored,” said Gene O’Kelly, KPMG LLP (U.S.) chairman and chief executive.

Two MBA students from the **University of Toronto’s Rotman School of Management** have won first prize in an international competition that challenged MBA students to examine corporate entrepreneurship. Rotman students *Liz McBeth* and *Tom Rimac* were awarded the first prize of 5,000 euros for their paper, “The Age of Entrepreneurial Turbulence: Creating Sustainable Advantage for Individuals, Organizations, and Societies in the New Century.” The top 10 entries will be published in the 2004 ESADE MBA Business Review (EMBR) in November 2004, and the winning team from Rotman will present their paper at an event hosted by ESADE Business School in Barcelona, Spain, this November.

Roger Martin, dean of Rotman, was honored with a McLuhan Visionary Award at the first annual McLuhan International Festival of the Future. Martin received the Commerce Award for his contributions to business, public policy, and his current work on combining the worlds of business and design. The McLuhan Visionary Awards will be presented annually to inspirational innovators and people who make the global village a better place to live.

eNEWSLINE

B-SCHOOL QUOTABLES

Bahman Mirshab, dean of the **University of Detroit Mercy College of Business Administration**, on the school's planned fall 2005 master's degree program in turnaround management.

"The program we are launching isn't just for individuals who want to turn around a company," Mirshab said. "It is also for those who want to prevent a company from getting into trouble."

October 20 — [The Wall Street Journal](#)

Robert L. Joss, dean of **Stanford Graduate School of Business**, comments on the value of an MBA.

"[The MBA] is really about investing in yourself, acquiring a knowledge base you didn't have before so that you have a professional future that's brighter," Joss said. "That has to come from effort and work, and there has been a growing awareness of that."

October 18 — [BusinessWeek](#)

Joe McCann, dean of the **University of Tampa's Sykes School of Business**, on the third presidential debate.

"There's something fundamental and big shaping this country and both candidates kind of missed the point," McCann said. "I was looking for the person with vision, who understands what is going on. I did not see that."

October 15 — [St. Petersburg Times](#)

Milton Leontiades, dean of **Rutgers University School of Business at Camden**, on Donald Trump's efforts to renegotiate his company's debt.

"From the outside, it doesn't look good" for Trump, said Leontiades, who follows the casino business in Atlantic City. "But don't underestimate Trump or the Trump brand name."

"People with the financial wherewithal (always) seem inclined to give money to him," Leontiades said, adding that "he rises like the Phoenix while people dance on his grave."

September 23 — *Dow Jones Newswire*

eNEWSLINE

CORPORATE DIRECTORS

George G. C. Parker has been added to the board of directors of Threshold Pharmaceuticals Inc., based in South San Francisco, Calif. Parker is currently the Dean Witter Professor of Finance and Management at the **Stanford University Graduate School of Business**. Parker has held a series of positions at Stanford, including senior associate dean for academic affairs, director of the MBA Program, director for executive education at the business school, and director of the Stanford Sloan Program for Executives.

Parker is a member of the board of directors of Continental Airlines Inc., California Casualty Group of Insurance Companies, H. Warshaw & Sons Inc., and Converium Reinsurance. Threshold Pharmaceuticals is focused on the discovery, development, and commercialization of small molecule therapeutics based on "Metabolic Targeting."

K. Thomas Liaw has been elected to the State Bancorp Inc. board of directors. State Bancorp is the parent company of State Bank of Long Island. Liaw is chairman of the Department of Economics and Finance and professor of finance at the **Peter J. Tobin College of Business** at **St. John's University** in Jamaica, N.Y. Upon obtaining his PhD from Northwestern University in 1988, he joined St. John's as a finance professor. Liaw has been widely published in the areas of investment banking, capital markets, risk management, and asset management. He also serves as a board member of the Chinese American Academic and Professional Society and the Chinese Cultural Association of Long Island and Chinese School. State Bank of Long Island is the largest independent commercial bank headquartered in Nassau County.

eNEWSLINE

NEW PROGRAMS

The **University of Maryland's Robert H. Smith School of Business** has partnered with Reuters to deliver the first-ever external certification program for Reuters 3000 Xtra, the company's high-speed, high-performance information service for finance professionals. The certification course, offered to the Smith School's undergraduate and MBA students beginning this fall, takes place in the school's Netcentric Financial Markets Laboratory. Reuters 3000 Xtra, a key component of the finance lab, enables students to follow the markets, build and test investment portfolios, and conduct research using the same type of information service that professionals use.

The eight-week, non-credit course, which is team-taught by a Smith School finance instructor and an instructor from Reuters, emphasizes application and not theory. Students are expected to become skilled in the data, navigation, and functionality of the Reuters 3000 Xtra components. The University of Maryland is the largest university user of Reuters in the United States.

