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John Fernandes, President and Chief Executive Officer, AACSB International

DataDirect Opens Access to World's Largest Business School Data Base



When our Knowledge Services team launched its new DataDirect system earlier this month, we reached a major milestone. Knowing that access to information has never been more important for leaders in any industry, we're extremely pleased to be able to offer this unique service to all AACSB schools.

DataDirect unlocks the world's largest business school data base and offers our schools anywhere/anytime access to vital information. We're finding that DataDirect can help administrators to plan, make decisions, and operate their schools at maximum effectiveness. Leaders are using the system to compare faculty salaries, identify resource gaps, and develop benchmarks useful in assessing their programs, students, and faculty at peer schools.

We moved forward with DataDirect largely because of the tremendous advantages it offers to users, especially in terms of the depth of information and flexibility of the reports that can be generated, all in a maximum security environment. Deans or other administrators can delegate survey completion to others via a secure system where each user is assigned separate IDs and passwords.

Longitudinal data and reports, including articles and overviews from any year, also are enabled by DataDirect. Multiple comparison groups can be created, providing more richer and robust information than has ever been available. Almost unlimited customization now is possible, expanding possibilities in an extraordinary way. The data also can be presented in various formats; slide shows and graphics can be built from the information, for example.

We're urging each member school to complete and submit the business school questionnaire (BSQ) through DataDirect when it becomes available later this month. The BSQ is obviously the core of our collective strength; as more and more questionnaires from around the world are collected, the data base becomes even stronger. Of course, DataDirect is already the world's central repository for current and historical business school data; but each submission adds to the richness and potency of that information.

All AACSB schools receive basic access to the system, which allows you to participate in our surveys and download aggregate reports. Customized benchmarking and reports are available through a subscription service. An annual subscription of \$500 provides full access to all custom features. An option that provides three months of access for \$150 also is available. More details and information are available at our [Data Direct](#) Web site.

Excitement and momentum are also escalating around the AACSB and EFMD International Conference and Annual Meetings, which will be held in Paris, France, April 23-25, 2006. This will be the first-ever AACSB/EFMD joint conference and the first AACSB annual meeting to be held outside North America. The program includes an impressive list of world leaders, including French Prime Minister Dominique de Villepin and Jim Goodnight, chief executive officer of SAS, plus deans Patrick Harker of The Wharton School, Gabriel Hawawini of INSEAD and IMD President Peter Lorange. The AACSB/EFMD International Conference program will explore the future of faculty and scholarship, the rankings dilemma,

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corporate/social responsibility, international alliances, and AACSB and EQUIS accreditation. For more information about this event visit: [The AACSB and EFMD International Conference and Annual Meetings](#).

I hope you'll be able to join us in Paris.

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Sustainable Development in Business Schools

By Roberto Artavia
rector, INCAE



Introducing new ideas, and hopefully new values into the core of an MBA program requires a number of actions by the leadership of a business school. In the case of INCAE here in Costa Rica, we have been hard at work for the last 14 years to make the ideas of sustainable development available and, most importantly, key to the decision-making of all our graduates.

As an international program primarily serving students from emerging economies, the creation of an effective framework to link sound business decisions with the ideas of sustainability is of utmost importance to us. For these frameworks and ideas to become a key part of their effective decision-making, students must accept sustainability as part of their values.

In order to achieve this, the school first has to develop credibility. In our case, we founded—with the support of world leaders in the field—a think tank and research center dedicated to original research and the dissemination of the key ideas of sustainability in the countries where the school primarily operates. At the same time, we established alliances and joint projects with leading organizations in the field such as, the World Business Council for Sustainable Development, the Social Enterprise Knowledge Network, and the AVINA Foundation, all of which helped advance and legitimize the process.

To create the necessary critical mass, we hired four PhDs with expertise in the key topics—energy and ecoefficiency, environmental economics, social economic and environmental project appraisal, and corporate social responsibility. We allocated significant resources to research in the field, including four full time researchers at the master's level.

We also took specific steps to change the internal environment of our school, for example, by establishing a highly visible recycling program. Academically, the core curriculum of the MBA program moved to include two compulsory courses—Introduction to Sustainable Development and Ecoefficiency Management— part of a four- course concentration to encourage more students to take the full thread of sustainability. Each course was offered to students as an elective. Each year in the month of January, second-year students can experience another dimension by participating in a two-week program called “Sustainable Development in Emerging Economies,” created through an alliance with the Carlson School of Management at the University of Minnesota.

The introduction of sustainability concepts as useful conceptual frameworks, as specific courses and programs, and as part of the school's value system, has required years of planning, specific action, and consistency. Today, our program is recognized as a leader in this important field and we have begun expanding the concept into other areas. The goal is to conduct research and offer seminars in topics such

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as sustainable production and sustainable competitiveness. In the process, we hope to bring new angles—such as social entrepreneurship and institutional reform—to the idea of sustainability.

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NEWSLINES**Grenoble Ecole de Management Crosses Channel to Offer Program in London**

The extensive international campus network of the Grenoble Graduate School of Business, which graduates more than 150 students each year from undergraduate, graduate, and doctoral programs taught abroad, will expand March 15 when the school opens a part-time MBA program in Belgravia, Central London.

Classes, which will be taught in English, will be held over four-day weekends, once every six weeks, with some modules being taught in Grenoble. Students will have the choice of specializing in finance or international accounting and auditing, plus the option of studying for CIMA (Chartered Institute of Management Accountants) and ACCA (Association of Chartered Certified Accountants) at the same time.

