

Chair's Exchange: Richard E. Sorensen, 2005-2006 Chair, AACSB International**Looking Ahead to the Events, New Challenges in our 90th Year**

Amid the hope, optimism and promise of a new calendar year, AACSB International welcomes nine new institutions from five countries to our accredited member family. The addition raises the total number of AACSB International accredited institutions to 515 business schools located in 28 nations.

We salute the achievements of Groupe ESC Clermont (France), The University of Waikato (New Zealand), Simon Fraser University (Canada), The University of Surrey (United Kingdom), and five schools from the United States: University of Evansville, Frostburg State University, Pennsylvania State University Great Valley, Roger Williams University, and The University of Texas of the Permian Basin.

AACSB International accreditation requires a great deal of commitment and determination on the part of the schools, and their success in earning this milestone deserves high praise.

Our newest accreditation class follows a tradition established by all the schools of business that have been accredited by AACSB throughout our 90-year history. The journey toward accreditation is arduous and involves a great deal of work on the part of faculty, administrators, and, of course, deans. The schools have passed a demanding test that includes meticulous internal review, evaluation, and adjustment of programs so that they meet AACSB International standards.

In addition to the newly accredited group, another 24 schools successfully completed the maintenance of accreditation review process—19 in business and five in accounting. Like initial accreditation, the five-year peer review maintenance process challenges faculty and staff to show how a school has continuously improved, updated curricula, and developed programs that meet the needs of a changing global business climate.

I know that AACSB members around the world will join me in sending our warmest congratulations to our newly accredited schools and those who have achieved maintenance of accreditation.

Two of AACSB's most popular and well-attended events are just around the corner. **The Deans Conference**, the year's most prominent gathering of business school leaders, is expected to attract more than 300 attendees Feb. 3-5 in San Diego, Calif., USA. I always look forward to the Deans Conference because it gives me the opportunity to visit and compare notes with my peers—deans who all share the same challenges inherent in business school leadership.

Designed exclusively for deans, the conference will attract deans from throughout the AACSB International business school family. Deans Conference presents a perfect opportunity to network, exchange ideas, and take part in programs that include a wide array of knowledgeable speakers and presenters. Leadership expert Warren Bennis, academic leader and author Lyman Porter, and noted Harvard business professor Clayton Christensen are among the speakers who will take part.

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Final planning is under way for the **AACSB and EFMD International Conference and Annual Meetings** in Paris April 23-25. This year's historic gathering of management educators breaks new ground in that we will hold our annual conference in conjunction with the European Foundation for Management Development (EFMD). It also will be the first time that AACSB has held its annual conference outside of North America.

Your board of directors recently met in Tampa, Florida and discussed a wide array of issues including but not limited to the recent member services survey, a long-term financial plan, and ratified a list of candidates for the board of directors' positions for 2006-2007.

As AACSB International proudly celebrates its 90th anniversary this year, we look forward to many exciting developments in the next 12 months. Please accept our best wishes for a belated Happy New Year, and we hope to see you at the Deans Conference next month, as well as the AACSB and EFMD International Conference and Annual Meetings in April.

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NEWSLINES**Technology Narrows the Gap for Middle-income Entrepreneurs**

Entrepreneurs in middle income economies are catching up with those in more affluent countries by tapping into new technologies that just a year ago were unavailable. So says research compiled by Global Entrepreneurship Monitor 2005 (GEM), the largest annual measure of worldwide entrepreneurial activity, compiled by more than 150 scholars from 35 countries. The report, sponsored by Babson College and London Business School, was released Jan. 12 for the seventh straight year.

The report notes that entrepreneurs who create innovative businesses drive higher growth rates of gross domestic product per capita. Another finding is that middle income countries tend to start more businesses than high income countries; however, the quantity of start-ups does not necessarily translate into established businesses.

Other key findings of Global Entrepreneurship Monitor:

- Opportunity-driven entrepreneurs have a higher success rate among early-stage businesses
- Middle-income countries are more involved in businesses that focus on the consumer
- Among early stage businesses that expect to employ at least 20 employees within five years, North America dominates with a 1.5 percent participation rate, while Europe and Asia are at the low end with a .5 percent participation rate.
- Micro financing is becoming “the new banking,” and could be the antidote to worldwide poverty. The Grameen Bank in the village of Jobra, Bangladesh micro finances its entrepreneurs. Nearly 300,000 Bangladeshis took micro-enterprise loans and the recovery rate was near 99 percent when the loan was granted on trust instead of collateral.
- Classic venture capital is up for the first time since 2000. In the USA, classic venture capital rose to \$21 billion, up from \$18.9 billion in 2003.
- Most entrepreneurs are funded through the four F’s: Founders, Family, Friends, and Foolhardy Strangers.

For more information on Global Entrepreneurship Monitor 2005, visit <http://www.gemconsortium.org/>.

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San Diego State College of Business Administration Celebrates 50th Anniversary

What do leading San Diego companies Costco, Jack in the Box, SAIC, Union Bank of California, KPMG and Sempra Utilities have in common? Their top executives are alumni of the College of Business Administration at San Diego State University. It's no wonder that the college chose the anniversary theme: "50 Years of Educating San Diego's Business Leaders."



