
eNEWSLINE

**John Fernandes, President and Chief Executive Officer, AACSB International**

The AACSB International Conference and Annual Meeting (ICAM) is just two weeks away. We are estimating that approximately 1,300 delegates will convene in San Francisco for management education's premier annual event. Our new Tampa staff is working hard to make sure that this year's ICAM exceeds your expectations. They are eager to meet you and experience the most exciting AACSB International program of the year.

A special thanks to our California-based co-chairs, David Conrath of San Jose State University, Richard Lyons of the University of California, Berkeley, and Gary G. Williams of the University of San Francisco. They have been extremely helpful in helping us spread the word of the conference and without doubt have been a positive influence on the number of registrations received so far. By the way, there's still time to sign up for ICAM. Visit our Web site at www.aacsb.edu/conferences for details.

In May, AACSB Conferences continues its global trek with the World Class Practices in Management Education (Europe) Conference (WCP-E), held at Instituto de Empresa in Madrid, Spain. This is our first WCP Europe event and the program will feature Peter Lorange, the innovative president of IMD, discussing the *MBA Value Proposition in Europe*. Peter is one of the world's most successful and creative management educators. It is worth the trip to Madrid just to hear what Dr. Lorange has to say!

AACSB Chair Elect Rich Sorensen and I will complement Peter's talk with a discussion of *How Accreditation Enhances the MBA*. Other topics include collaboration models, European CEOs' perspectives on leadership, and b-school development in Eastern Europe. Spain's former minister of foreign affairs, Ana Palacio, will close the conference with her thoughts on trans-Atlantic relations and education. For additional program information and to register visit:

www.aacsb.edu/conferences/events/conferences/wcp05-spain-desc.asp

As AACSB International begins its 90th year of service to management education, we're pleased to announce that Dr. Dale Flesher of the University of Mississippi will be the author of a new organizational history that will span the past four decades. Flesher, who is Arthur Andersen Alumni Professor and Associate Dean of the School of Accountancy, also is an avid historian. He has researched and written organizational histories for several organizations, including the American Accounting Association and The Institute of Internal Auditors. Dr. Flesher's work is sponsored in part by the School of Business and the E.H. Patterson School of Accounting at the University of Mississippi, as well as William Paterson University in New Jersey. AACSB deeply appreciates the support of these institutions, as well as other institutions that may come onboard with the project in the coming months.

The AACSB history will be published in early 2006 and will be distributed at next year's International Conference and Annual Meeting, which will be held in Paris, France. The event will be co-hosted with our European partner, EFMD. It's not too early to add next year's event to your calendar — April 23-25, 2006.

I look forward to seeing you in San Francisco or Madrid.

AACSB International

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DEAN'S CORNER**The Dean's World of Endless Opportunities**

by *Craig M. McAllaster, dean, Roy E. Crummer Graduate School of Business, Rollins College*



Opportunity. Is it a buzz word, the key to new ideas, or just another term for problems lurking in the shadows?

Deans must manage both ongoing problems and opportunities in their daily lives – the results of which can be the difference between seeing the glass as half full and half empty. Opportunity is a double-edged sword. One edge provides the energy, acts as a catalyst for greater accomplishments, and fuels new ideas. The other can become an endless quest for the next best thing—the newest or greatest idea without ever completing the journey.

Charlie Moyer, dean of the business school at the University of Louisville, put it quite well in a previous issue of eNEWSLINE when he said: "...being dean is like being the ringmaster at a circus—the main tent and lots of side shows."

As a catalyst for change, opportunity motivates deans, faculty, and other members of an organization in a very exciting way, often leading to wonderful achievements and great results. Innovative deans recognize the dawn of an idea, understand the associated risks, and try to visualize it in their organization. They set forth a plan for implementation and have the determination to see it through. When implemented effectively, ideas can drive change and ignite the creative juices in an organization, moving it forward.

Opportunity gypsies—on the other hand—constantly push their organizations in new and different directions, taking them on exhilarating, but sometimes dangerous journeys. Some chase opportunities merely for the chance to be the first or best, with little regard for the consequences within the organization. They see something they want and act on it without fully evaluating the risks, availability of resources, impact on others, and long term effects on the organization.

