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Chair's Exchange: Richard E. Sorensen, 2005-2006 Chair, AACSB International

Expanding Our Reach, While Maintaining Our Core Competency

It is with equal measures of enthusiasm and humility that I begin to serve as chairman of the AACSB International board of directors for 2005-2006.



When I first became active in AACSB back in 1973, little did I know that I would experience such a long and rewarding relationship. It has been a truly wonderful experience, and I speak from the bottom of my heart when I say that I am honored to be a part of our association.

AACSB International provides a valuable service by enhancing the quality of collegiate business education around the world. We are committed to a core competency of mission-based accreditation that utilizes a well developed peer review process. The goal is high quality and continuous improvement.

Through the years, we have expanded services to include major programs in the area of professional development. Today, AACSB International offers an unprecedented number of world-class conferences and seminars on five continents. Business schools around the world benefit from high quality research data through reports and surveys, as well as other member services.

During the past three years, AACSB International has made an extensive commitment to project its message by providing *thought leadership* on a number of key issues. As a result, our *advocacy* role has expanded as we speak out in support of our members' interests and influence the public's perception on key management education issues.

This has led toward greater integration of our association activities, to the point where each area of activity is better able to support the others. Our 504 accredited institutions and our membership of more than 1,000 institutions and businesses are benefiting from this integration.

As we near the 90th anniversary of the 1916 founding of AACSB International, there has never been a more appropriate time for us to boldly propose strategies for improving business schools around the world. I believe that if we take strong positions on the issues that are most important, then we will confidently lead business school deans and administrators through times of potential crisis, and, in the process, shape debate on key issues.

During the next 12 months I am very much looking forward to leading an organization that has been very near and dear to my heart. As we embark on this year-long journey together, we will assess the strengths that have brought us this far and project what we will need to carry us into the future. We will focus on what can and should be done, instead of merely choosing priorities based solely on the resources that we have.

We are determined to introduce our organization as a thought leader for business education worldwide. We will strive to improve our processes of accreditation and promote its value. While we will never lose sight of our core competency — accreditation — we will expand our reach by launching a more robust public communications program. The goal, of course, is to let a wider audience know about our work, our

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successes, our advocacy positions, and how a business education contributes to the betterment of society as a whole.

Please let me take this opportunity to thank my predecessor, Doyle Williams of the University of Arkansas, for leading AACSB International through an extremely successful year. Doyle will join us during the coming year as immediate past chair, where we will continue to benefit from his wisdom and knowledge.

I look forward to the pleasant, ongoing task of collaborating with President and CEO John Fernandes and his excellent staff, members of the board, and numerous volunteers. We are committed to providing high quality, error free, cost effective service to the membership, as we serve collegiate business education around the world.

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DEAN'S CORNER

THE ECONOMIC VALUE OF UNIVERSITY BUSINESS EDUCATION

by Professor Peter Wolnizer, Dean, Faculty of Economics and Business at The University of Sydney and President, Australian Business Deans Council



The Australian Business Deans Council, which represents the heads of Australian business schools, commissioned an independent research study in 2004 to examine the economic value of a university business education. Access Economics, the country's leading economic consultancy, conducted the research and the firm's report, *Economic Value of University Business Education*, shows some interesting – but not unexpected – results.

It confirms what we have always suspected in Australia – that university business education results in a considerable net economic benefit to the Australian economy and society in the form of higher taxation revenue, personal income, and greater productivity.

The study also reveals that business graduates at both undergraduate and postgraduate levels generate, on average, significantly higher net economic benefits to the economy compared with graduates with non-business degrees. The study also found that those business graduates could expect to receive higher average earnings over their working lives, compared to those with non-business degrees.

This sends a clear message to business and government: it is in the national interest to support and enhance the quality of university business education.

University business education in Australia truly has come of age in the last two decades, and many Australian business graduates now hold senior leadership positions in business, the professions, government, and academia around the world. However, business and government must recognize that providing world-class, internationally competitive business education is costly. Competition for world-class faculty and academically talented students is keen, intense, and global. Talented faculty and students demand high quality physical and information/computer technology infrastructure, intellectually enriching programs of contemporary business relevance, small group teaching, excellent support services, and active engagement with business and professional communities.