The school says it has received strong interest in the new program from British and other international candidates, and that it is considering the possibility of opening a pre-experience master's program in London to compliment the program.

Ball State Seeks to Market its MBA Program in India

In an effort to market its MBA program outside the United States, Ball State University will send representatives from its Miller College of Business to India this month to recruit students and establish a study abroad program with Indian colleges and universities.

"MBAs from American schools are highly valued by Indian students, and we believe Ball State can penetrate that market by establishing strong relationships with several colleges and universities in that country," said Ray Montagno, associate dean and professor of management, who will be joined on the visit by Dean Lynne Richardson, an AACSB International board member, and Sushil Sharma, professor of information systems and operations management.

While the number of international students studying in the United States declined 3.1 percent between the 2001-02 and 2004-05 academic years, the number of Indian students studying in America has increased 20.4 percent, according to the Institute for International Education.

"By adding about 10 MBA students from India to our program each year, we'll add a new perspective to our business classrooms," Montagno said. "We also hope this program emulates our relationship with colleges in Turkey, which has brought to campus many extremely educated students over the last several decades."

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Cal Poly Accounting Students Prepare Tax Returns for Underserved Communities

Senior accounting majors at the Orfalea College of Business at California Polytechnic State University, San Luis Obispo in California are doing a good deed by helping the needy file their tax returns.

Individuals and families earning less than \$35,000 per year are eligible for the program, in which the returns are prepared at no charge as part of the annual Volunteer Income Tax Assistance (VITA) program.

Each return prepared by the students is reviewed by local certified tax preparers. Spanish-speaking preparers are available to help and tax forms are available onsite.

BRIEFLY—Towson University is the new administrative headquarters for **The Coalition of Urban and Metropolitan Universities (CUMU)**, which brings together universities that share the common goal of contributing to the economic development, social health, and cultural vitality of the urban or metropolitan centers where they are located.

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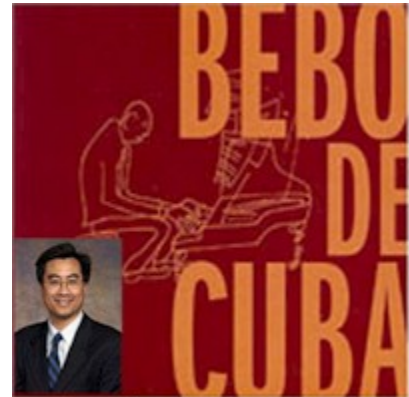
Wisconsin-Madison Student Proud Grammy Award Winner

An MBA-carrying pop music recording executive? Perhaps some day, but for now Derek Kwan, a first-year MBA student at the UW-Madison School of Business, is thrilled after helping to produce the Grammy Award-winning Best Traditional Tropical Latin Album.

Kwan was associate producer for "Bebo De Cuba," featuring Bebo Valdes (Calle 54 Records), which won the award. He also co-produced another album, "Una Noche Inolvidable" featuring the Afro-Latin Jazz Orchestra with Arturo O'Farrill (Palmetto Records), which was also nominated in the same category.

"It's exciting, but it's not about me; it's about the artists," Kwan says. "I'm just happy to be along for the ride. That's what I'm hoping to do with my career, to facilitate and provide meaningful opportunities for the artists."

A native of Los Angeles, he earned his undergraduate degree in political science and music at Duke. He worked at Jazz at Lincoln Center as the associate director for programming and concert operations in New York for five years before coming to the School of Business. In addition to producing live concerts, he gained experience producing records, in which he worked closely with the performing artists, helping them choose their repertoire and selecting the best takes during the mixing process.



Derek Kwan (inset) co-produced Bebo de Cuba's Grammy-winning album

Kwan hopes that earning his MBA in Arts Administration at UW-Madison will help him develop a career as a producer of a wider variety of art performance, including classical music and dance. As part of his studies with the Bolz Center, he is working as the education and outreach coordinator for UW-Madison's Union Theater.

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ASSOCIATION NEWS**Two-volume Assessment Publication Available Now**

AACSB International has collaborated with the Association for Institutional Research to produce "Assessment for Student Learning in Business Schools." The two-volume set was edited by Kathryn Martell and Thomas Calderon, two highly respected experts in the field with years of experience writing about assessment, directing assessment projects, and training business school faculty on assessment.

The assessment series is designed to provide assistance to faculty who have taken on responsibility for assessing their academic programs, and to institutional researchers who are often asked to support student learning assessment activities across their campuses.

The publication is available by visiting the following link: [Association for Institutional Research](#)

Deans Resources

As AACSB International assumes a leading role in thought leadership and advocacy, we're committed to providing tools and information to help Deans and others communicate with key stakeholders about issues of vital importance to the field.

The first two in a series of PowerPoint presentations are available for immediate use. The first, which discusses the Value of Accreditation, outlines how AACSB accreditation assures excellence and continuous improvement in the b-school. The second discusses the Doctoral Faculty Shortage and the impact on business schools.

Both presentations will assist you in meetings with your advisory boards, presidents and provosts, and other audiences. They are able to be customized with your school's name and logo as well.

Being a thought leader requires AACSB to marshal its resources and communicate through our best ambassadors: our members. Your voice will join others who are also working to educate and effect positive change within our industry.