I have seen deans with boundless energy and innovative ideas who propel their schools to national and international prominence. Tireless workers, they have exceptional communication skills, high energy levels, and great relationships within the organization and business community. They work at an exhaustive, dazzling, and adrenalin-pumping pace. Taking on projects with a vengeance, they often meet resistance within the school, university, and business community. If they become the sole source of energy and desire behind an initiative, it can be perceived as something that benefits the dean, not the school. Clearly, this is the time when a dean should look into the mirror and ask: "Who am I really doing this for?"

To effectively seize opportunities, deans must first make sure that they gather all their constituents under the main tent, while focusing on supporting the mission and vision. Only then can they begin to build on a school's solid foundation by exploring new opportunities. It's all about engaging the team, managing expectations, getting buy-in, developing a process, and insuring that the sideshows do not overshadow or overpower the real focus of the school.

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Using opportunities to successfully fire up and engage the resources of a business school is a real gift. When properly executed, they yield exceptional results and accolades for both the school and dean. The key is to focus, engage, and remember the real reasons why this is being done—not for the dean, but for our team, our students, and our supporters.

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ASSOCIATION NEWS**World's Largest Management Education Conference April 21-23 in San Francisco**

As many as 1,300 business school deans, administrators, professors and other business educators are expected to attend the three-day International Conference and Annual Meeting (ICAM) of AACSB International April 21-23 at the San Francisco Marriott. This year's conference—*The Next Horizon: Mobilizing Thought Leadership*—will feature keynote addresses by Edward B. Rust Jr., chairman and chief executive officer of State Farm Insurance Companies and Thomas Schoewe, executive vice president and chief financial officer of Wal-Mart Stores, Inc.

Two other key speakers on the program are Tom Campbell, fiscal advisor to California Gov. Arnold Schwarzenegger and former dean of the University of California's Haas School of Business; and James H. Blanchard, chief executive officer of Synovus Financial Corp., the 2005 International Honoree of Beta Gamma Sigma, the St. Louis-based business academic honor society serving the business programs accredited by AACSB International.

The teaching of corporate governance, which emphasizes proper accountability, honesty, and openness in the conduct of business, will be covered in a presentation by John J. Fernandes, president and chief executive officer of AACSB International; Jane Mutchler, director of the School of Accountancy, Georgia State University; and Scott Reed, partner, KPMG's Audit Committee Institute.

The business school program rankings and the challenges they present to b-school administrators will be addressed in a session titled "Rankings: A Dean's Survival Kit," presented by Andrew J. Policano, dean of the Graduate School of Management at the University of California, Irvine. Also to be discussed at the conference will be topics such as "Peace Through Commerce," a new AACSB International initiative; curricula, accreditation, the Bologna Accord, the value of management education, strategic management of business schools, and trends in MBA programs.

ICAM is the largest gathering of management educators in the world and the highlight of the AACSB International calendar year. AACSB International's membership includes more than 1,000 management educators representing 71 countries. The 2006 International Conference and Annual Meeting will be held April 23-25 in Paris, France.

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AACSB Readies World Class Practices Conference in Madrid, Spain

“Taking your management education program to the next level” is the theme of the World Class Practices in Management Education Conference, scheduled May 22-24 in Madrid. Key presenters for the event are Dr. Peter Lorange, president of IMD, one of the world’s leading business schools located in Lausanne, Switzerland; and Ana Palacio, former Minister of Foreign Affairs for the government of Spain.

The conference will enable participants to learn more about the most pressing management education issues facing European business schools, gain understanding of the MBA value proposition in Europe, receive an all new profile of MBA programs in Europe, and acquire useful insights into trans-Atlantic relations and educations.

Lorange, who is Professor of Strategy and holder of the Nestlé Chair, also serves as director of two programs targeted to senior executives—*Orchestrating Winning Performance* and the *Booster Program*. He was formerly president of the Norwegian School of Management in Oslo, and is well known for his expertise in global strategic management, strategic planning, and entrepreneurship for growth.