50 YEARS OF EDUCATING
SAN DIEGO'S BUSINESS LEADERS

Although business courses were taught at SDSU as far back as 1922 in the division of social sciences, the college of today began to take shape in the 1955-56 academic year, when it embarked on an accreditation process through AACSB International--The Association to Advance the Collegiate Schools of Business. The college was authorized to grant a Master of Science degree in business administration in September 1955, and majors were offered in accounting, business management, industrial management, personnel management, finance, marketing, and insurance. The school was granted AACSB International accreditation in 1959.

With more than 5,500 students enrolled, 100 full-time and part-time faculty employed, and nearly 1,500 undergraduate and graduate degrees awarded in May, the college has contributed significantly to the San Diego area business community. The school says that nearly 60 percent of its 40,000 alumni have remained in San Diego to contribute to the local economy.

Responding to the needs of the business community is a top priority for Dean Gail Naughton. With a strong background in the business sector, she has implemented innovative new programs that respond to local needs. For example, she tapped local companies like Invitrogen and Pfizer to support a joint Ph.D./MBA in life sciences to help scientists bring their inventions to market.

The College also offers a sports business management MBA program that provides internships with local professional sports organizations.

Naughton feels that 2006 will be a milestone year for the San Diego school. "We are working diligently to raise funding for endowments to help to recruit and retain new faculty," she said. "Additionally, we are identifying donors to name our college and our new building, which is in the planning stages. Success in these endeavors will bring the prestige our college deserves to adequately compete with the top b-schools in the country."

Wharton Announces Debut of India Edition of Online Business Journal

The growth of management education in India is reflected in a recent announcement by The Wharton School. Wharton will create an India edition of the school's online business analysis and research journal, Knowledge@Wharton. The special version, India Knowledge@Wharton, will be published in English and will contain articles on business process outsourcing, family business, research, development, and other topics.

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Knowledge@Wharton is a bi-weekly online resource that provides worldwide access to articles on finance, leadership, entrepreneurship, and marketing. The online resource also is available to readers of Chinese, Spanish, and Portuguese.

The announcement of India Knowledge@Wharton coincides with Wharton's year-long 125th anniversary celebration, which formally took place at the Wharton Global Alumni Forum in Mumbai, India in early January.

Knowledge@Wharton, which made its debut in 1999, has tracked the rise of India as a global economic force. The Indian version, which will be published for the first time in the fall of 2006, will provide timely news stories, interviews, research papers, and podcasts. It will be funded by donations and corporate sponsorships.

Rice University Women's MBA Association Offers Annual Leadership Conference

"Developing a Fitness Plan for Our Professional and Personal Lives" is the theme of the Sixth Annual Women in Leadership Conference, to be hosted Feb. 3 by the Rice University chapter of the National Association of Women MBAs. The conference serves as a forum for women to interact with dynamic speakers on business topics, network with local contacts, and enrich individual and occupational pursuits.

Three speakers will keynote the event: Dr. Taryn Rose, founder and president of Taryn Rose International; Lisa LeMaster, president and founder of The LeMaster Group, Ltd.; and Nancy E. Thomas, partner, IBM Business Consulting Services. For more information on the conference visit: [Women in Leadership Conference](#).

Denver School Forms Consortium to Reduce Online Costs for Independent Colleges

A program to allow smaller, independent colleges to participate in online learning without the high cost of implementing an entire program has been launched by Regis University's School for Professional Studies. The Denver, Colo. School said its new Online Consortium of Independent Colleges and Universities will provide participating universities with the opportunity to offer areas of concentration that normally would not be part of their curriculum.

The consortium makes it possible for students to log on through their home institution and choose from a number of courses offered at Regis and four other host colleges. More than 30 institutions have joined the program, including Loyola University of New Orleans, whose students can take full advantage of the online program following their displacement by Hurricane Katrina.

"The consortium allows our displaced students to continue pursuing their degrees and to stay connected with Loyola until they can return to New Orleans," said Marcel J. Dumestre, dean of City College at Loyola.

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BRIEFLY--The School of Management at **Boston University** announced a partnership that will create a scholarship program in the name of the Boston Chapter of the National Society of Hispanic MBAs .

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DEAN'S CORNER**The Global Marriage of Law and Business**

By Sung Joo Park
KAIST Graduate School of Management



The Sarbanes-Oxley Act in the United States has mandated changes not only in accounting procedures but also in business education around the world. One clear change is the emphasis on ethics, which has been expanded to include a more general concept of corporate social responsibility. After the scandals of Enron, WorldCom, and other companies, it is clear that only ethical, decent and just companies can survive and sustain growth in the long-term.

However, emphasis on ethics raises several important questions for business schools. The most fundamental is whether or not ethics can be properly taught. Will one course in ethics be sufficient? Are there enough faculty members who can teach ethics? Can ethics be taught by less-than-ethical professors?

Another driving question is the balance between ethics and law. Not all legal issues are ethical; and many ethical issues are not covered by law. Ironically, a major swing toward ethics may create legal problems because businesses must obey the law. After all, a corporation is a legal entity and Sarbanes-Oxley is a law.