AACSB International recognizes these imperatives. In many ways, the AACSB accreditation processes motivate business schools to achieve ever higher standards of teaching and learning, as well as intellectual contributions through research, infrastructure, and support services. Schools that have chosen to pursue AACSB accreditation greatly benefit from their commitment to continuous quality improvement and international peer review – both internally, and in terms of their national and international profiles. The internationally recognized and rigorous accreditation standards of AACSB International also benefit faculty and students.

I believe one of the key challenges for business school deans is to communicate the significance and relevance of international accreditation to the wider business, government, and professional communities we serve. Hopefully, the Access Economics Report will stimulate discussion and encourage such a deliberation in Australia.

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A copy of the report *Economic Value of University Business Education* is available at www.econ.usyd.edu.au

**Fifth Global Forum
on Management Education
Oct. 19-21 in Santiago, Chile**

The Global Forum on Management Education, organized by the Latin American Council of Management Schools (CLADEA), will take place Oct. 19-21 at the Hyatt Regency Hotel in Santiago, Chile. AACSB International is a strategic sponsor of the event, the first Global Forum held in South America.

Theme of the forum will be “Redefining Management Education in a Globalized and Technology-Driven World.” Presentations will cover a wide range of topics pertaining to management education. Among the many speakers will be Angel Cabrera, president of Thunderbird—The Garvin School of Management; J. Stewart Black, INSEAD professor and author; Tan Chin Tiong, provost of Singapore Management University; Dharni Sinha, founder and president of the Association of Management Development Institutions in South Asia; Leon Roldos Aguilera, vice president of the Republic of Ecuador; and other prominent management education leaders from around the world.

Management education professionals from 77 nations attended the last Global Forum, held in 2002 in Bangkok. Held twice each decade, previous forums were held in Chicago (1998), Barcelona (1993), and Montreal (1988). For more information on the Global Forum on Management Education, visit www.globalforum2005.org

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28 Companies Help Plan Virginia Tech Center's Advisory Board



AACSB International-accredited schools continue to build ongoing relationships and partnerships with the nation's largest corporations. A key example is at Virginia Tech where the school's Center for Unit Load Design recently welcomed 28 corporations—including IBM, Procter & Gamble, Eastman Chemical, and the U.S. Navy— to lay the groundwork for an advisory board.

"As the only organization with a research focus on how packaging, pallets, unit load handling, and shipping equipment interact, it is important that the center have industry input to help mold the programs' future direction and growth," said Mark White, center director.

The first official meeting of the advisory board, scheduled this fall, will include representatives from all aspects of the supply chain. The Center for Unit Load Design includes facilities that test the automated material handling equipment typically found in automated warehouses. The center's team includes experts in packaging, pallets, material handling, and unit load design.

Sponsors Contribute \$2 Million for Inventory Tracking Research Center

Twenty-four sponsor companies have joined with the Sam M. Walton College of Business to support a new research and testing facility on radio frequency identification, a technology used to track inventory in the supply chain. The facility officially opened with official ceremonies in June, followed by a panel discussion among sponsor representatives.



Although radio frequency identification technology is more than 50 years old, it is an important part of the retail supply chain tracking process. Manufacturers and retailers can utilize it to track pallets of tagged goods through a read/write device that is networked into a computer system. By tracking multiple tagged objects through a computer chip, the technology helps maximize efficiency and minimize cost from manufacturing through warehouse delivery.

A total of \$2 million, including cash and gifts in kind, has been donated by companies that are divided into three sponsor categories, each of which contributes to a separate area of research center work.

The impact of radio frequency technology on business was best characterized by Bill Hardgrave, director of the center, who said: "It's hard to believe that a tiny chip that is about twice the width of a human hair, can help companies know what lies in each case, where the case is, and where it's going—at all times."

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FIU Partners with Macy's for New Downtown Graduate Business School Center

The Chapman Graduate School of Business at Florida International University has entered into a unique partnership with Macy's Florida to bring the first AACSB-accredited programs to professionals who live or work in downtown Miami.

The new center, to be located in downtown Miami on the sixth floor of the Macy's Florida corporate offices, and will be the home for a new 18-month MBA program and a new executive master of science degree in taxation. Classes will be structured to allow students to continue working while earning their degree. The programs will also include meal service, secured parking, and textbooks as part of the total fee.