Additional presentations are in the works, and will be added to the site as they are completed. To view and download the presentations: [Deans Resources](#)

We value your feedback. Please contact Neal Mero, Associate Vice President, Accreditation and Development, with your questions and comments, at 813-769-6514.



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Welcome to the [AACSB Entrepreneurship Education Update](#), the official newsletter of AACSB's Entrepreneurship Affinity Group. The EEU is published by the Entrepreneurship Program at Saint Louis University's John Cook School of Business, and its editor is Jerome Katz. The EEU is made possible through a grant from the Coleman Foundation. This is the first issue of the Update, which will come out three times a year. Affinity Group members are encouraged to submit materials to katzja@slu.edu with the deadline of April 3.

[Check out plans for the Affinity Group for the rest of the academic year](#)

[Explore the implications of the campus-wide entrepreneurship education for business schools](#)

[Learn about the Affinity Group co-sponsored meeting on metrics for entrepreneurship education](#)

[Discover the latest information on endowed positions in entrepreneurship](#)

[Read about some of the best ideas in entrepreneurship education from Babson, Cornell, Clemson, Oregon State, and Saint Louis universities.](#)

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CONFERENCE ALERTS**French Prime Minister Keynotes Paris Event**

French Prime Minister Dominique de Villepin will deliver the keynote address at a plenary session of the AACSB and EFMD International Conference and Annual Meetings, April 23 - 25, 2006 in Paris. The country's former foreign minister and interior minister, de Villepin has been one of President Jacques Chirac's closest confidantes since the president took office in 1995.

Attendees will have the opportunity to hear speakers from around the world on a variety of subjects. Panel discussions will examine critical issues that impact business schools. From the future of MBA programs and issues affecting PhD programs to accreditation, curricula and assessment, there's something for everyone at this conference.

The event, a joint conference with the European Foundation for Management Development, will be co-hosted by ESSEC Business School-Paris and HEC-Paris. The AACSB annual meeting portion of the conference will be the first time that AACSB has held its annual meeting outside of North America.

Faculty Learning Conference, WCP Lima Next on Calendar

The first-ever AACSB conference to be held in Latin America and the first-ever AACSB Faculty Conference on Learning highlight the AACSB professional development calendar in May and June.

The World Class Practices in Management Education Conference May 21-23 in Lima, Peru, provides a convenient opportunity for management educators from Europe, North America, Central America, the Caribbean, and South America to attend an AACSB event. CENTRUM Católica, the business school of Pontificia, Universidad Católica de Perú, will be the venue for the conference which focuses on strategies to help deans, faculty, and administrators take their school to the next level.

The conference will focus on the growth of business schools in Latin America, and what it takes for a business school to move to the next level of success. From management strategies to changing curricula, this conference is about best practices that make a difference.

The Faculty Conference on Learning, to be held in St. Petersburg, Florida, June 7-9, is AACSB's first conference focused primarily on teaching and learning. Designed specifically for business school faculty, the conference is a must for the best faculty members of every business school. It transports faculty members outside of their particular discipline and presents a broad view of what it takes to educate future business managers.

Carrying a core theme of "integrated curricula," the Faculty Conference on Learning offers sessions that focus on designing coursework that delivers a variety of knowledge and skills. This is the only AACSB conference of the year specifically prepared for frontline b-school faculty members. And with the beautiful

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St. Petersburg Beach location, it's a great opportunity to bring the entire family to take advantage of the area's abundant recreational opportunities.

Space at each of these upcoming AACSB conferences is limited, so those interested in attending are encouraged to register early. For registration and other information, visit: [AACSB Conferences](#)

TRANSITIONS**University College Dublin Selects Northeastern's Begley as Business School Dean**

The Michael Smurfit Graduate School of Business at University College Dublin has chosen American Thomas Begley, a professor at Northeastern University in Massachusetts, as its new dean after a thorough international search. Begley will have responsibility for 3,000 students and more than 100 faculty members at the postgraduate Smurfit School and the undergraduate Quinn School.

A teacher who specialized in organizational change, cross-cultural management, and global issues in human resource management, the well-traveled Begley has held visiting teaching posts in Singapore, Indonesia, and France, as well as in the United States. As an author and consultant, he has worked with Fortune 500 companies, governments, and non-profit organizations worldwide.

Begley most recently held the Gov. Hugh L. Carey Chair in Organizational Behavior at the Smurfit School. As a faculty member in the College of Business Administration at Northeastern University, he served as chair of the Human Resources Management Department, chair of the Human Resources Management Department, and director of the bachelor of science program in international business.

Begley served as research director for "The International Entrepreneurship Project," a 20-country investigation of factors contributing to entrepreneurial activity. He holds a bachelor's degree from Seton Hall University and master's and PhD degrees from Cornell University.

BRIEFLY--Alan MacGregor has been named interim dean and pro vice chancellor of the Division of Commerce at the **University of Otago** in New Zealand.

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APPOINTMENTS**'Kyle Model' Inventor Named to Chair in Finance at University of Maryland**

The Robert H. Smith School of Business at the University of Maryland has announced that Albert (Pete) Kyle will join the school as the Charles E. Smith Chair in Finance in July 2006. Kyle, a well-known financial theorist, is best known for creating the "Kyle Model," which is among the most heavily cited works in the leading journals in finance and economics.

In addition to his contributions to the theory of information and financial markets, the school said, Kyle's research has had an impact on asset pricing, investments, corporate finance and financial institutions. He joins the Smith School after serving as professor of finance at the Fuqua School of Business at Duke University.