In this era of global business, it is impossible to be a successful CEO without proper legal knowledge. The growth of world capital markets and the resulting globalization in most industries means more cross-border business deals and transactions. More than ever, a global manager should understand the legal aspects of intellectual property rights, as well as mergers and acquisitions in the global marketplace.

In order to properly equip global managers with legal knowledge, business schools offer legal education in three forms: a business law course, a certificate program for business lawyers, and a JD/MBA dual degree program.

Business law is most often presented as a one-elective course within MBA programs. This may not be sufficient for the managers who continuously face international legal conflicts in their business activities.

A certificate program in law and business is usually part of a joint program of the business and law schools designed for law students who are interested in a corporate law career. A typical certificate program permits JD or LLM students to receive graduate level business school training in conjunction with their legal education.

Likewise, a JD/MBA dual degree program is jointly offered by the business and law schools. It provides students with thorough grounding in both business and law, thus enabling them to follow a career in legal practice, public governance, consulting, investment banking, entrepreneurship, or venture capital.

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Although a JD/MBA program is a more comprehensive education, it is limited mostly to lawyers because of the requirement to obtain a JD degree.

Recently, the KAIST Graduate School of Management in Korea signed an agreement with Northwestern University School of Law to collaborate on three programs: an LLM program, an MBA for lawyers, and an LLM-MBA dual degree program. Students who complete the three-year course under the joint degree program will receive LLM and MBA degrees from both Northwestern University and KAIST. This is the first collaborative experiment of its kind between a law and business school. It is an experimental, international marriage of law and business that takes place neither in the same university nor in the same country.

It is clear that this type of collaboration is a win-win situation for all parties. It satisfies the demands of global companies in emerging economies for the integrated knowledge of international law and business. Northwestern Law School has an advantage because it can expand its academic reach and market, while KAIST Graduate School of Management benefits from taking a leading role in the new venture to help develop a new model of an MBA education.

No one knows for sure what the ideal marriage between law and business will be; but now may be the best possible time to tie the knot.

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ASSOCIATION NEWS

Nine Institutions Earn Initial Accreditation with AACSB

Nine institutions of higher learning from five countries have earned international accreditation from AACSB International—The Association to Advance Collegiate Schools of Business. AACSB International, founded in 1916, is the premier global accrediting body for business schools offering undergraduate, master’s, and doctoral degrees.

The newly accredited schools include Groupe ESC Clermont (France), The University of Waikato (New Zealand), Simon Fraser University (Canada), The University of Surrey (United Kingdom), University of Evansville (United States), Frostburg State University (United States), Pennsylvania State University Great Valley (United States), Roger Williams University (United States), and The University of Texas of the Permian Basin (United States).

“AACSB accreditation represents the highest achievement for an educational institution involved in management education,” said John J. Fernandes, president and chief executive officer of AACSB International. “The faculties, deans, directors, and administrative staffs of our newly accredited schools are to be commended for their role in earning initial accreditation.”

The nine newly accredited schools raise to 515 the number of institutions around the world that have earned AACSB International accreditation for their business schools. Less than 10 percent of schools worldwide have achieved this designation.

Accreditation with AACSB International involves applicant schools undergoing meticulous internal review, evaluation, and adjustment—a process that can take from three to seven years. During this period, schools develop and implement a plan intended to meet the 21 AACSB standards that ensure high quality of management education.

“Earning AACSB accreditation requires a great deal of dedication from the entire educational institution,” said Jerry Trapnell, chief accreditation officer of AACSB International. “Schools that go through the process not only meet a multitude of standards of excellence, but also make a commitment to continuous improvement. Every five years they will be required to undergo a rigorous peer review to maintain their accreditation.”

In addition to the newly accredited schools, 19 AACSB accredited institutions have successfully completed their maintenance of accreditation review in business. The list: University of Alberta (Canada), Carnegie Mellon University (United States), DePaul University (United States), University of Houston (United States), University of Louisiana at Lafayette (United States), University of Maryland (United States), University of Massachusetts-Amherst (United States), University of Massachusetts-Lowell (United States), University of Missouri-St. Louis (United States), University of Montevallo (United States), Morgan State University (United States), The University of New Mexico (United States), Pace University (United States), Sam Houston State University (United States), Warwick University (United Kingdom),



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Clark Atlanta University (United States), Oregon State University (United States), San Francisco State University (United States), and University of Utah (United States).

Five AACSB accredited schools have successfully completed their maintenance of accreditation review in accounting: DePaul University (United States), Arizona State University (United States), University of Massachusetts-Amherst (United States), The University of New Mexico (United States), and University of Missouri-St. Louis (United States). Approximately 32 percent of the 515 schools accredited with AACSB International hold supplemental accreditation in accounting.

EARNED EXCELLENCE**THE BEST BUSINESS SCHOOLS IN THE WORLD
THE BEST ACCOUNTING PROGRAMS IN THE WORLD**

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Historic Downtown Building Home to Simon Fraser University Graduate School



One of AACSB's newly accredited business schools has a beautiful new home for its graduate study program. Simon Fraser University, located in Vancouver, B.C., Canada, has turned a downtown 1923 bank building into the elegant, new Segal Center, home to the Segal Graduate School of Business.

Formerly the Bank of Montreal, the building was restored by retaining the original architectural elements, yet transforming it into a contemporary home for management and academic study.