Ana Palacio will speak on “Transatlantic Relations and Education.” A former member of the European Parliament, she is a member of the Spanish Delegation to the Council of the Bars and Law Societies of the European Community, and an Honorary Member of the Bar of England and Wales (Temple’s Inn).

AACSB President and Chief Executive Officer John Fernandes and AACSB International Chair Elect Rich Sorensen will complement Lorange’s talk with a discussion of *How Accreditation Enhances the MBA*. Also featured on the three-day agenda are concurrent sessions that share a common title: *Opportunities for Business Schools in Europe*, with one session dealing with Western Europe and another with Eastern Europe. A second concurrent topic will be “Best Practices and Leadership Programs,” with separate sessions for universities and companies.

A panel discussion featuring five key management educators in Europe will cover *Best Practices and Models of Collaboration*, with the following participants: Santiago Iniguez, dean at Instituto de Empresa; Dr. Hans Wiesmeth of Leipzig Graduate School of Management; and Dr. Michael Page of the Rotterdam School of Management.

The Hotel Emperatriz is located in the midst of the business and trade center of Madrid and next to Pasaeo de la Castellana. For more information and to register for the conference, visit:

www.aacsb.edu/conferences

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Illinois State’s College of Business Moves Into Impressive New \$28 Million Facility

Business students at Illinois State University began the new year in exciting fashion by attending classes in a new building funded in part by a \$9 million gift from State Farm Companies Foundation, followed by an \$18.9 million allocation from the Illinois Legislature.



“It still amazes me to see the size of the building and the many special features we were able to incorporate into it,” said Dixie Mills, dean of the college for the past 10 years. “We’ve obtained not only what we didn’t have in Williams Hall, our previous building, but also some elements we never thought we would acquire.”

The challenge facing the building designers—VOA Associates Inc. of Chicago—was to create a structure that would stress a sense of teamwork and community among students and faculty, utilize state-of-the-art technology in the learning environment, and provide better opportunities to interact with alumni and business partners.



The result is a strikingly beautiful, 74,000-square-foot, high-tech home. Faculty office space is mixed across all departments to encourage an open exchange of ideas across business disciplines. The building includes an impressive courtyard, five-story atrium, and a student-oriented lower level that includes lounge area, comfortable seating, and computer areas.



The building features classrooms that can be configured for different teaching methods, with each seat wired for computer access. Many of the 40-seat rooms are tiered and configured in a U-shape to allow better interaction with the instructor.

The new building also includes a 200-seat auditorium for guest speakers, large lectures and programs, a focus group room for the marketing department, a financial markets lab that creates trading floor simulations, an executive classroom, and a professional sales training room.



The impact of the university’s new building becomes even more apparent in the words of faculty member Chuck McGuire who said: “Finally the College of Business has become a physical entity rather than an intellectual construct. We are no longer nebulous on campus.”

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Bloch Students Experience the Ultimate Experiential Learning Trip

The faculty at Henry W. Bloch School of Business and Public Administration at the University of Missouri-Kansas City believes in a total experience for its executive MBA students. Not only were students asked to study business in China, but the entire Bloch MBA Class of 2005 actually traveled to China as a group.



Students were asked to set up meetings with Chinese business contacts that might in some way provide value to their own companies back in the USA. They discussed joint venture activity with Chinese firms, visited a large law firm, toured the Shanghai Stock Exchange, and visited Chinese and U.S.-owned companies. In addition, individual student projects included visits to IBM, General Motors, a Chinese hospital, and other types of companies.

The trip turned out to be a one-of-a-kind experience for the students—one that produced a number of promising future opportunities for their employers.

Class member Ian Trood, vice president of milling and baking for American Ingredients Company, visited Eastocean Oils and Grains Industries in Zhangjiagang. His goal was to compare the flour milling process with that of his own company. What he found was a modern operation on a scale much larger than he ever imagined.

“It is more multi-faceted than anything in the U.S.,” he said. He not only found a milling operation, but learned that Eastocean produces soybean oil. As a result, the company runs its own plastic bottling plant, manufactures steel barrels, houses 2,000 employees, and mills rice and flour — all at one site.