A **Central Michigan University** business program that champions employment opportunities for the disabled has been expanded to serve three districts of the Michigan Rehabilitation Services agency. A recent gift from Comerica facilitated the expansion. Initially a four-year innovation and expansion grant from Michigan Rehabilitation Services allowed CMU's center to develop a highly successful model to assist MRS customers to successfully develop and launch businesses.

The recent \$150,000 in community match funding, provided by the districts as part of a federal program to establish partnerships with community organizations, was secured by a \$40,000 local match made up of a \$15,000 contribution from CMU and a \$25,000 gift from Comerica. This funding will allow the LaBelle Center to expand its service range beyond the current mid-Michigan district's eight counties to include MRS's Grand Rapids and West-Central districts.

Nissan Europe has selected **IESE Business School** to carry out a new leadership program designed for their top managers throughout Europe. IESE Professor *Mike Rosenberg* leads the program, which is on the school's Barcelona campus. Approximately 100 Nissan managers are set to take part in the program. The program marks the first time that IESE has worked with the Japanese automotive manufacturer. The Nissan leadership program blends leadership concepts with real world application to business problems, with a focus on innovation and risk-taking.

eNEWSLINE

INTERIM DEANS

Michael J. Magazine has been chosen to serve as interim dean of the **College of Business** at the **University of Cincinnati**. Magazine replaces Fritz Russ, who has assumed the new role of senior vice provost for program development and budgeting at the university. Magazine has been associate dean for faculty and research for the past two years, and professor of quantitative analysis and operations management at the College of Business.

He has been a member of the University of Cincinnati's faculty since 1995. Magazine holds degrees from CCNY, NYU, and the University of Florida, and has taught at North Carolina State University and at the University of Waterloo.

NEW MEMBERS**Project Management Institute
Accreditation Department**

Michael A. Price, manager of accreditation programs
4 Campus Blvd.
Newtown Square, Pennsylvania 19073
www.pmi.org

With more than 140,000 members in nearly 150 countries, Project Management Institute (PMI) is the global advocacy organization for the project management profession. PMI is actively engaged in setting professional standards, conducting research, and providing access to a wealth of information and resources. PMI also promotes career and professional development and offers certification, networking, and community involvement opportunities. For more than 35 years, PMI has advanced the careers of practitioners who have made project management indispensable in achieving business results.

CROMA Business Academy

Drazen Kapusta, director
Menadzer d.o.o.
Fallerovo setaliste 22/1
Zagreb 10 000
Croatia
www.cba.com.hr

CBA was founded in Zagreb in 2003 as the result of the notion that life-long learning has become an imperative in the global market world. The core program is the Executive MBA. The academy has 55 part-time EMBA students and 31 part-time faculty members.

eNEWSLINE

Furman University**Department of Business and Accounting**

Cheryl C. Patterson, chair and professor

3300 Poinsett Highway

Greenville South Carolina 29613

www.furman.edu

Previously part of the Economics and Business Administration Department, the program now is in the Department of Business and Accounting. Furman University was founded in 1826 and the department of Economics and Business was established in the 1940s. Furman offers a BA degree in accounting or business administration. The department has approximately 115 full-time students and eight full-time and one part-time faculty member.

Wesley J. Howe School of Technology Management**Stevens Institute of Technology**

Jerry MacArthur Hultin, Dean

Castle Point on Hudson

Hoboken, New Jersey 07030

<http://howe.stevens.edu/>

Stevens Institute of Technology opened its doors in 1870 with a donation of land and money from the estate of Edwin Stevens. Edwin and his brother Robert built and operated the first commercial railroad in the United States. The business program has 142 bachelor's and 272 master's and PhD students who attend full-time. There are 1,136 part-time master's and doctoral students. The program has 43 full-time and 36 part-time faculty. It offers a BS in business and technology; an MS in information systems, management, project management and telecommunications management; and an MBA, an Executive MBA and PhD in technology management.

Lebanese American University

Abdallah Sfeir, vice president for academic affairs

Chouran

P.O. Box 13/5053

Beirut

Lebanon

www.lau.edu.lb

The business program started as an undergraduate program granting BS degrees in business studies. In 1982, the business division started offering undergraduate and graduate programs (BS and MBA). In 1992, the university founded the Business School as an independent professional school. Major degree programs include a BS in business studies; economics; hospitality and tourism management; MBA; and EMBA. The school has 1,927 full-time and 710 part-time students. It has 33 full-time and 86 part-time faculty members.