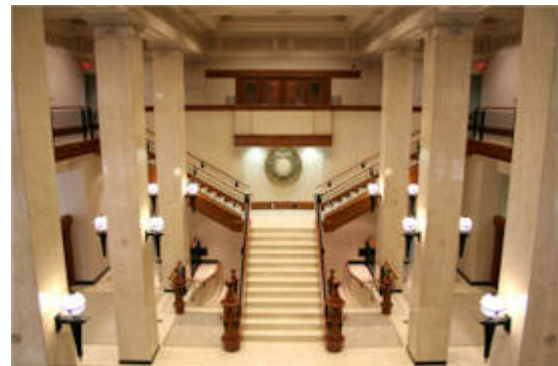
The Segal Graduate School of Business building is a partnership among business, government, and university resources. Located at the corner of Granville and Pender in Vancouver, the building is positioned to be a gathering place for business leaders, while providing a stately home to MBA, graduate programs and management research.

The building, made possible through the generosity of Joe and Rosalie Segal and family, also houses new research centers, including the CIBC Center for Corporate Governance and Risk

Management, and the CMA Center for Strategic Change and Performance Measurement.

Simon Fraser University was the first university to establish a presence in downtown Vancouver in 1989. Continuing the SFU tradition of preserving Vancouver's heritage, the Segal Graduate School of Business is western Canada's first dedicated center for graduate business education.

The university is named after Simon Fraser (1776-1862), a fur trader and explorer who charted much of what is now the Canadian province of British Columbia.



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AACSB in the NEWS

International News Outlets Feature AACSB in Articles

AACSB International continues to be featured in news, feature, and opinion articles in media throughout the world.

AACSB President and Chief Executive Officer John Fernandes was quoted in the New York Times in an article that examines the criteria students use to choose a business school. An article by AACSB Chair Richard E. Sorensen was published in *Virginia Business* about the changing roles of business schools. A question and answer interview with John Fernandes appeared on the Forum MBA, a web site that promotes the value proposition of the MBA to potential candidates and recruiters. Other articles include some coverage on AACSB's newly accredited schools.

Has your business school received significant coverage on a development or news event in your local area? Please let us know by sending the article or link to John Polis, johnp@aacsb.edu.

[USA \(New York Times\) – J. Fernandes Quoted on Choosing a B-School](#)

[USA \(Virginia Business Magazine\) – R. Sorensen Writes on Changing Nature of B-Schools](#)

[United Kingdom \(Forum MBA\) -- J. Fernandes Q and A on the value of management education](#)

[New Zealand \(Waikato Times\) – New Accreditation for Waikato](#)

[Global \(Business Wire\) – Hyperion Joins AACSB as Corporate Member](#)

[USA \(Tampa Bay Business Journal\) – R. Sorensen quoted on Deanship Openings](#)

[USA \(Baltimore Business Journal\) –R. Sorensen quoted on Towson program](#)

[USA \(Midland, Texas Reporter-Telegram\) – J. Fernandes quoted on Accreditation for UTPB](#)

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CONFERENCE ALERT**Development and Communications Conference at Baruch College March 3-5**

The annual AACSB International Building B-Schools: Development and Communications Conference will be held Friday to Sunday, March 3-5 at the Zicklin School of Business at Baruch College, The City University of New York. For public relations, marketing, and development professionals at business schools around the world, this is *the* key event on the AACSB International conference calendar.

The PRIME (Public Relations in Management Education) Affinity Group will kick off the conference Friday afternoon at 3:30 p.m. at the conference hotel, the New York Helmsley. It will feature a special program on a topic dedicated strictly to the application of public relations in the b-school arena. The meeting will precede the conference's welcome reception at 5 p.m.



This year's Building B-Schools Conference includes a variety of communications topics that are of interest to those of us who work in b-school communications, including a special new media panel discussion. Other topics to be covered include:

- Delivering your message to a large audience on a small budget
- Major Gifts / Capital Campaigns
- Online Strategies to Maximize Fundraising Results
- Marketing Leading Technology Applications
- E-newsletters - ways to drive home messages in effective, unique, and innovative ways
- Brand Strategy and Brand Development
- Developing an Integrated Marketing Plan

The conference is designed for b-school personnel who practice public relations, external affairs, development, marketing, communications, and alumni development campaigns. You can register for the conference by visiting [Building B-Schools](#) on the AACSB International web site.

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AFFINITY GROUP SPOTLIGHT**European Affinity Group Holds Meeting in Mannheim, Germany**

The subject of rankings was a major part of the discussion at a December meeting of the AACSB European Affinity Group in Mannheim, Germany. The group discussed the latest version of a memorandum on ranking issues and proposals. Taking part in the discussion were John Fernandes and Jerry Trapnell from the AACSB International world headquarters.

Fernandes noted that the document contained many interesting remarks and proposals that contributed to the rankings discussion and invited the group to communicate the memo to AACSB's Committee on Issues in Management Education (CIME).

Concerning data collection and ranking methodology, the group also discussed the possibility of launching joint work with European organizations that are specialized in the assessment of higher education programs. A working group composed of Martin Schader (Mannheim), Andrea Gasparri (Bocconi), Nicolas Mottis (ESSEC) and Thierry Grange (Grenoble) will look into the possibility of such joint work.