Since American Ingredients consumes millions of dollars in soybean oil a year and China has the infrastructure to support that, Trood returned to the USA with firsthand knowledge that there is huge potential for his company to do business in China.

University of Arkansas BGS Chapter Named No. 1— Again

The University of Arkansas chapter of Beta Gamma Sigma, the national academic honor society for business students, has been designated the top chapter in the nation for the second time in three years. The Sam M. Walton College of Business chapter has been ranked among the nation’s top three chapters for eight consecutive years.

The award, which was announced April 5 at the chapter’s annual induction ceremony, includes a \$1,000 scholarship to the chapter because of its consistently high membership acceptance rates. The Arkansas Chapter, founded on the UA campus in 1932, each year extends membership to the top 7 percent of the junior class, top 10 percent of the senior class, and top 20 percent of the graduate school class.

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ICAM SPOTLIGHT

L'Oréal e-Strat Challenge: A Bold Corporate Initiative To Help Higher Education

Four years before Donald Trump's "The Apprentice" appeared on nationwide television, there was L'Oréal's e-Strat Challenge. After five editions the e-Strat Challenge has become known among business students as "The Ultimate Business Game." The success story of this education-complementing corporate initiative will be covered Friday, April 22 in one of the many learning sessions of the International Conference and Annual Meeting of AACSB International at the San Francisco Marriott.

Celica Thellier, vice president of corporate strategic recruitments and career development at L'Oréal, will present her company's unique education initiative to deans, administrators, faculty, and others among the 1,300 attendees from around the world at the three-day conference.

The popular business competition, where real business students manage a virtual cosmetics company by assuming the role of the CEO in a virtual landscape, matches teams in competition for market and share price advantage. When the fifth edition of the e-Strat Challenge began last November, more than 36,000 students representing 125 countries and 2,190 universities had entered the competition's initial stages.

"The game provides a real-time view of current market conditions in a changing global economy," says Thellier. "The teams must respond appropriately and anticipate the issues that will impact their business in a highly realistic simulation."



BRAZIL MBA WINNERS—The Winner among MBA competitors in the L'oréal e-Strat Challenge was the Mangueto Team, representing the nation of Brazil: Claudia Quintella Woods, Leonardo Costa Rangel, and Fernando Pinto Saliba.

Her presentation will begin at 10:30 a.m. in the Yerba Buena Ballroom (Salons 1, 2, and 3) of the San Francisco Marriott. For more information on ICAM and to register, visit: <http://www.aacsb.edu/conferences/Annual05/default.asp>

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APPOINTMENTS**Thomas Caleel Named Director of Wharton MBA Admissions and Financial Aid**

After an extensive search, Thomas Caleel was named MBA admissions and financial aid director at the Wharton School in Philadelphia. An alumnus with a Wharton MBA in finance earned in 2003, Caleel began his career at Heritage Finance & Trust, a private financial group based in Geneva, Switzerland. He was director of the company's Moscow representative office from 1995-1998, where he participated in a variety of private equity transactions across several former Soviet Republics.

Evans to Head Executive Professor Program at University of Northern Colorado

The Monfort College of Business at the University of Northern Colorado has named Cynthia Evans director of the Monfort Executive Professor Program. She replaces the retiring Gerald Shadwick, who has managed the program since 1995.

Evans, begins her new position this summer, was most recently a state vice president for Xcel Energy. She will be responsible for the administration of the Monfort Executive Professor Program, the College's Dean's Leadership Council, some teaching duties, special program development, and other administrative functions.

The Monfort Executive Professor Program played an integral role in the college being named the 2004 recipient of the prestigious Malcolm Baldrige National Quality Award.

AWARDS**George Washington's Phillips Named to Futures Industry Hall of Fame**

The Futures Industry Association has inducted **Susan M. Phillips**, dean of the **George Washington University School of Business**, into its newly created Hall of Fame at a ceremony commemorating the 50th anniversary of the Futures Industry Association. Phillips, dean at GWU since July, 1998, was recognized for her time at the Commodity Futures Trading Commission where she served as a commissioner from 1981-83 and chairman from 1983-87.