The holder of a PhD in economics from the University of Chicago, Kyle also has held appointments at Princeton University and the University of California, Berkeley, where he was tenured before moving to Duke. He also has served on the NASDAQ Economic Advisory Board and board of directors of the American Finance Association.

Colorado State University Names Former Software Executive to New B-School Post

The former vice president, general counsel and secretary of business software giant J.D. Edwards & Co. has been named executive-in-residence for the College of Business at Colorado State University. Rick Snow brings 33 years of experience as a corporate legal executive in the high-technology industry to Colorado State.

His duties will include lecturing, assisting the career counseling program, helping faculty connect with industry representatives, mentoring students, and strategic planning. In addition to his advisory role, he will teach business law and ethics in the college's evening MBA and distance-learning programs.

Snow spent 14 years at Edwards after starting in the company's legal department in 1990. Prior to his retirement in 2004, he helped negotiate Edwards' merger with PeopleSoft. He has a bachelor's degree from the University of California, Berkeley and a law degree from California Western School of Law.

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Letellier Named by Audencia Nantes to Manage Alumni Network

Audencia Nantes School of Management has announced the appointment of Christophe Letellier as president of the school's alumni network. An Audencia master's alumnus and currently the managing director of European, African, and Middle Eastern activity for Openwave, a global software company, Letellier will implement a new Audencia Nantes strategy to raise the visibility of the alumni program.

A key part of the strategy will be the creation of an "alumni ambassadors" network throughout the world that can assist new alumni, offer career advice, and help recruit foreign students. The school will work closely with the new look network on a range of initiatives, including an annual alumni convention and a special web site.

Audencia Nantes has approximately 6,700 alumni, half of whom completed their programs of study within the last 10 years.

Washington State Names Sweeney Distinguished Professor of Accounting

Accounting Professor John T. Sweeney has been appointed to the new Ted Saldin Distinguished Professor of Accounting position by the Washington State University College of Business and Economics. Sweeney joined the WSU faculty in 1998 and became a full professor in 2004.

Sweeney's recent research examined the psychology of moral and ethical development specific to the accounting profession, as well as organizational issues important in the domain of public accounting, such as burnout and stress.

Saldin, for whom the professorship is named, served on the WSU faculty from 1947 through 1987, and was awarded the college's Distinguished Career Service Award. The awarding of the Saldin Professorship brings to 15 the number of such esteemed positions that are fully funded in the WSU business college.

Prior to joining WSU, Sweeney worked at Ernst & Whinney, and held teaching positions at Eastern Oregon State University and the University of Missouri. He earned his bachelor's degree in accounting from Quincy University, his MBA from Southern Illinois University, and a PhD from the University of Missouri.

Smith School Names Wong Entrepreneur-in-Residence for Dingman Center



The Robert H. Smith School of Business at the University of Maryland has appointed S. Tien Wong as an entrepreneur-in-residence in the Dingman Center for Entrepreneurship. Wong, chief executive officer of Opus8, Inc., a Maryland-based private investment firm, will bring business development expertise to the Smith School.

"Tien brings a great deal of experience . . . both as a successful entrepreneur and private equity investor," said Howard Frank, dean of the Robert H. Smith School of Business. "His many years of experience in successfully starting, growing, and selling multiple businesses – as well as his valuable perspective as a prominent regional investor – will be a huge asset to the students and regional entrepreneurs served by the Dingman Center."

From 1991-2003, Wong was chief executive officer of CyberRep Inc., a company he co-founded, until its acquisition by Affiliated Computer Services (NYSE: ACS). At the time of its acquisition, CyberRep was the third-largest privately held customer relationship management company in North America.

Wong is chairman of the Executive Leadership Committee for the National Foundation for Teaching Entrepreneurship's Greater Washington region as well as CEO of The Tien and Beverly Wong Foundation, which supports youth, education, and social services charities. He is a graduate of Dartmouth College where he majored in government, and also has 10 years of experience in commercial real estate finance and investments.

Babson's Cohen Joins Board of CellMark Global, Inc./Mili Multimedia Afghanistan

Babson management professor Allan Cohen has been appointed to the advisory board of CellMark Global, Inc./Mili Multimedia Afghanistan, a Boston-based non-profit organization with plans to deliver educational television content to Afghanistan and other developing nations. Working with WGBH-TV in Boston, the group plans to launch Afghan-language versions of the six-part medical series "Rx for Survival—A Global Health Challenge."

Funding for the \$15 million production budget was funded by The Bill and Melinda Gates Foundation and Merck Pharmaceuticals. Other projects for the non-profit group will include anticipated launches in Afghanistan of other WGBH-TV shows to promote medical health education.

Cohen holds the Edward A. Madden Distinguished Professorship in Global Leadership at Babson. He teaches undergraduate, graduate, and executive programs and has been vice president of academic affairs and dean of faculty.

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BRIEFLY—The **College of Management at North Carolina State University** has appointed Phil Kirk, former president and CEO of the North Carolina Citizens for Business and Industry, the State Chamber of Commerce, and the State Manufacturing Association, as special assistant to the dean. He will work on a short-term assignment to help identify new partnerships and build relationships between the college and the state's business community ... **Juan Gonzalez** has been named associate dean for the Downtown Campus at **The University of Texas at San Antonio**, handling all downtown administrative operations for the college.