Trapnell presented an overview of AACSB standards, the maintenance of accreditation process, and the value of accreditation campaign. The importance of participating in AACSB data collection surveys was also emphasized.

Two New AACSB Seminars Aid Assessment, Teaching

Two new seminars, each led by industry experts, are scheduled in the coming months on the AACSB professional development calendar. The Applied Assessment Seminar and Teaching Effectiveness Seminar are both focused on measurable improvement and individual development.

The Applied Assessment Seminar is designed to help schools take their assessment programs to the next level. An in-depth presentation helps you learn how to build an integrated assurance of learning system and an assessment culture that unifies faculty to improve student learning. Focal points for the seminar include the nuts and bolts of implementation, common pitfalls to avoid, managing data, and channeling data back into the curriculum to enhance learning.

The Applied Assessment Seminar is offered at two separate times and locations—March 6-7 in Tampa, Florida, and June 12-13 in Denver, Colorado.

The Teaching Effectiveness Seminar, offered March 23 – 24 in Tampa, Florida, will inspire both new teachers and seasoned veterans. Taught by the best professors from top business schools, the seminar will show you ways to improve instructional effectiveness and course design. You'll also participate in discussions on how to best engage students in the learning process. Most importantly, you'll work with peers and instructors on a personal development plan to improve your teaching now and in the future.

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At the conclusion of both seminars, participants will earn an AACSB International certificate of completion.

For more information on this and other AACSB Seminars, visit: [Seminars](#)

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TRANSITIONS**Acting Dean Promoted to Dean at University of Southern Indiana's College of Business**

The new dean at the College of Business at the University of Southern Indiana is Mohammed Khayum, a faculty member since 1991. Khayum had been serving as acting dean since August when R. Eugene Klippel resigned his post.

Among Khayum's many projects at USI is the economic impact studies conducted in the Evansville area. One of his first was a 1997 study of the impact of Evansville ARC, an organization that supports people with disabilities, and its impact on the Vanderburgh County economy. In 2004, he collaborated on an economic impact study for Toyota Motor Manufacturing Indiana.

Khayum said he plans to explore opportunities in teaching and service, but also wants the college to establish a more distinct identity. "Then we won't just be one of the pack," he said. "We will be something special."

Khayum has an undergraduate degree from the University of Guyana and has completed master's and doctoral degrees at Temple University. He joined USI in 1991 as assistant professor in the Department of Economics and Finance. He was promoted to associate professor in 1995 and named professor of economics in 2001. He was chair of the department from 2001 until his appointment as associate dean and director of the MBA program in 2004.

University in United Arab Emirates Selects Texas A&M's Richards as Business Dean

A real estate and banking expert at the Mays Business School at Texas A&M has been chosen to assume the deanship of the School of Business and Management at the American University of Sharjah in the United Arab Emirates. R. Malcolm Richards, who has been director of the Mays School's Real Estate Center, as well as the Peters Professor of Banking, began his career at Texas A&M as a finance professor in 1974. Other than two years when he served as dean of the business school at Wichita State University (1991-93), he spent his entire career at Texas A&M.

"Malcolm Richards has been a wonderful colleague at Mays Business School for a number of years," said Dean Jerry Strawser. "When I visit with former students, his name is frequently mentioned as one of the faculty members who truly made an impact on their lives. While we all are excited for him as he undertakes this wonderful opportunity, our school simply won't be the same place without him."

He served as a consultant and expert witness in the areas of valuation, corporate finance and investments, and has conducted feasibility studies for major projects in the U.S. and abroad. He has worked in Thailand, Saudi Arabia, France, and Russia.

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Appalachian State's Walker College of Business Welcomes Randy Edwards as Dean

Randall K. Edwards, chair of the Walker College of Business' Department of Accounting since 1992, has been named the new dean at the Appalachian State University school. He had been serving as interim dean for the past six months.

Edwards is the recipient of both bachelor's and master's degrees from Appalachian State, and a PhD in accounting from the University of Tennessee-Knoxville. He was a senior auditor with Ernst and Whinney from 1978-81, and an instructor at the university from 1981-83. He has been a member of the Walker faculty since 1986.



He is the author or co-author of numerous journal articles, including "Employee Fraud in the Casino and Gaming Industry," published in *Internal Auditing*; "The Sarbanes-Oxley 'Ax'," published in *The CPA Journal*, and other articles.

Regarding Edwards' appointment, Provost Stan Aeschleman said: "The Walker College of Business' stellar reputation for educating future accountants, bankers, business executives, and other business leaders is due in part to Randy's leadership, both as a former department chair and interim dean."

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APPOINTMENTS

Linthicum, Accounting Professor at Texas-San Antonio, Named SEC Fellow



Cheryl Linthicum, associate professor of accounting at The University of Texas at San Antonio, has been named an Academic Accounting Fellow in the U.S. Securities and Exchange Commission Office of the Chief Accountant in Washington D.C. Her term, which began in August, will last one year.

Linthicum taught financial and international accounting to undergraduates, doctoral students, and executives at UTSA. Her research interests have been focused on international accounting issues, including the application of international financial reporting standards. She serves as associate editor for the Journal of International Accounting Research.