SURVEY NEWS**AACSB Knowledge Services Survey Schedule****Strategic Management Survey**

Sept. 23 – deadline Oct. 29, 2004

All AACSB members

2004-2005 Salary Survey

U.S. Members: Sept. 22 - deadline Nov. 1, 2004

Canadian members: Oct 27 - deadline Dec. 15, 2004

2004-2005 Business School Questionnaire

Jan, 2005 - deadline Feb. 28, 2005

All AACSB members

Accounting Accreditation Questionnaire

Dates to be announced

AACSB members accredited in accounting

NEW: Strategic Management Survey

We want to make selecting benchmarking schools easier for you in order to improve strategic planning. All deans and heads of AACSB member schools will be asked to complete a brief (15 minute) confidential Strategic Management Survey. Look for a detailed e-mail invitation this week. Please complete by Oct.29, 2004. Participants will receive a report summarizing the responses to the survey regarding deans' objectives, strategic planning, and benchmarking efforts.

This survey represents a first step in assisting member schools in identifying suitable benchmarks for future strategic planning. This survey is part of AACSB's ongoing efforts to help schools, regardless of accreditation status, increasingly learn from each other. For this reason, responses will not be part of the normal accreditation process, although it will help accredited schools in deciding their peer and aspirant groups for the maintenance of accreditation process.

To conduct this research, AACSB International's Knowledge Services has joined with professors James F. Fairbank at Penn State Erie, The Behrend College, and Giuseppe (Joe) Labianca at Emory University. This will extend their research on interorganizational monitoring, which was the basis for their "Picking the Perfect Peers" article in AACSB's *BizEd* magazine:

<http://www.aacsb.edu/knowledgeservices/PickingThePerfectPeers.pdf>.

eNEWSLINE

NEW: Benchmarking Report Available

We're offering the first two reports for free. The first two "Custom NON-REVIEW YEAR Business Accreditation Statistical Reports" ordered will be free for each survey year that you participated in the AACSB Business School Questionnaire (Parts A-K)*. Additional reports per survey year are 149 USD. Reports are available for the survey years 02-03 and 03-04, so up to four reports may be available per member at no charge. Go to the [AACSB Knowledge Services](#) Web page and select "Custom Reports" (password protected). Accredited schools in their review year for 04-05 already have received their reports. Contact [Knowledge Services](#) if you have questions.

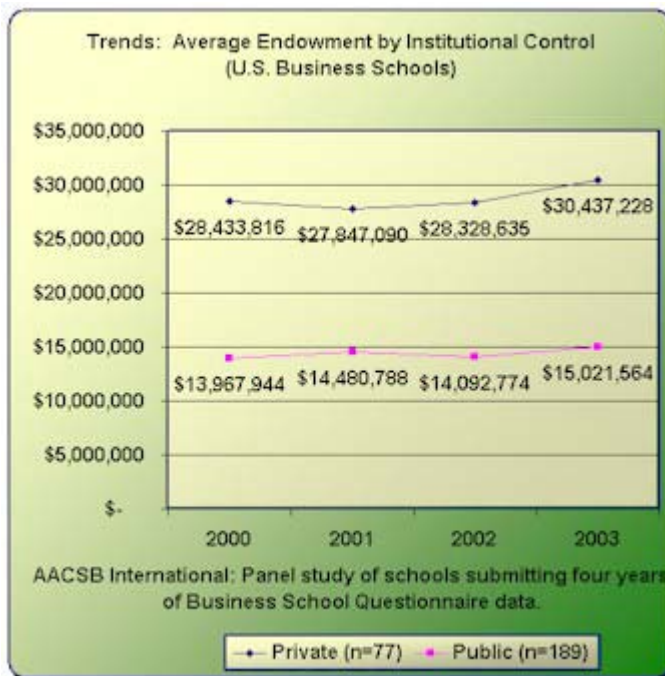
For information about providing data, use of data and policies, plus a report description and sample report:

 [Annual Review of Accreditation Data](#) (FAQ)

 Sample "[Business Accreditation Statistical Report](#)"

eNEWSLINE

DATA DIRECT



eNEWSLINE, published 12 times a year, is a service of AACSB International – The Association to Advance Collegiate Schools of Business

We're listening!

eNEWSLINE values your thoughts and suggestions. We want to hear from you! Share your comments and ideas for improving this newsletter. Email questions, comments, press releases to rosemarie@aacsb.edu [Submission Guidelines](#)

Editor: Rosemarie Kroscher | Technical Editor: Mary Jo Gust

[About Us](#)

[Member Directory](#)

If you do not wish to receive eNEWSLINE via email, follow this link to unsubscribe:
<http://www.aacsb.edu/publications/enewslines/enewslinesunsubscribe.asp>

eNEWSLINE is a service for AACSB members. All faculty and staff at member institutions are encouraged to [subscribe](#).