Two other programs will be offered at the facility, beginning in January, 2006—a master of science in finance, which will be focused on international banking; and a master of science in international real estate, a new program offering.

Buying Trip Broadens Texas A&M Students' Real Business Experience

Offer three college students the chance to go on a week-long furniture buying spree as part of a business school class assignment and they'll jump at the chance. That's the way it went for Texas A&M junior business students Jessica Fletcher, Aaron Gregg, and Chelsea Ray, who attend the Mays School of Business.

The three students were taking part in Marketing 330, a course in advanced buying, when they heard a talk from Jim (Mattress Mack) McIngvale, founder of Gallery Furniture, a huge single-site location retailer that has become an institution in Houston. He proposed that three students spend an expenses-paid week as consultants with his buying team, which was ready to join approximately 70,000 other buyers and wholesalers at a market in High Point, N.C., furniture capital of the United States.

Though the students had packed their best business clothes, they soon found themselves wandering around furniture outlets in jeans and their Gallery Furniture polo shirts. Once they were turned loose to select mattresses, sofas, lamps and accessories for the store, they quickly became immersed in the retail buying process beyond anything they could experience in the classroom.

"You really started to understand what it's like to be a buyer," Ray said. "What if it doesn't sell? You really fall in love with a lamp and then wonder — what if that's just your taste and not the customer's taste?"

Each student had different experiences during the apprenticeship. Fletcher confirmed her career choice saying: "This is for me." Gregg found opportunity and contacts. Ray, who had already earned her degree and had begun working for a disaster-recovery company, endorsed the experience by saying: "The class is like packing two years of buying training into one semester."

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Babson Helps Engineering Educators Apply Entrepreneurship Theory and Practice

Babson College, in conjunction with its adjacent neighbor, the Franklin W. Olin College of Engineering, recently held a symposium to teach engineering educators how to apply entrepreneurship theory and practice as part of an engineering education. The goal was to help attendees develop engineering graduates who have innovative ideas and who can transform them into products, systems, services, and companies.

Topics for discussion included exploring the entrepreneurial process, the value of entrepreneurship to engineering, student perspective of engineering entrepreneurship, key challenges of engineering entrepreneurship education, and how to turn them into opportunities to enhance engineering education. The program is funded by a grant from the National Science Foundation.

Audencia, French Supermarket Chain Partner to Create Marketing Chair

France's Audencia Nantes School of Management has partnered with more than 850 French supermarkets to create a chair in marketing and distribution. Blandine Labbe-Pinlon, Audencia marketing professor, has been named to the new post. The agreement continues a partnership that began in 1997 and resulted in 14 research projects, various controlled consumer simulations, and research with supermarket brands. Future plans include the development and use of consumer behavior research in classroom teaching.

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**AACSB Affinity Group Watch:
Working Professionals Group Boosts Part-time Programs**

One of AACSB's most active affinity groups was organized for business schools with significant enrollment in part-time programs. The MBA for Working Professionals Affinity Group provides specialized support for schools that meet the needs of executives who attend classes part-time to earn an advanced degree.

The rapid growth of part-time MBA programs has no doubt contributed to the ongoing popularity of the group. Organized 12 years ago by educators from New York University, Georgia State, and DePaul, the group is dedicated to differentiating the special characteristics of the modern part-time program from those of the full-time program. H. Fenwick Huss, dean of the J. Mack Robinson College of Business at Georgia State University, and Arthur Kraft, dean of the College of Commerce at DePaul University, provide the leadership behind the scenes.

Kraft says that one key issue for part-time programs is finding ways to reduce the feeling of isolation that accompanies the part-time MBA experience.

"We emphasize that part-time programs offer many of the same features as full-time programs, such as orientation and cohort core coursework that keeps groups of students together," Kraft said. "We also provide career management, financial aid, advising—the same support services as full-time programs."

Corporate cutbacks have dramatically affected part-time MBA programs because they have resulted in a sharp reduction of students in programs paid by employers. "At DePaul in past years, 70 to 80 percent of our students received some financial support from their employers," Kraft said. "Now we are down to 40 percent, which has created renewed interest in scholarships. Scholarships were not necessary when the companies provided generous reimbursements to students, but times have changed. DePaul will award \$500,000 in scholarships to part-time students in graduate business programs this year."