Fellows serve as research resources for the SEC staff by interpreting and communicating research materials as they relate to various areas of interest. They also are assigned to ongoing projects.

North Carolina State College of Management Names Former CEO Executive in Residence



The former chairman, president, and chief executive of National Commerce Financial Corporation has been named the newest executive in residence at the North Carolina State College of Management. Ernest C. Roessler will lecture and assist with career coaching for students, as well as work with faculty and assist with community relations.

Roessler joins the College after 40 years of successful leadership positions in the financial services industry. He received his bachelor's degree with Dartmouth in 1962, followed by an MBA from the Tuck School of Business in 1963. His career includes 24 years with Mellon Bank in western Pennsylvania and positions with Central Carolina Bank in Durham.

Audencia Nantes Research Director Earns Re-appointment to Wharton Program

Bertrand Venard, an Audencia Nantes School of Management research director, has been reappointed a fellow of the Wharton Financial Institutions Center at the University of Pennsylvania. An insurance expert, Venard is one of only 13 of the center's 65 affiliated faculty members from a school or university outside the United States.

The re-appointment follows Venard's 14-month sabbatical at Wharton where he researched a book on world insurance, a collaboration with David Cummins, a Wharton professor. The book, "International Insurance Markets—Between Global Dynamics and Local Contingencies," will be published this spring.

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Wharton's Financial Institutions Center, established in 1992 with funds donated by the Sloan Foundation, conducts research into three main areas of financial services: productivity and performance, financial risks, and the competitive structure of markets and institutions.

BRIEFLY—Judee Lonnee has joined the **North Carolina State University's College of Management** as assistant director of admissions for the NC State MBA, focusing on the part-time program.

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AWARDS

Finance, Research Professors Garner Top Teaching Awards at University of Toronto

A corporate finance professor and a marketing research leader are the 2005 winners of awards in teaching excellence at Rotman School of Management of the University of Toronto. Jan Mahrt-Smith was named the winner for excellence in teaching, while Sridhar Moorthy received the award for research excellence.



Jan Mahrt-Smith

The awards are named after Dean Roger Martin and his wife, Nancy Lang, who established them through a 1999 gift. Their purpose is to recognize and encourage excellence in the research and teaching activities at the school.



Sridhar Moorthy

Mahrt-Smith, who joined Rotman as an assistant professor of finance in 2002, has taught in the school's MBA and PhD programs, including the first-year finance course in the full-time MBA program. He has won several teaching awards for his work, including the Professor of the Year Award. He has been at the forefront of bringing innovative technological teaching tools to the classroom.

Moorthy, the Many Rotman Professor of Marketing at the school, previously taught at the University of Rochester, Yale, University Pennsylvania, UCLA, and INSEAD. His expertise is in the application of economic principles to marketing problems, particularly in the areas of strategic pricing and advertising.

Marketing Professor Wins Third Fulbright Grant for Work in Bangladesh



Syed Saad Andaleeb, professor of marketing at Penn State Erie (The Behrend College), has been awarded a third Fulbright grant to fund his teaching and research work in Bangladesh. He will spend three weeks lecturing at BRAC University in Dhaka as a Fulbright senior specialist. He also will work with 25 staff and professionals affiliated with the university's Institute of Education and Development to design research methodologies and proposals that can be used to aid the Bangladesh public education system.

The J. William Fulbright Foreign Scholar program is administered by the Council for International Exchange of Scholars under a cooperative agreement with the U.S. Department of State.

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GIFTS AND GRANTS**University of Iowa Deanship Endowed by Henry B. Tippie Donation**

A \$5 million gift to the UI Foundation from University of Iowa business graduate Henry B. Tippie will endow the deanship at the Henry B. Tippie College of Business. The college was named after Tippie following his \$30 million gift to the college in 1999.



A longtime contributor to the University of Iowa, Tippie said he hopes his latest gift will help the university attract a high-level candidate to succeed Gary C. Fethke, who will retire as dean of the college in mid-2006 and return to the faculty.

“In his 12 years as dean, Gary Fethke has strengthened all aspects of the college’s academic and research programs ...,” Tippie said. “This endowment will help ensure that the next dean continues this upward trajectory, placing and keeping Iowa in the ranks of the nation’s and world’s very best business schools.”

A native of Belle Plaine, Iowa, Tippie earned a bachelor’s degree in accounting from the university in 1949. He is CEO for Rollins Truck Leasing Corporation, chairman and CEO of Tippie Services, Inc., and chairman of Dover Downs Entertainment, Inc. In addition, he owns Tippie Ranch, a 30,000-acre working cattle ranch near Austin, Texas. The recipient of numerous Iowa alumni awards, he was named national winner of the Horatio Alger Award in 1996.

Washington State Alumnus, Now Boeing Sales Executive, Endows Marketing Chair

A gift of \$500,000 from Scott and Linda Carson has finalized the first endowed chair in the field of marketing at the Washington State University College of Business and Economics. The Boeing/Scott and Linda Carson Endowed Chair in Marketing reflects Scott’s new role as executive vice president of sales for Boeing Commercial Airplanes.

Carson and his wife are alumni of Washington State and have in the past contributed to WSU projects through the Carson Family Endowed Scholarship Fund, as well as made possible the Scott and Linda Carson Center for Professional Development that opened this fall. He also played a vital role in the building and equipping of the Boeing Wireless Classroom of the Future that exists within the college.