AWARDS**Babson's Required Undergrad Course Wins Entrepreneurship Award**

The United States Association for Small Business & Entrepreneurship has named a required course for undergraduates at Babson College as its top "Innovative Entrepreneurship Education Course." The award is part of the organization's Excellence in Education Awards.

"Foundation Management Experience" is a year-long course that requires first-year undergraduates to start a business. In addition to learning the nuts and bolts of business theory, statistical analysis, quantitative methodology, and business law, teams of students work together to take a business through all of its various stages. For each "new business," Babson provides \$3,000 in start-up capital. Any year-end profits are donated to a community service project, such as Habitat for Humanity.

AACSB International CEO Named Entrepreneur of the Year by USASBE

John J. Fernandes, president and chief executive officer of AACSB International, has been named winner of the Corporate Entrepreneur of the Year Award presented by the United States Association for Small Business and Entrepreneurship (USASBE).

The announcement marks only the fifth time in the last 15 years that the award has been presented. It recognizes Fernandes' leadership in transforming AACSB International by working with the association's board of directors to implement a new corporate governance structure, advance thought leadership and expand services. Since Fernandes joined AACSB in 2000, the number of AACSB-accredited business schools outside the United States increased five-fold, and total membership rose by 30 percent.

"Many individuals have been the catalysts in AACSB's transformation, so I feel that the award belongs to the past and current board members, staff, committees, and task forces," said Fernandes. "I am very pleased to accept it on behalf of all of them."

Fernandes delivered a conference plenary keynote address: "Management and Entrepreneurship Education: Looking over the Horizon."

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Jeff Hornsby, vice president of USASBE's corporate entrepreneurship division, said the award is highly selective. "We only give out the award when we find that there is a highly innovative person, whose truly exceptional entrepreneurial skills help transform an organization."

Headquartered at the University of Wisconsin – Madison, USASBE is the premier network for entrepreneurship educators, professional practitioners, entrepreneurship researchers and government policy makers.

Babson College Professor Wins Journal of Public Policy & Marketing Award

Ross Petty, a law professor at Babson College, has been named winner of the Thomas C. Kinnear/Journal of Public Policy & Marketing Award. Petty earned the award for co-authoring, along with Kathleen Seiders, a Babson marketing professor, "Obesity and the Role of Food Marketing: A Policy Analysis of Issues and Remedies."

The award, presented by the sponsoring American Marketing Association Foundation, recognizes Petty for making "the most significant contribution to the understanding of marketing and public policy issues within the most recent three-year time period."

Both Petty and Babson have been honored in recent years by the Journal, an interdisciplinary publication that covers the effect of marketing on consumer welfare and economic performance, as well as governmental actions that affect marketing practice and consumers.

Before joining Babson, Petty practiced law with the Federal Trade Commission. He is the author of more than 40 articles on marketing law and has been honored for his work in both marketing and law. He earned master's degrees from the University of Rochester and Harvard, and a PhD from The University of Michigan.

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GIFTS AND GRANTS**Valero Chairman Bill Greehey Donates \$25 Million to St. Mary's University in Texas**

Bill Greehey, chairman of North America's largest oil refining company, has donated \$25 million of his personal fortune to St. Mary's University, his alma mater. School officials say Greehey's gift is the largest in the university's 153-year history and may be the largest ever presented to a San Antonio college or university.

The chairman of San Antonio-based Valero Energy Corporation, Greehey credits the Marianist priests at St. Mary's for guiding his undergraduate studies and helping him receive financial aid. A Lutheran and Iowa native, Greehey transferred to the Catholic university after two years of junior college, choosing St. Mary's because of its accounting program's high reputation. He graduated in 1960.

Greehey remembers a conversation he had with the late Brother Kohnen, then dean of the business school. "I told him, 'I don't have any money. I have enough to live on, but not enough for tuition and books.' So he arranged student loans. I feel like I owe a lot to the Marianists and to St. Mary's. I received a quality education and the good values that I've applied to my personal life and to Valero."

As a result of the gift, which will be used to recruit outstanding students and faculty members, St. Mary's has renamed its business school the Bill Greehey School of Business. The gift will also fund the Bill Greehey Endowed Chair of Business Ethics and Corporate Social Responsibility.

The gift, which represents nearly one-fourth of St. Mary's entire \$108 million endowment, ranks with those of other prominent San Antonio businessmen. B.J. (Red) McCombs endowed the University of Texas at Austin's business school with a gift of \$50 million. Clear Channel Communications' Lowry Mays gave \$15 million to the Texas A&M business school.

The school plans to use the \$25 million for scholarships to lure top-tier students and within five years boost the average SAT and ACT test scores of students. It also will be used to help the university partner with the business community to provide its 785 students with real-world experience, as well as state-of-the-art technology, research funding, and attracting first-rate faculty.

Dillard Family Presents Midwestern State with Largest Gift in School History

The College of Business Administration at Midwestern State University in Texas will be named after A.R. (Bud) Dillard, following a Dillard family gift that is the largest donation in school history. Dillard's name will also be on the new 88,000-square-foot structure that will house the new business school. The official amount of the gift was not revealed.

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The Dillard Trust, as the gift will be known, will be held as a separate entity in the MSU Charitable Trust, with money generated to be used for various college programs including endowed professorships, faculty research, and scholarships for outstanding business students.