Kraft said the MBA for Working Professionals Affinity Group will continue to address issues of interest to all schools who specialize in part-time programs. The group holds two meetings per year—one in the spring in conjunction with the International Conference and Annual Meeting of AACSB International, and a second in the fall. This year's fall event — the 12th Annual Part-time MBA Conference— will be hosted in October by Marci Armstrong, associate dean of masters programs in the Cox School of Business at Southern Methodist University.

Other AACSB International affinity groups include the following: Association of American Universities Public/Carnegie Research Group, Development Professionals, DocNet Affinity Group, Entrepreneurship Programs, European Affinity Group, Metropolitan Business Schools, New Deans Learning Community, Public Relations Professionals in Management Education, Technology Leaders Affinity Group, and Women Administrators in Management Education.

For more information on AACSB affinity groups, visit:

<http://www.aacsb.edu/members/communities/affinitygroups/index.asp>

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CONFERENCE ALERT

Striving for Self Improvement: Educators to meet in Philadelphia

All business enterprises continuously strive for improvement and it's no different with collegiate business schools around the world. AACSB International's Continuous Improvement Conference, scheduled for Oct. 1-3 in Philadelphia, Pennsylvania, USA, is designed for schools that are seeking or maintaining AACSB accreditation, and want the latest valuable insight on best practices, assurance of learning and changing curricula. This is the conference where many schools will bring their entire administrative team so that they can stay current with the latest trends, self evaluate, and raise their performance goals. To learn more about this and other AACSB conferences, visit: <http://www.aacsb.edu/conferences/events/conferences.asp>



TRANSITIONS

Lynda de la Viña Named Dean at University of Texas at San Antonio



Lynda de la Viña has been promoted from interim dean to dean of the College of Business at The University of Texas at San Antonio. De la Viña, who becomes the first female Hispanic business dean in the University of Texas system, also was named the Peter Flawn Professor of Economics and will continue to direct the school's Center for Global Entrepreneurship.

De la Viña is a former presidential appointee to the Department of Treasury where she served as deputy assistant secretary for economic policy. She also held the position of associate dean of the Graduate Division of Business and Management at Johns Hopkins University, and worked as a senior policy advisor for the U.S. Mexico Foundation and the U.S. Mexico Chamber of Commerce. She spent the first 19 years of her career at The University of Texas at San Antonio where she gradually rose to more important positions of responsibility. From 1993-98, she served as associate dean of graduate studies and research.

She received a master's degree and doctorate in economics from Rice University where she became the first Mexican-American woman to receive a PhD in economics in the United States. She also earned a bachelor's degree in government and economics from the University of Texas-Pan American.

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Washington State Elevates Spangenberg to Dean of College of Business and Economics

Eric Spangenberg has been chosen the new dean of the College of Business and Economics at Washington State University in Pullman, Wash. An experienced administrator who has worked at the school since 2002, Spangenberg had been overseeing all college operations since former dean Len Jessup moved last April to the WSU Foundation.

Spangenberg, who spearheaded the college's successful reaccreditation by AACSB International in 2004, also led a reorganization that reduced the number of fields of study from 19 to 10, and established a merit-based reward system for the faculty. The new dean has expressed his commitment to redesigning the undergraduate core curriculum to emphasize learning outcomes, launching a refreshed MBA program on strategic leadership, and opening a new professional development center where students can polish skills necessary for successful careers.

The new dean earned his bachelor's degree at Washington State in 1982, a master's from Portland State University, and a PhD in marketing and social psychology from the University of Washington. An award-winning teacher, he has been on the faculty at Washington State since 1990.

Georgetown chooses NYU Professor to head McDonough School of Business

An accomplished educator with broad business and government experience has been named the new dean of the business school at Georgetown University in Washington, D.C. George G. Daley, a professor of business administration at New York University, was named to head the Robert Emmett McDonough School of Business, which includes the school's undergraduate, MBA, and international executive MBA programs.