The endowed marketing chair is one of 15 endowed chairs and distinguished professorships that are fully funded in the business college.

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Half-Million Donation Creates Chair at The University of Texas at San Antonio

Former Texas Governor Dolph Briscoe Jr. and his family have donated \$500,000 to The University of Texas at San Antonio College of Business to establish an endowed chair in memory of his late wife, Janey Slaughter Briscoe. Mrs. Briscoe served on The University of Texas System Board of Regents from 1981 to 1987.

Briscoe was governor from 1973 to 1979 and has enjoyed a distinguished career as a politician, rancher, and community leader.

"This endowed chair is a monumental step for the college as we move forward to a new phase of national recognition for the College of Business," said Dean Lynda de la Viña. "We are grateful to Gov. Briscoe and his family for their generosity and their support of business education."

NEW PROGRAMS**HEC Offers Dual Degree Program with Tsinghua University in China**

HEC School of Management in France has increased its collaboration with Chinese universities by establishing a dual degree MBA program for students of Tsinghua School of Economics and Management and the HEC MBA Program. Tsinghua students who have completed their first year core curriculum, will attend HEC for their second year by taking HEC MBA Program elective courses.

HEC has a presence in three Chinese cities: Beijing, Shanghai, and Hong Kong with programs aimed at the business community, universities, and potential candidates. "HEC long-term collaborative agreements with Chinese universities contribute to HEC's reputation and attractiveness for potential candidates to Grand Ecole, MBA and PhD programs," said Bernard Ramanantsoa, dean.

As a result of HEC's programs in China, nearly 200 alumni of HEC are employed there, while 50 Chinese students are studying in France on the HEC campus. Nine foreign languages are taught at HEC, including Chinese.

Cornell University in Washington State? Executive MBA Program Migrates Westward

Cornell's Boardroom Executive MBA Program has crossed the United States and been approved for offering in Washington State. The program, which divides students into learning teams of 6-8 people, assigns each team to a boardroom location in the city where the participants live and work.

The 17-month program includes courses that are delivered in a combination of three on-campus residential sessions and three Saturdays per month. During the Saturday sessions, participants from throughout the USA and Canada gather in their respective boardroom sites, connected through a video conference to an on-campus studio where the professor is located.

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Graduates of the program, a partnership between The Johnson School at Cornell and Queen's School of Business in Kingston, Ontario, Canada, are awarded two MBA degrees—one from Cornell and one from Queen's. The inaugural group of participants will complete the program in November 2006.

Babson Offers Business Basics to Undergraduates in Three-Week Summer Program

The fundamentals of business concepts through coursework, hands-on experience, and case studies will be taught to Babson College undergraduates during a three-week summer program, "Babson Business Edge." The course will show how accounting, business law, entrepreneurship, finance, information technology, marketing operations, organizational behavior, and strategy interrelate to form the fundamentals of management. They also will participate in online business simulations from research and design to production and marketing.

Students will be paired with a trained coach from Babson's Coaching for Leadership and Teamwork program, who will provide guidance on leadership teamwork, decision making, oral communication, and listening skills. Attendees also will have a career advisor available for individual feedback on personal marketing materials and interviewing skills.

Also participating in the course will be Boston-area business professionals and alumni, who will help students with networking skills and the art of establishing valuable contacts.

Smith School at University of Maryland Announces Accounting Master's Program

A new Executive Master of Science in Accounting program focusing on internal auditing will help meet a critical need for accountants with advanced degrees and internal audit specialization, the Robert H. Smith School at the University of Maryland has announced.

Following the institution of the Sarbanes-Oxley Act, interest in accounting programs is on the rise, according to a recent report by the American Institute of Certified Public Accountants. Enrollment in accounting programs between 2000 and 2004 rose 19 percent.

The new Smith School program was designed with input from major accounting firms and professionals. It will be delivered in an executive format, with classes meeting on Saturdays for 15 months. In addition to the internal audit track, a general accounting track will be offered as an option.

Eller College at University of Arizona Combines Core Courses into Single Project

In an effort to revamp its undergraduate curriculum and make it more like "a small, private college," the business school at the University of Arizona has integrated core coursework in marketing, management,

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and finance into a single project that spans the semester. The project—Creating Comprehensive Business Plans—is a junior-year initiative that seeks more continuity, interaction among instructors and students, and utilization of team concepts similar to current business models.

Students showcased the results of their project in December at the college's first Undergraduate Core Project Expo, where more than 70 student teams exhibited their business plans and competed for top honors. The Expo included a morning trade show to showcase business plans, followed by team presentations of ideas to judges that played the role of investors.

Eller College of Management also announced that executives and managers can enroll in the school's 14-month Executive Master of Business program in Phoenix. Prior to this, the program was offered only on the university's home campus in Tucson.

Regarding taking the program to the Phoenix area, Dean Paul Portney said: "This is the fastest growing part of the country, and balanced and sustained economic growth will require business leaders with cutting-edge analytical skills and real-world experience. These are the kind of people we recruit for the Eller EMBA—in Phoenix and throughout the Southwest."