Phillips joins a host of national dignitaries named to the hall, including Alan Greenspan, chairman of the U.S. Federal Reserve Board of Governors; Bob Dole, former Kansas representative and senator; Mary L. Schapiro, former commissioner and chairman of the Securities and Exchange Commission, and the Commodity Futures Trading Commission; and Thomas R. Donovan, former chairman of the Chicago Board of Trade.

World Trade Institute Honors University of Maryland Associate Dean

Scott Koewer, associate dean for executive education, entrepreneurship and marketing communications at the **University of Maryland's Robert H. Smith School of Business**, has been honored by the World Trade Center Institute with a 2004 International Leadership Award. Koewer was one of six recipients of the award, presented to individuals representing Maryland companies who exemplify exceptional entrepreneurial spirit, determination, creativity, and cultural sensitivity.



Koewer, who has been at the Smith School since 2001, has been responsible for a number of international executive education initiatives, including the 2003 launch of executive MBA programs in Beijing and Shanghai and other executive education programs to be delivered in remote areas of China. Previously, he was senior director of corporate management development at the Wharton School.

Audencia Dean Named Chevalier of the Legion of Honor by French Government

Jean-Pierre Helfer, dean of the **Audencia Nantes School of Management**, has received the official insignia as Chevalier of the Legion of Honor from Roger Fauroux, minister of industry, during a recent ceremony on the Audencia campus. The National Order of the Legion of Honor recognizes distinguished service to the French nation. Those considered for the title of Chevalier must have completed at least 20 years of public service or 25 years of professional activity.

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Babson College Center for Women's Leadership Wins Advocacy Group Honor

The American Association of University Women has chosen Babson College to receive the 2005 Progress in Equity Award, which honors an innovative program that recognizes women students, faculty, and staff.

The Center for Women's Leadership was chosen for its commitment to women's business education, leadership, and professional development. A letter from AAUW's Elizabeth Fragola said: "We applaud your efforts to increase the visibility of women executives and entrepreneurs, thereby changing the cultural perceptions of women in leadership roles."

BRIEFLY—Stanford alumnus Jean-Pierre Garnier, chief executive officer of GlaxoSmithKline, was named winner of the **Global Business Leadership Award** presented by the **Stanford Business School Alumni Association**. Dean Robert Joss commended Garnier for his "...exceptional ability in guiding his company through significant and lasting changes that will influence the availability of important drugs both in major markets and the developing world."

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B-SCHOOL QUOTABLES

- **Robert Joss, dean of the Graduate School of Business at Stanford University**, on denying admission to all 41 business school applicants who hacked into the Stanford computer system for a sneak peek at their application status:

"We asked each applicant who had breached the ApplyYourself software to contact us with an explanation. None of those who gained unauthorized access was able to explain his or her actions to our satisfaction."

April 5—*U-Wire*

- **Paul Merage**, frozen food magnate who recently donated \$30 million to the School of Business at the University of California, Irvine, on the future of the school renamed in his honor:

"You need to be smarter, more flexible and evolve new models of business. "I think UCI and its students can be agents of change, can be at the forefront of the new economy."

March 31—*Orange County Register*

- **Michael Knetter**, dean of the business school at the University of Wisconsin-Madison, after internal changes helped the school improve from No. 46 to No. 36 in the U.S. News and World Report graduate school rankings:

"I was happy for about an hour. Then I thought, ... the dean of the No. 36 business school in the country. I hate it."

April 3—*The Capital Times and Wisconsin State Journal*

- **Shreinik Lalbhai**, in a convocation address to the eighth **Nirma Institute of Management Studies** in India, on the subject of ethics in business:

"Many people tend to overlook strong business ethics. Unless management at the top shows a clear path of ethical business practices, the people below cannot be expected to follow. Without ethics, business has no meaning."

April 4—*The Business Standard*

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GIFTS**Food Entrepreneur Gives \$30 Million to University of California, Irvine**

Philanthropist-entrepreneur Paul Merage, whose Chef America frozen food company made its name selling Belgian Chef Waffles and Hot Pockets to grocery stores, has presented the Graduate School of Management at the University of California, Irvine with a \$30 million gift, the largest ever received by the university. The gift will support the creation of endowed chairs to help recruit top faculty, initiate fellowships and research, and retain top graduate students. In recognition of the gift, the school has been renamed The Paul Merage School of Business.