At NYU, Daley distinguished himself by leading the business school's most ambitious fundraising campaign, which raised approximately \$150 million. Prior to his appointment at NYU, he was dean at the University of Iowa business school, and dean of the University of Houston's College of Social Sciences. He also held teaching positions at Miami University and The University of Texas at Austin. In 1974 he served as chief economist in the Office of Energy Research and Development at the White House and from 1977 to 1979 was assistant director of the Institute for Defense Analyses.

He holds an undergraduate degree from Miami University of Ohio, as well as a master's and a doctoral degree from Northwestern University, both in economics.

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Reddy New Business Dean at University of Colorado at Colorado Springs

Venkateshwar “Venkat” K. Reddy has been promoted to dean of the College of Business and Administration at the University of Colorado at Colorado Springs. Reddy, a professor of finance who has been interim dean since last August, has taught in the school’s undergraduate, on-campus MBA, distance MBA, and executive MBA programs. He also served as coordinator of the school’s extended studies program.



After joining the school faculty in 1991, he was named assistant professor in 1992, associate professor in 1999, and professor in 2004. He also served as chair of the Accounting and Finance Department, associate dean for graduate programs, and associate dean for the college.

Reddy twice was named winner of the school’s Outstanding Teacher Award, and in 2003, he was presented with the Best Practices Award. A native of India, he earned a bachelor’s degree in his home country, followed by a master’s and PhD from Penn State University.

Ronald D. Johnson Leads Business School at North Dakota State University



Ronald D. Johnson has been named dean of the College of Business Administration at North Dakota State University, effective July 1. He joins the school after serving as dean and professor of management in the Arthur J. Kania School of Management at the University of Scranton, where he has worked since 1997. Prior to that, he was associate dean for graduate and international programs and MBA director at Virginia Tech.

Johnson’s other professional work experience includes positions with Texas A&M University, University of Wisconsin-Madison, Northeast Louisiana University, and the University of Nebraska-Lincoln. He earned bachelor’s, master’s, and doctoral degrees at Indiana University. His vita lists 22 articles and abstracts, 48 paper presentations, 25 book reviews and five manuscript reviews. Johnson received the Distinguished Service Contributions Award from the Society for Industrial and Organizational Psychology in 1997.

Briefly—Anthony F. Chelte has been named dean of the College of Business Administration at Midwestern State University in Wichita Falls, Texas, USA. Chelte, who was also named the first Louis J. and Ramona Rodriguez Professor of Management, was formerly chair and professor of management at Western New England College ... **Rajib N. Sanyal** is the new dean of the Walker L. Cisler College of Business at Northern Michigan University ... **Thomas Hyclak**, professor of economics and outgoing chair of the department, has been named interim dean of Lehigh University’s College of Business and Economics ... **William Reynolds** has been named interim dean of the Rutgers University at Camden School of Business, effective Aug. 1 ... **Raymond M. Gloydosh** has been named interim dean at the School of Business and Economics at State University of New York College at Plattsburgh ... **J. Dennis Coates** has been named interim dean at the College of Business, Florida Atlantic University.

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GIFTS AND GRANTS**Lilly Presents \$22 Million Gift, Largest in Butler University History**

A \$22 million gift that will help Butler University business students and Indiana companies has been presented to the university by Lilly Endowment, Inc. The gift will create the Butler Business Accelerator, a program that utilizes mature Central Indiana businesses as both laboratories and classrooms. It provides students with the opportunity to develop strategies that promote economic growth in Indiana. Meanwhile, the firms benefit from the knowledge and expertise of Butler students and faculty.

Students will gain hands-on work experience by meeting and working directly with businesses, their staffs, and associates. The program will aid businesses in four key areas: strategic analysis, growth planning, growth plan implementation, and assessment. Another feature of the program is an investment fund that provides seed money to implement new recommended strategies, such as marketing or advertising campaigns, new equipment, or information technology.

\$10 Million Rotman School Gift Allocated to Integrative Thinking Center

Canadian Credit Management Foundation, a business credit information firm serving 12,000 Canadian corporations, has presented the University of Toronto's Rotman School of Management with a second \$10 million gift to be utilized by the Marcel Desautels Centre for Integrative Thinking. The Desautels Centre was created as a result of an initial \$10 million gift from the foundation and its president, Marcel Desautels.