BRIEFLY—Washington State University has expanded its presence in Europe by establishing a partnership with Cesar Ritz Colleges Switzerland. All business majors at WSU can take classes toward graduation in Brig, Switzerland, where courses will be taught by professors from both schools.

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B-SCHOOL QUOTABLES

- **Richard E. Sorensen**, chairman of AACSB International commenting on the history of programs offered by American universities to Eastern European business schools:

"European schools wanted the benefit from the faculty knowledge and the various business disciplines the U.S. schools had. They also wanted the benefit of the reputation of the U.S. degree," Sorensen said. "They don't need to depend so much (now) on the U.S. faculty."

January 9—*Rochester Democrat & Chronicle (USA)*

- **Geralyn McClure Franklin**, dean of the business school, The University of Texas of the Permian Basin, following the granting of AACSB International accreditation:

"What we have gained from the accreditation program is that there are always ways of improving. By making a conscientious effort of looking for those means of improvement, we will continue to offer our students a valuable learning experience."

December 28, 2005—*Odessa American (USA)*

- **Bob Clark**, dean of the School of Business Administration at the University of Evansville, following the granting of AACSB International accreditation:

"This is another example of the University of Evansville's commitment to excellence and dedication to student achievement," UE President Stephen Jennings said in a statement. "... Now our business program joins the elite business schools in the world that have met the rigorous standards of AACSB International accreditation."

December 21, 2005—*The Evansville Courier (USA)*

- **Hwangbo Eun**, an official with the Republic of Korea's Ministry of Education and Human Resources Development on the government's decision to allow schools more freedom to develop their b-school programs:

"The Ministry aims to foster 10 business schools up to international level such as receiving AACSB certification and will receive universities' applications from the next month ... We recently conducted some research which shows that over seven out of 10 company executives are not satisfied with the graduates from the current business schools."

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November 29, 2005—*The Korea Times*

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NEW MEMBERS**National Cheng Kung University**

College of Management
1st University Road
Tainan, Taiwan 701
Republic of China
Website: www.ncku.edu.tw

Located in Tainan City, Taiwan Province, the Republic of China. The main campus is situated across from the Tainan Railway Station, but the entire university is made up of nine different campuses that span more than 450 acres. National Cheng Kung University includes the Cheng-Kung, Sheng-Li, Kuang-Fu, Chien-Kuo, Tzu-Chiang, Ching-Yeh, Li-Hsing, Kuei-Jen, and An-Nan campuses, plus areas designated for dormitory use.

Groupe ESC Saint Etienne

51_53 Cours Fauriel
BP 29
Saint Etienne 42009 cedex 2
France
Website: www.esc-saint-etienne.fr

The primary mission of the Saint Etienne School of Management is to provide its students with the highest quality business education supported by an emphasis on research and teaching excellence. The school offers an ever increasing number of undergraduate and graduate programs, building on its strengths in the areas of entrepreneurship, design, purchasing, and supply-chain management.

University of Zurich

Institute for Strategy and Corporate Economy
Plattenstr. 14
8032 Zurich
Switzerland
Website: <http://www.unizh.ch>

Founded in 1833, the University of Zurich traces historical roots back as far as 1525, the days of protestant reformer Ulrich Zwingli. Today the university's 2,000 lecturers in 140 special institutes provide the broadest range of subjects and courses available from any Swiss institution of higher education. With 24,000 students and 1,900 graduates every year, it is Switzerland's largest university.

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The mission of Tecnológico de Monterrey is to develop persons with integrity and ethical standards from persons with integrity, ethical standards and a humanistic outlook, and internationally competitive in their professional fields. At the same time, they will be good citizens committed to the economic, political, social and cultural development of their community and to the sustainable use of natural resources.

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SURVEY NEWS

AACSB Salary Survey Report released to participating schools

AACSB Knowledge Services is pleased to announce that the 2005-2006 Salary Survey Report has been completed and distributed to participating schools. The Salary Survey Report is the most comprehensive report of its kind for U.S.-based business administration and accounting colleges, schools, and programs. Nearly 500 U.S.-based AACSB member schools participated in the 2005-2006 survey, including nearly all accredited U.S. members. Data was provided on more than 25,000 faculty and 4,200 administrative personnel. Survey participants are eligible to receive the entire report without charge. The report will soon be available for purchase to non-participating schools. Contact Knowledge Services (knowledge.services@aacsb.edu) for more information.

AACSB member representatives will receive additional information about how to purchase a subscription to the AACSB DataDirect service, which provides unlimited access to create customized salary comparisons. In addition to providing access to as many Custom Salary Survey Reports as you wish to produce, DataDirect will allow you to more effectively manage comparison groups and view comparable data in a variety of formats.

DATA DIRECT

Tenure and Age of Deans

Average number of years in current position	5 years
Average number of additional years expect to be in current position	5 years
Average number of years that the prior dean was in the position	6.3 years
Median Age	54 years

Source: 2002 AACSB International survey of 419 deans worldwide.

eNEWSLINE, a service for AACSB International members, is published monthly by AACSB International – The Association to Advance Collegiate Schools of Business. eNEWSLINE values your thoughts and suggestions. Email questions, comments, press releases to Johnp@aacsb.edu [Submission Guidelines](#)

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