"This is an extraordinary gift and we cannot express deeply enough our appreciation for Paul Merage's great generosity," said Chancellor Ralph J. Cicerone. "He has been a steadfast friend and steward of the campus. His commitment to our growth and vision is unwavering, and his gift to the Graduate School of Management is the strongest possible demonstration of this support."

Dean Andrew Policano said the gift will help the Paul Merage School of Business gain in stature. "These financial resources are critical to our emergence among the truly distinguished schools in the country," Policano said.

Merage, a member of The UCI Foundation and of the school's board of directors, is involved in several philanthropic endeavors, including his Merage Institute Fellows Program, a national program dedicated to expanding education and career opportunities for immigrants. He is the principal founder of Chef America, which he sold to Nestlé in 2002 in order to focus on his philanthropic interests.

Illinois State Receives \$1 Million Gift from Enterprise

A new Faculty Scholars Program at Illinois State University's College of Business has been made possible through a \$1 million gift from Enterprise Rent-a-Car Foundation. The gift also will allow for the creation of the Enterprise Rent-A-Car Professional Sales Program Student Development Fund.

The Faculty Scholars Program will recognize and support the research and professional development activities of faculty members involved in teaching and research related to professional sales. The Student Development Program will recognize high-achieving students, fund a local student competition, and identify participants for regional and national-level competition.

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\$4 Million Gift Bolsters William and Mary B-School Fund

Raymond A. Mason, president and chief executive officer of Legg Mason Inc., a worldwide financial services company, has donated \$4 million to the College of William and Mary School of Business Administration. A 1959 graduate of the college, he later helped establish the 38-year-old b-school. The donated funds will support several initiatives, including the hiring of seven new faculty members. Mason's gift elevates to \$100 million the total amount raised for the business school from William and Mary's ongoing \$500 million fund-raising campaign.

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NEW MEMBERS**University of South Florida-St. Petersburg**

College of Business
140 Seventh Avenue South
St. Petersburg , Florida 33701-5016
Website: www.stpt.usf.edu

The University of South Florida-St. Petersburg offers distinctive graduate and undergraduate programs in the arts and sciences, business, and education and welcomes individuals from the region, state, nation, and world. Although an integral part of a multi-campus university, the USF St. Petersburg campus retains its own identity and mission while contributing to and benefiting from the shared resources of the University of South Florida.

University of Adelaide

Business School
North Terrace
Adelaide, SA 5005
Australia
Website: www.adelaide.edu.au/professions/

Since 1963, the Adelaide Graduate School of Business has grown considerably in curriculum and student numbers, with more than 1,500 students currently enrolled in a range of management education programs, both inside and outside of Australia. The school has developed a reputation as a provider of first class management education. Graduates command high salaries and many occupy senior management positions in Australia and throughout the world.

Thomas Edison State College

School of Business and Management
101 West State Street
Trenton, New Jersey 08608
Website: www.tesc.edu

Thomas Edison State College was created by the state of New Jersey in 1972 to develop flexible, high-quality educational opportunities for adults. The college is one of New Jersey's 12 senior public institutions of higher education and offers 15 associate, baccalaureate and master's degrees in more than 100 areas of study to students in every state in the United States and more than 80 countries around the world.

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Prince Sultan University

Department of Finance, Marketing, and Accounting
Rafah Street
Al-Waha Area
Riyadh, Central Province 11586
Saudi Arabia
Website: www.psu.edu.sa

Prince Sultan University is an institution dedicated to life long learning opportunities for a diverse population of adult learners in Saudi Arabia. It was established to provide graduate level education to individuals of the Kingdom of Saudi Arabia who want to achieve career education goals. A primary focus of the University is to respond to the needs of the students and to ensure that the students have the best opportunity to learn the skills they need to succeed in their chosen fields.