This gift, the second such \$10 million contribution to the center, will strengthen its teaching and research activities, as well as enhance programs, curriculum development, faculty recruitment, and other initiatives. Since the center was formed, Rotman has revamped the curriculum for its full and part-time MBA programs, which include an integrative thinking practicum and an interactive elective course with a high faculty-to-student ratio. Integrative thinking modules also have been added to the school's one-year MBA for Executives Program, as well as other custom and open enrollment executive programs.

Boston-area Entrepreneurs Present \$5 Million to Pace University

Pace University will launch the Wilson Center for Social Entrepreneurship as a result of a \$5 million gift from Helene Wilson, an alumnus of Pace, and her husband, Grant Wilson. For nonprofit organizations, the new Wilson Center will provide scholarly research, short training courses, advisory services, and roundtable discussions. For undergraduate and graduate students, the Center will add additional nonprofit subject matter and courses to the school's current entrepreneurship offerings.

Helene Wilson, a 1966 Pace marketing graduate, founded and still operates gift and home accessory stores in Cape Cod, Mass. Her husband, Grant, is a 1963 MIT engineering graduate who became a private investor. He organized, co-founded, or invested in dozens of businesses, from manufacturing and real estate to the Internet. The center will expand the university's research and teaching programs in nonprofit organization management.

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\$3 million Gift Creates Management Chair at University of Arkansas



Donations totaling \$3 million have created the William R. and Cacia Howard Chair in Management at the Sam M. Walton College of Business, University of Arkansas. The gift includes a \$1.5 million charitable remainder trust, along with a \$1.5 contribution from the Matching Gift Program. Anne M. O'Leary-Kelly, professor of management and chair of the department of management, has been appointed as first holder of the chair.

The gift has made it possible for the university to retain O'Leary-Kelly, according to Walton College Dean Doyle Z. Williams. "Dr. O'Leary-Kelly has led the management department for the past academic year while continuing to excel in research and in the classroom," Williams said.

O'Leary-Kelly received a bachelor's degree in psychology from the University of Michigan in 1981 and a doctoral degree in organizational behavior and human resources from Michigan State University in 1990. She previously served on the faculties of Texas A&M University and the University of Dayton, before joining Walton College in 1997.

New Auburn Fulbright Scholar to Conduct Research in Romania



Christopher Shook, an assistant professor of strategic management at the Auburn University of Business, has been awarded a Fulbright Scholar grant in Romania to conduct research on the development of entrepreneurial intent in transitional economics. In addition, he will teach strategic management at the Academy of Economic Sciences in Bucharest. Shook is one of approximately 800 U.S. faculty and professionals who, through the Fulbright Scholar Program, will travel abroad to approximately 140 countries for the 2005-2006 academic year. Grant recipients are selected on the basis of academic and professional achievement, as well as extraordinary leadership potential.

Grants Total \$2 Million for B-School Chair Endowments at Texas A&M

A pair of one million dollar donations by L.C. (Chaz) Neely, and Paula and Steve Letbetter will establish two endowed business chairs in the Mays Business School at Texas A&M. Neely's contribution will make possible the Trisha and L.C. Neely, Jr. '62 Endowed Chair in Business, which will support teaching, research, service, and professional development. The Letbetter gift provides funds to create the Paula and Steve Letbetter '70 Leadership Chair in Business, which supports professional faculty development.

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B-SCHOOL QUOTABLES

- **Dan Short, former business dean at the University of Miami and current dean of Texas Christian University's b-school**, lamenting the high costs of playing the business school rankings game:

"It's frightening that these polls would take on that kind of importance ... There was a rumor a few years ago that a dean had a bonus in his contract if he moved the school into the top 25. We've always wondered whether deans would be terminated if the rankings weren't as good as some people wanted. This seems to give credence to that.

"If I'm a business school dean who wants to look good in the rankings, I might emphasize finance, consulting and not arts management, the not-for-profit sector or retailing. I could tilt my programs to areas that pay the highest salaries. That's not unethical, but it's stupid

"The good old days of the Lone Ranger sitting in the corner office analyzing a situation, writing a memo and telling people what to do are gone. People don't have the power of their positions. They only have the power of their persuasion."