"It is fitting that the new business building and the College of Business Administration will carry the Dillard name, because A. R. Dillard, Jr. was a prominent independent

businessman of this region for many decades," said MSU President Jesse W. Rogers.

Atos Origin Establishes Endowed Chair at HEC School of Management

An international information technology services company has established an endowed chair in "Growth Strategies and Integration Management" at HEC School of Management in Paris. The chair, a partnership between Atos Origin and HEC, will strengthen Atos Origin's ability to analyze business issues, publish articles, and participate in academic conferences and seminars.

Under the academic supervision of Bernard Garrette, associate professor in the Business Strategy and Policy Department, Atos Origin and HEC will collaborate on research related to growth strategy and integration management, devise courses, case studies, and other teaching tools to promote skill development, and create opportunities for discussion and debate through conferences and debates.

Based in Paris, Atos Origin has annual revenues of €5 billion (approximately \$5.9 billion), employing more than 46,000 people in 40 countries

BRIEFLY-- An endowed professorship to recruit and retain faculty scholars has been established at **Midwestern State University** to honor Dr. Robert Madera, who was an MSU accounting professor from 1951-1989.

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NEW MEMBERS**INT Management**

9, Rue Charles Fourier
91011 Evry Cedex, France

The National Institute of Telecommunications, with 1,500 students and 170 faculty members, is part of the Groupe des Ecoles des Télécommunications, a publicly-owned entity of higher education and research under the supervision of the French Ministry for the Economy, Finance and Industry. The INT campus includes schools of engineering, management, entrepreneurship, continuing education and a research center.

Carleton University

Sprott School of Business
1125 Colonel By Drive
Ottawa, Ontario K1S 5B6 Canada
Website: www.sprott.carleton.ca

The Eric Sprott School of Business at Carleton University is a business school for management of globally-oriented organizations where change and innovation are critical to strategic success. The school stresses the importance of a balance between theory and practice and the application of integrated knowledge to effectively deal with the complex issues faced by business managers in the global economy.

Ewha Womans University

College of Business Administration
11-1 Daehyun-dong, Sodaemun-gu
Seoul 120-750, South Korea
Website: <http://biz.ewha.ac.kr>

Ewha Womans University was established to free Korean women from feudalistic oppression and provide opportunity through formal education. Throughout its 118-year history, the school has expanded women's opportunities for higher education and contributed to the modernization of Korean society. Ewha, which began as a missionary school held in a private home, is now the world's largest women's university with 140,000 graduates, 21,000 students, 14 colleges, and 14 graduate schools.

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Management Development Institute

Mehrauli Road
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Gurgaon 122001 India
Website: www.mdi.ac.in

The mission of Management Development Institute is to prepare global leaders who create, manage, and effectively lead change across diverse organizations. MDI's focus is to sensitize graduates on ethical issues thereby developing strength of character.

Curry College

1071 Blue Hill Avenue
Milton Massachusetts 02186
Website: www.curry.edu

Founded in 1879, Curry College is a private, four-year, liberal arts- based institution located in Milton, Massachusetts, USA, just seven miles from downtown [Boston](#). Curry offers 19 undergraduate [majors](#), as well as three [graduate programs](#) and serves a combined enrollment of approximately 3,650 students from 23 countries.

Shanghai Jiantong University

Antai School of Management
No. 535, Fahua Zhen Road
Shanghai 200052
People's Republic of China
Website: www.asom.sjtu.edu.cn

The Antai School of Management at Shanghai Jiaotong University aims to develop the highest-level managerial talent with totally international viewpoints and capacities, to compete in the global economy. While focusing on academic research, the school is also committed to serving national and international corporations and institutions through consulting and research and developing outstanding future managers.

AACSB International

777 S. Harbour Island Boulevard, Suite 750
Tampa, Florida 33602-5730 USA
Tel: 813-769-6500 Fax: 813-769-6559

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Hanyang University

School of Business
17 Haengdang-dong, Seongdong-gu
Seoul 133-791, South Korea
Korea, South
Website: <http://www.hanyang.ac.kr>

Founded in 1939, Hanyang University has recorded various achievements in virtually all aspects of its teaching and research activities, and is striving for competitive status with internationally top ranked universities. Committed to academic and professional excellence, Hanyang graduates have a wide variety of domestic and international expertise.

University of Sacred Heart

Calle Rosales Esquina San Antonio Parada 26 1/2
PO Box 12383
San Juan, Puerto Rico 00914-0383
Website: www.sagrado.edu

University of Sacred Heart is focused on providing a superior education in a variety of majors to students from all walks of life. The university is located in the city of Santurce, PR, and is accredited by the Middle States Commission on Higher Education.

The KDI School of Public Policy and Management

207-43, Cheongnyangni 2-dong, Dondaemun-gu
Seoul 130-868, South Korea
Korea, South
Webmail: <http://www.kdischool.ac.kr/>

The KDI School of Public Policy and Management was established in 1997 to educate and develop the next generation of leaders in today's rapidly changing and globalizing economy. The school offers an innovative educational program focusing on policy and international issues and aims to transform mid-career professionals into leaders of their respective fields by equipping them with new knowledge, vision, and a global perspective.

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High Point University

Earl N. Phillips School of Business
833 Montlieu Avenue
High Point North Carolina, USA, 27262
Website: www.highpoint.edu

Founded in 1924 as High Point College, the university was a cooperative venture between the Methodist Protestant Church and the city of High Point. The campus consisted of three partially completed buildings, nine faculty members, and a student enrollment of 122. Today the university has 32 buildings, a full-time faculty of nearly 150, and approximately 3,000 students enrolled in a wide variety of daytime, evening, and summer programs.