European Business School-Paris

37-39 Boulevard Murat
Paris 75016
France
Website: www.ebs-paris.com

Founded in 1967, EBS-Paris is a pioneer in the development of a European teaching model and today remains as one of the only schools with presence in most European countries. A trainer of top executives and international managers, EBS-Paris is the driving force behind the creation of eight member schools of a European Economic Interest Group, with member institutions located in Paris, Madrid, Milan, Dublin, London, Munich, Dortmund, Kaliningrad, Riga, and New York.

RWTH Aachen University

Templergraben 64
Aachen, Nordrhein-Westfalen 52056
Germany
Website: www.uf.rwth-aachen.de

The RWTH Aachen is characterized by its strong programs in science and engineering. A wide range of subjects also are offered in economics, humanities and medicine, with emphasis placed on an intensive interaction between all sciences. The focus on interdisciplinary research and teaching is in direct response to the demands placed on future young professionals. The RWTH has cooperative agreements with many universities and research centers throughout the world.

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Instituto Tecnológico y de Estudios Superiores de Monterrey

Business School

Aguascalientes Campus

Carretera a Pocitos Jesus-Maria KM. 1.5

Aguascalientes 20328

Mexico

Website: www.ags.itesm.mx

The Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM), commonly known as Tecnológico de Monterrey, was founded in 1943 by a group of entrepreneurs headed by Don Eugenio Garza Sada. Seeking to educate professionals and provide them with the skills needed to succeed in the business world, Tecnológico de Monterrey has developed into an institution that is recognized, nationally and internationally, for its academic excellence. With 95,000 students, the school offers 34 undergraduate, 51 masters, and 8 doctorate programs.

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NEW PROGRAMS**Maryland Business School Partners with Zurich B-School on Global Executive MBA**

The Robert H. Smith School of Business at the University of Maryland has formed a strategic partnership with the Graduate School of Business Zurich to deliver a 24-36-month, dual-degree, global executive MBA program. The program, which takes advantage of the strengths of both schools and targets mid-level to senior-level business professionals, will be offered to international business executives with at least eight years of professional experience.

The Zurich school, which utilizes a living case approach that builds hands-on learning and experience, is well known throughout Europe. The Smith school brings to the partnership its strong Asian connection, including ongoing programs in China, and its North American roots at the University of Maryland.

The program is designed around two-week blocks, with executives completing blocks in Asia, the United States, and Europe. Participants must complete a total of nine blocks within 36 months to graduate. Courses are taught jointly by Zurich and Smith faculty in three locations.

NYU's Stern School Launches First Student-Managed Social Venture Fund

A student-run social fund, the first of its type in the United States, will distribute up to \$100,000 in grants this spring, following its recent launch by the Stern School of Business at New York University. The Student Social Venture Fund will support organizations that work with students between the ages of 13 and 19 who are transitioning from junior high to high school, high school to college, or school to the workforce.

The fund, housed within the school's Stewart Satter Program in Social Entrepreneurship, is an innovative model whereby students enroll in a for-credit course titled "Social Venture Practicum," manage the venture selection process, award actual cash grants and actively engage with funded programs. Initial capital for the fund comes from the Blue Ridge Foundation and Satter, an avid Stern supporter and benefactor.

"By managing this fund, we have the chance to give back to the New York City community by assisting organizations that help students through very difficult changes," said Irina Kogan, one of the student fund managers. Organizations located in New York are eligible to apply for support from the program. For additional information, visit www.stern.nyu.edu/student-social-venture-fund.

IESE Business School Offers USA, China Residential Modules to Madrid Executive MBA

Madrid-based IESE Business School has added two, week-long residential modules in the United States and China to enhance the general management program of its executive MBA program. The program

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enables students to study at the University of Michigan in Ann Arbor and the China Europe International Business School in Shanghai.

Modifications to the structure of the IESE program will commence this fall. From that point, the executive MBA program will be offered in two editions, with the original series of weekend-long programs shortened to 17 months from the original 20 months. The second edition is a biweekly option lasting 18 months, beginning in January 2006. The program, conducted in English and Spanish, attracts approximately 70 managers with a minimum of five years' professional work experience.