July 10—*Dallas Morning News*

- **Jose de la Torre, dean of the Chapman graduate School of Business at Florida International University**, at the launching of FIU's new Downtown Graduate Business School Center, located on the sixth floor of Macy's Florida corporate offices in downtown Miami:

"We're confident our programs will bring a new dimension of life in downtown Miami. It's thrilling to be a part of the city's growth, and we plan to develop additional programs to expand the Downtown Center based on emerging business needs."

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APPOINTMENTS

Fort Named to Ethics Professorship at George Washington University

The George Washington University School of Business has named business ethics scholar Timothy L. Fort as its first Lindner-Gambal Professor of Business Ethics. Fort will lead the formulation of a strategy for incorporating ethics into the school's academic programs and will teach ethics courses. He joins George Washington University from the University of Michigan's Ross School of Business where he was a professor of business ethics and business law.

Babson Professor Named Advisor to United Nations Poverty Program



Maria Minniti, a professor of economics and entrepreneurship at Babson College, has been named an advisor to a United Nations program dedicated to reducing extreme world poverty by half. The program will run through the year 2015. Minniti, who has written many articles on entrepreneurship and economics, is a lead researcher on the Global Entrepreneurship Monitor Project, a joint research project between Babson and the London Business School that explores the role of entrepreneurship in national economic growth. She has presented her work at many international conferences and has worked with the United Nations on other projects in the past.

SEC Taps Auburn's Andy McLelland for Accounting Fellowship



The Securities and Exchange Commission has named Andy McLelland, assistant professor of accounting at the Auburn University College of Business, to a one-year accounting fellowship beginning this August. McLelland's duties at the SEC will include difficult and unusual accounting, auditing, and financial reporting questions. He also will review filings by public companies to identify significant accounting and disclosure problems, as well as participate in research projects.

Former Football Great Reuben Mayes Appointed B-School Development Director



Former football star Reuben Mayes, who set collegiate records as a running back and spent eight years in the National Football League, becomes senior director of development for the College of Business and Economics at Washington State University. Mayes, the first appointment of new dean Eric Spangenberg, has been serving as director of development for the university's office of undergraduate education. His previous positions include assistant dean for external relations at the University of Washington business school and executive director of the WSU President's Associates Program.

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NEW PROGRAMS

Wake Forest Program Helps Diverse Students Transition to Business

Students representing a variety of cultures at Wake Forest University are learning how to make a seamless transition from college life to the world of business.

The “It’s All About Business” program offered jointly by the Babcock Graduate School of Management and the Calloway School of Business and Accountancy, helps students develop business skills in an intense, personal learning environment. It has attracted senior students from such diverse locations as Trinidad & Tobago, Iceland, and Egypt.

For some students, it has resulted in an opportunity to learn new ways to pursue their goals. “I’m seeing diversity in a new way,” says Nsa Ntuk, who studies at the University of California, Berkeley. “Business will allow me to implement my ideals in a practical way. It doesn’t have to be in the form of a protest.”

Classroom sessions revolve around giving the fundamentals of accounting, finance, management, communications, computing, marketing, economics, and other areas. The students also take field trips to corporations and spend a half-day at the Center for Creative Leadership. Classes, taught by Wake Forest faculty, feature case analyses, lectures, guest speakers, and industry experts.

Marist College Holds Summer Business Institute for High School Juniors

It’s never too early to learn about business at Marist College in Poughkeepsie, N.Y. Sixteen high school juniors from various states are attending a two-week program to study business leadership, management, and entrepreneurship through lectures and field trips. The goal of the program, according to Dr. Ronald Wood, director of the Summer Business Institute, is to teach the 3Cs Model: competence, character, and community.

The students participated in a variety of activities, including visiting the floor of the New York Stock Exchange, talking with business executives at NBC Studios, and seeing the practical part of innovation at an IBM research facility. Enrique Rob Lunski, president of Gateway to Entrepreneurial Tomorrows (GET), a program co-sponsor, will lead the entrepreneurship component of the program to help students create business plans—a final project that they will present to faculty and parents.

AACSB International

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NEW EDUCATIONAL MEMBERS

BI Norwegian School of Management

Elias Smiths vei 15
PO Box 580
1302 Sandvika N-1301
Norway
Website: www.bi.edu

BI Norwegian School of Management, one of Norway's largest educational institutions, offers educational programs in business economics and administration, marketing and management. The school employs more than 800 people, more than 300 faculty members, and has cooperation agreements with more than 80 major business enterprises within industry, trade, and services. Current enrollment of more than 18,500 full and part-time students includes mostly Norwegians and other Scandinavians, but also a growing number of international students.