Pontificia Universidade Catolica do Rio de Janeiro PUC Rio

Rua Marques de Sao Vicente, 225-Gavea
Rio de Janeiro 22453-900, Brazil
Website: www.iag.puc-rio.br

The Pontifical Catholic University of Rio de Janeiro is a private, non-profit institution which prides itself in the creation and spreading of knowledge based on respect for human values and Christian ethics, with the ultimate purpose of benefiting society.

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NEW PROGRAMS**Vanderbilt Taps Harvard Professors for New PhD Program in Law and Economics**

Harvard law and economics scholars W. Kip Viscusi and Joni Hersch have joined Vanderbilt University to help the Vanderbilt law school launch the first program of its kind – a PhD in law and economics.

Pending final Board of Trust approval, Viscusi will become University Distinguished Professor of Law and Economics, with primary appointments in law, business and economics. Hersch will have a tenured appointment at the law school, with secondary appointments at the Owen Graduate School of Management and in the College of Arts and Science.

Viscusi was director of the Harvard Program on Empirical Legal Studies and taught at Harvard Law School since 1996. He formerly held professorships at Duke University, Northwestern University, and the University of Chicago. Hersch was adjunct professor of law at Harvard Law School, where she has taught since 1999. She formerly was professor of economics at the University of Wyoming.

Viscusi earned his undergraduate degree in economics, master's degrees in economics and public policy, and a doctorate in economics from Harvard. He is the author of more than 20 books and 250 articles, most of which are concerned with different aspects of health and safety risk.

Hersch has published numerous articles on the gender differences in labor market outcomes, the economics of home production, job risks, and product safety. She is co-editor of *Emerging Labor Market Institutions for the Twenty-First Century*.

Leading Auditing Firms Team with Audencia Nantes on Audit Study Track

Five of the world's leading auditors – Deloitte & Touche, Ernst & Young, KPMG Audit, Mazars, and PricewaterhouseCoopers – have joined with Audencia Nantes School of Management to create a specific audit study track for its master's degree program in management.

The auditors and Audencia Nantes have signed a three-year partnership to develop the study track to meet the need for auditors and to promote the auditing profession among students.

Program participants will complete an internship between October and February, the busiest time in the audit year. Input to classes will be provided by all five auditing organizations to ensure that the latest developments are covered. The companies also will form part of the program's academic committee that will meet twice a year.

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University of Toronto School Launches Exchange with the Indian School of Business.

The Rotman School of Management has become the first business school in Canada to participate in an International Student Exchange Program with the Indian School of Business.

The partnership will enable MBA students from the University of Toronto to spend a semester in Hyderabad, India, and for business students from the Indian School to study in Toronto. It is hoped that partnership eventually will lead to faculty exchanges and research collaboration.

The Rotman School also has one-term student exchange programs with schools in Australia, China, France, Germany, Hong Kong, Israel, Italy, Mexico, Singapore, Spain, and Switzerland.

Longwood to Launch Virginia's First MBA Program in Retail Management

Longwood University has announced plans for Virginia's first MBA degree program with a concentration in retail management. Scheduled for a fall of 2006 launch, school officials say the program will offer evening, weekend, and online classes at Longwood's Richmond Center as well as on the school's main campus.

"Retailing is one of the largest and fastest growing business sectors not only in Virginia but worldwide," said Dr. Evelyn Hume, dean of the College of Business and Economics. "We want to prepare students for high-level management positions in retailing through cutting-edge curriculum and experiential learning opportunities."

The only other MBA retail program on the east coast of the United States is at the University of Florida, a program that served as the model for the new Longwood offering.

According to the Virginia Employment Commission, opportunities for sales managers and marketing managers are expected to increase by 35.7 percent and 31.5 percent, respectively, between 2002 and 2012. In the Richmond area, more than 4,000 retailing positions, mostly in mid- and upper-management levels, were reported unfilled in November 2004.

Longwood plans to offer students the opportunity to interface through school partnerships with Dillard's, Enterprise, JCPenney, Nordstrom, Sprint, SunTrust, Target, Walgreen's, and Wal-Mart, among others. Approved by the State Council of Higher Education for Virginia, the program is expected to enroll 20 students this fall.

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Eller College Announces Dual Degree Master's Degree/Entrepreneurship Certificate Program

The Eller College of Management at the University of Arizona has announced the creation of a dual-degree master's program that also includes a certificate in entrepreneurship. The new program, the school says, integrates technology, management, and entrepreneurship into a single course of study.

The program allows a student to earn an MBA from the business school, while concurrently earning a second master's degree in the field of engineering, optics, agriculture, or science.

Traditionally, MBA programs have focused on general management issues without attention to industrial sectors or functional areas, according to Amar Gupta, Eller professor of entrepreneurship. But the convergence of technology, management, and entrepreneurship "can serve as an important catalyst for regional innovation and economic development," Gupta said.

Eller College offers a number of programs that can be combined with an MBA to earn two master's degrees, as well as the certificate in entrepreneurship.

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B-SCHOOL QUOTABLES

- Brian Sullivan, chief executive officer of Christian & Timbers, an executive search firm in New York, on a 24-year-old job seeker's prospects with a letter of recommendation in hand from Warren Buffett.