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TRANSITIONS**Bradford Trades Corporate Board for Vanderbilt Deanship**

James W. Bradford, a corporate executive who ran two international glass companies, has been named dean of the Owen Graduate School of Management at Vanderbilt University. Bradford, who had served as acting dean since last June, also was named Ralph Owen Professor for the Practice of Management.

Bradford brings a great deal of management experience to Vanderbilt, where he plans to blend practical business experience with academic rigor to educate Owen students. "We are already well under way with the process of examining the curriculum to ensure that it remains relevant and continues to meet the demands of the dynamic corporate world," Bradford said.

Bradford became acting dean when William Christie, who had served as dean since 2000, stepped down to return to the faculty. He was chosen after a full international search for what is now the Owen School's fifth dean since it was founded in 1969. "After an extensive and rigorous search, it became clear to the search committee, and to me, that the best leader for the Owen School was already in place," said Nicholas Zeppos, provost and vice chancellor for academic affairs.

Bradford, 57, was president and chief executive officer of AFG Industries Inc., a large glass manufacturing and fabrication company. Prior to that he was president and CEO of United Glass Corporation. He also practiced law for 11 years in Kingsport, Tenn., with Hunter, Smith and Davis.

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SURVEY NEWS

AACSB Knowledge Services Survey Schedule

2004-2005 Salary Survey

28 Sept – deadline 1 Nov 2004 (US Members) – [report released](#)
Nov – deadline 15 Dec 2005 (Canadian members) – report pending

2004-2005 Business School Questionnaire

Open Feb/Mar 2005 – deadline Apr/May 2005
All AACSB members

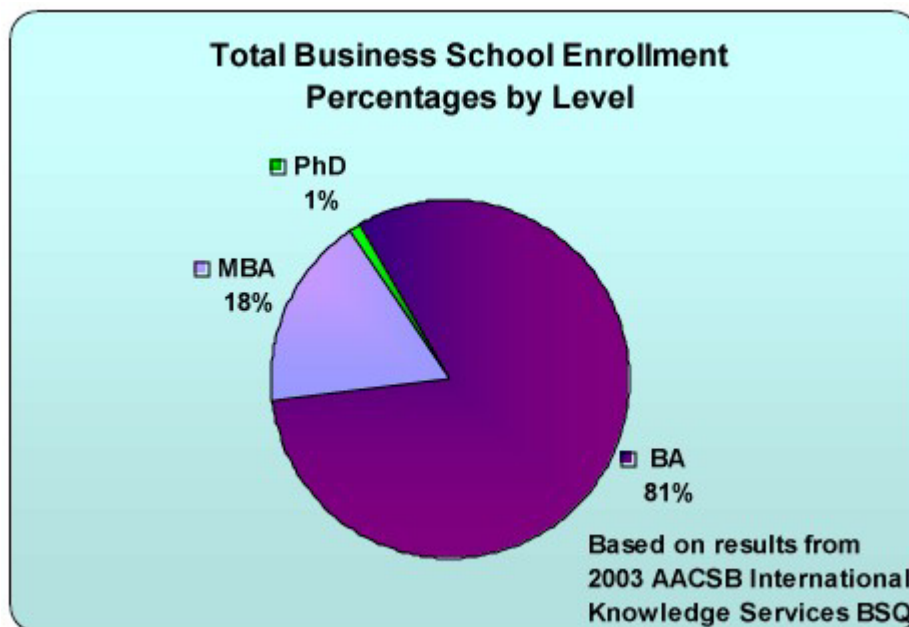
[Accounting Programs Questionnaire](#)

Apr 2005 – deadline 30 May 2005
AACSB members accredited in accounting

Accounting Programs Questionnaire

The purpose of the Accounting Programs Questionnaire (APQ) is to collect data to support the maintenance of AACSB International accreditation. All institutions with AACSB accounting accreditation are invited and expected to complete this survey. The data also will be used to provide accounting programs with benchmarking data for planning and decision making, study trends, and promote accounting programs to students and employers. An Email announcing the APQ soon will be sent to [AACSB accounting accredited members](#).

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DATA DIRECT

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