Universitaet Münster

Universitaetsstrasse 14-16
Muenster 48143
Germany
Website: www.wiwi.uni-muenster.de

The University of Münster offers an exceptionally wide range of subjects, including approximately 120 different courses of study in the humanities, medicine, and the social and natural sciences. The university operates a wide variety of research programs that engage 580 professors and more than 3,000 other academics in pure and applied research.

Institute for Technology and Management

18th Road, Chembur
Mumbai, Maharashtra 400071
India
Website: www.itm.edu

The Institute for Technology and Management consists of seven campuses in India, with its original business school in Mumbai. Founded in cooperation with Southern New Hampshire University in the United States, the institute also collaborates on projects with other distinguished universities across Europe and Asia.

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NEW CORPORATE MEMBER

Hyperion Solutions Corporation

890 Winter Street
Waltham Massachusetts 02451
Website: www.hyperion.com

Hyperion is the global leader in enterprise software and services for business performance management. Hyperion business performance management software enables organizations to translate strategies into plans, monitor execution, and provide insight to improve both financial and operational performance.

SURVEY NEWS

Missouri-Columbia Researcher Finds Faculty Members Have More Positive Outlook

A recent survey published in *Research in Higher Education* reveals that university faculty members feel more supported in their work lives and have a more favorable attitude toward technical support in the workplace. The study, conducted by Vicki Rosser, assistant professor of educational leadership and policy analysis at the University of Missouri-Columbia, examined three dimensions of work life — professional development, administrative support, and technical support—to measure faculty members' levels of satisfaction.

For a copy of the study and/or contact information for the researcher, contact:

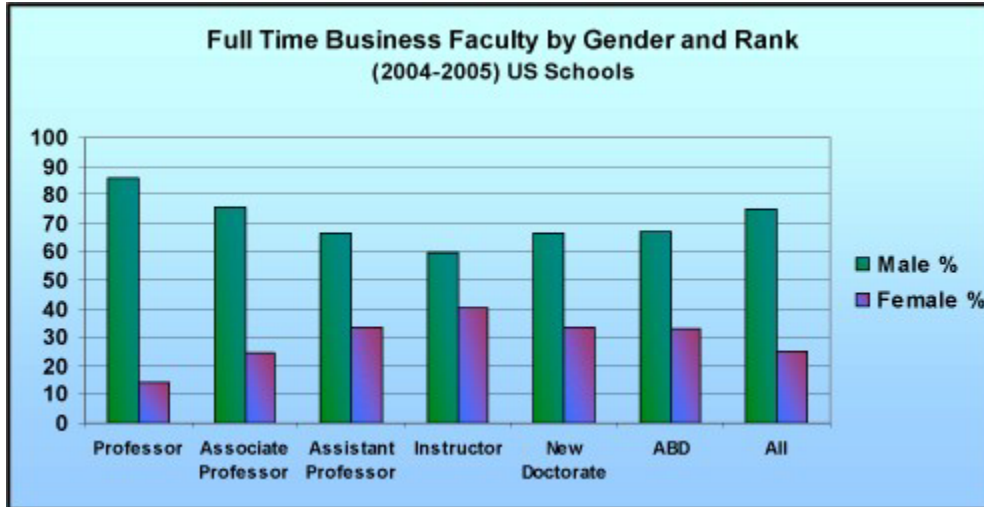
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- In an MBA Career Services Council survey, 81 percent of schools reported that a higher percentage of 2004 graduates (compared to 2003) received at least one job offer prior to three months following their graduation. <http://www.mbacsc.org/>
- According to a Graduate Management Admissions Council recruiter survey, the demand for MBAs is up, with heavy campus visitation scheduled to hire MBAs. Compensation packages will be competitive—estimated to average \$78,000, with more than half including performance-based bonuses. www.gmac.com
- The National Association of Colleges and Employers found that employers plan to hire about 25 percent more MBAs in 2005 than in 2004. <http://www.naceweb.org/>

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