"He's got a letter from God. Anyone's going to be inquisitive enough to consider him."

February 13—*Bloomberg News*

- Derek Kwan, a University of Wisconsin-Madison MBA student who co-produced a Grammy Award winning album ([see related story](#)):

"When it was happening, everybody felt something great was going on," Kwan said. "But we never thought a Grammy nomination would come out of it."

February 10—*The Badger Herald*

- Kay Carnes, director of business programs, Gonzaga University on MBA enrollment trends:

"Across the country there's been an overall decline in MBA enrollment. I think it's countercyclical to what the economy is doing. When the economy is doing poorly, the demand for MBA enrollment goes up. And when the economy is doing well, MBA enrollment goes down. When people have jobs it's easier for them to forgo extra education."

February 9—*Spokane Journal of Business*

- Richard E. Sorensen, dean of the Pamplin College of Business, Virginia Tech, and chairman, AACSB International on the ranking of Australian business schools:

"One of the problems for Australian schools in particular is that the agencies who publish these surveys tend to think of themselves as the holy grail."

February 8—*The Australian*

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SURVEY NEWS**Business School Questionnaire to be released by February 28**

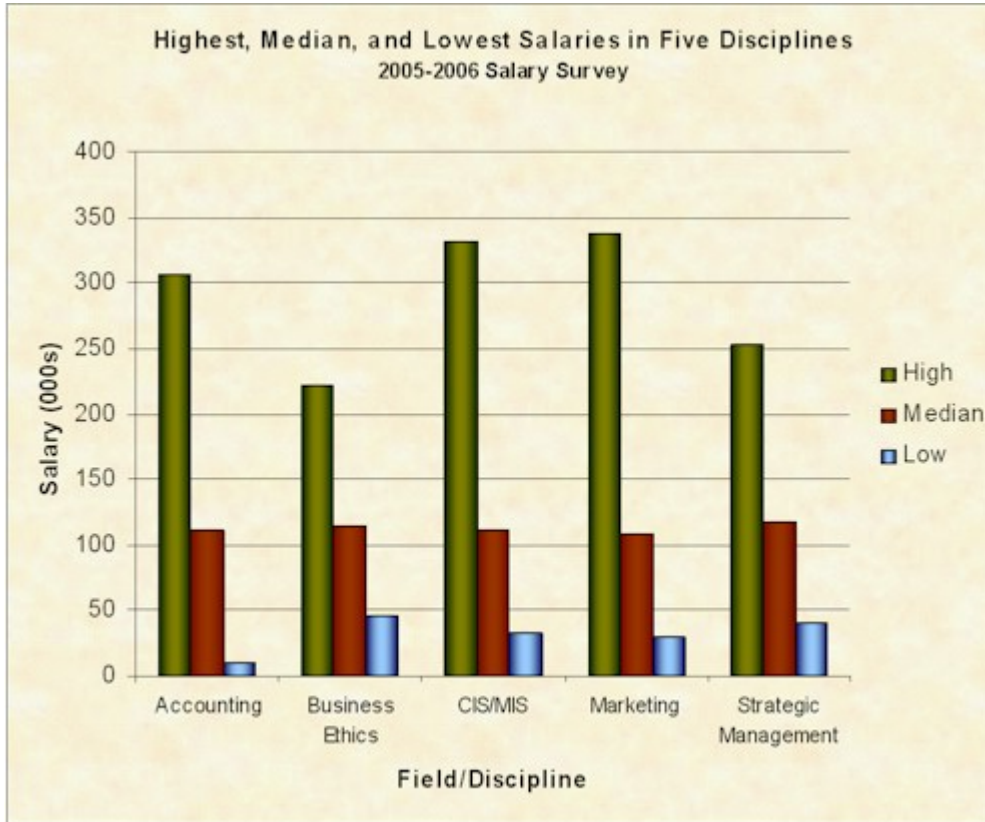
The annual AACSB International Business School Questionnaire (BSQ) will be announced by the end of February. Look for more information coming from AACSB International Knowledge Services and its new DataDirect system. Although the information collected with the BSQ has not changed, beginning this year, the structure has been updated and AACSB will begin collecting MBA admissions and post-graduate employment data on a program-by-program basis, rather than by program type.

All AACSB accredited institutions are expected to complete the Business School Questionnaire, which is an integral part of the accreditation process and knowledge services that member schools receive. Data are used to provide comparison reports about peer and aspirant groups named by schools going through the accreditation process. Other reports are designed to assist administrators with planning, decision making, and institutional communications. AACSB also uses the data to report on relevant trends and issues in management education.

Salary Comparisons Available with DataDirect Subscription

More than 500 US and Canadian AACSB member business schools participated in the 2005-2006 AACSB Salary Survey, including nearly all accredited US members. Data was provided for more than 25,000 faculty and 4,200 administrative personnel. Survey participants are eligible to receive the entire report without charge. More importantly, deans can now use DataDirect to compare faculty and staff salaries for comparisons they create. These comparisons help schools to make decisions about faculty salary offers and plan budgets in an increasingly competitive environment. Subscribers to DataDirect have 24/7 access to create reports for as many comparison groups as they wish and, new this year, can receive data in multiple formats, customize the statistics included in the reports, and drill down in the areas most meaningful to them. Annual subscriptions to DataDirect also include comparison reports for the Business School Questionnaire and five years of historical data. For more information visit www.aacsb.edu/datadirect.

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