



**UP FRONT with John Fernandes**  
**President and Chief Executive Officer, AACSB International**

### **AACSB and the Developing World: Searching for Common Ground**

The past few months, AACSB leaders discussed several critical issues being deliberated by the Board's Strategic Directions Committee during presentations at conferences in the United States and around the world. AACSB faces tough choices in the next several months. At the heart of AACSB's dilemma is its commitment to globalization and ability to reach its goal. AACSB accredits 551 schools in 31 countries, making it by all counts the world's leading business school accrediting body. Yet with more than 10,000 business schools in the world and growing fast, AACSB has a long way to go to be truly global.

Perhaps the central issue in globalization is AACSB's 91-year debate on exclusive versus inclusive policies. For most of its lifetime, AACSB was an exclusive U. S. accrediting body. But in September 2000, the board adopted a globalization policy that still underscores its mission today. There has been good progress. The number of accredited schools in countries other than the U.S. is five times the number in 2000 and members from countries other than the U.S. approximate 40 percent of AACSB's global educational membership in 69 countries.

One major challenge to AACSB's "globalness" is that 98 percent of accredited schools are in high-income countries; yet the expected growth for the remainder of the century is in developing countries. AACSB's eligibility requirements do not fit well with the many shapes and structures of business schools in the developing world. Our faculty guidelines are major stress points for schools seeking accreditation in high-growth areas of the world. With the global doctoral faculty shortage, the "inclusive" versus "exclusive" genes in AACSB's composition are once again at the forefront of its policymaking.

As the AACSB board readies itself for the annual planning meeting in January, its debate is likely to focus on age-old dilemmas such as how we can continue accreditation globalization and maintain quality, whether or not we will accept business school structures based on environment over prescription and what constitutes quality faculty. While the long-term global emphasis on assuring student learning trumps traditional input measures, we have not yet reached that point. To continue its global mission now, AACSB must find ways to effectively determine management education quality in a broader context of faculties, structures, and funding capacities of the developing world. In clear sight is the vast and varied Asian continent, with its mega-economies, contrasting cultures, and development pains. No one can argue the criticality of the Asian continent to the world of management education in the latter 21st century. The developing regions of Latin America, Central and Eastern Europe, the Middle East, and Africa wait in the balance. The 20th century's global leader in management education will have to make changes in many of its traditionally-held measures of quality to retain its leadership throughout this millennium. How to maintain high-quality and meet the needs of a vast developing world is a serious challenge but with a worthy end.

On behalf of AACSB's board and staff leadership, I thank each of you who participated in the "town hall" meetings on the work of the Strategic Directions Committee these past three months. While the SDC's work may not be done, under the leadership of its Chair David Saunders and Vice Chair Mark Rice, it has identified the right challenges AACSB faces. Now it is up to the board, with your input, to make the right

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choices to “advance quality management education worldwide through accreditation and thought leadership.”

Happy Holidays!!

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**DEAN'S CORNER****Don't Forget to Turn Off the Lights!**

*By Susan M. Phillips*

*Dean, The George Washington University School of Business*

There was a time when environmentalism was blithely equated with "tree huggers." It was considered conversation for bleeding hearts, not an agenda item for the board of directors or part of business school curriculum.

Now Google plans to invest "hundreds of millions" to "change the world" through the use of solar, wind, and geo-thermal power; Wal-Mart Stores Inc. has announced its all out effort to reduce greenhouse gases by 20 percent in eight years; and Hewlett Packard Co. said it would buy 90 percent of its energy at Irish locations from renewable sources.

Today, business schools that do not strive to make "sustainability," and the issues it raises in every business discipline, a critical part of their curriculum do their students a disservice.

Everyday headlines tell us what corporations and entrepreneurs are doing to make their businesses viable and profitable, while they also strive to be mindful of the planet on which they operate. Most corporations and business schools have a mission statement – GW's states that we aim to guide our students to be "productive and principled members of society."

We discuss with students the importance of weighing the needs of the environment against a business' social and economic goals, not in a posture of compliance, but as an integral component of business strategy. Environmental education provides more and better information so businesses can waste and pollute less.

To accomplish this, we study corporations such as Dupont, Ben & Jerry's, and G.E., which do not frame sustainability solely in risk management terms.

Framing sustainability as a compliance issue risks the opportunity to innovate in marketing, purchasing, manufacturing, distribution, and the creation of new products and services. Learning about sustainability is learning about new markets and services; it's an entrepreneurial goldmine.

To become a leader in this sustainable management curriculum, GW made a four-pronged commitment.

The first prong is an enhanced curriculum. Our school began with a course called "Environmental Policy and Management" in 1992, then added more courses every few years, eventually forming an environmental concentration at the MBA level. We now are examining the viability of a sustainability major at the undergraduate level.

And we are proud to say that the business community has recognized our efforts. The Aspen Institute's Beyond Grey Pinstripes report ranked our MBA programs 13th worldwide and 11th in the United States for Environmental Stewardship and Social Impact.

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GW's second step was to incorporate more environmental projects, guests, and materials into core courses. If the government stopped at establishing the EPA without examining environmental concerns in all government agencies, the gesture would be empty. Most of this effort starts from the bottom up – from our students – who want and suggest these speakers and projects. We sponsor lectures, seminars, and conferences on climate change and sustainability; our last featured Chad Holliday, chairman of the board and chief executive officer of Dupont, who co-authored *Walking the Talk: The Business Case for Sustainable Development* with Stephan Schmidheiny and Philip Watts.

Next, administrators, and faculty began to “walk the walk,” on sustainability, looking at science, engineering, and architecture for opportunities. Large and small physical initiatives in your own environment can show students how to approach these problems and opportunities in their own careers.

When GW constructed a new business school, we were mindful of environmental concerns in the building materials we chose and the design of the building – using natural light to reduce energy costs, incorporating energy efficient lights and occupancy sensors in the new building. But we also label our trash containers to encourage recycling, and we look constantly for opportunities to conserve within our classrooms and offices as we would in our own homes.

Recently, GW President Steven Knapp created a presidential task force on sustainability, co-chaired by Mark Starik, professor and director of the GW School of Business' Institute for Corporate Responsibility's Environmental Sustainability Program. The task force will develop recommendations to enhance GW's academic initiatives in the areas of environmental stewardship and climate change, as well as examining and recommending improvements in relevant university policies.

Finally, we want our students and alumni to make environmental consciousness a lifelong habit. Some of our alumni have become active board members of DC Green Roofs, an organization that encourages green roofs, green buildings, and green campuses; and they visit our campus to impart their message to undergraduate and graduate students.

Students formed Net Impact, which advocates more attention to environmental issues from a national and international perspective. There are 75 cooperating chapters at business schools across the nation, and the organization now is establishing metropolitan chapters for professionals who have graduated and become employers. Those professionals now are seeking to employ others with an environmental mindset.

We believe GW's efforts to create specific courses focused on sustainability, infusing all our curriculum, co-curricular activities, conferences, and even our building with green concepts, will help our students graduate as productive and principled members of society.

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**ASSOCIATION NEWS****Accreditation****AACSB White Paper Released: *AACSB Assurance of Learning Standards: An Interpretation***

The AACSB International Coordinating Committee (ACC) and the Accreditation Quality Committee (AQC) have recently released their third white paper offering an expanded discussion on important standards and processes supporting AACSB International accreditation.

[Download Paper](#)

**Governance and Administration****Primary Reps Participate in Electronic Voting Jan. 15**

Official representatives of AACSB member schools will receive an email January 15 linking them to an electronic ballot to vote in the 2008-2009 AACSB Board of Directors election.

Representatives will vote January 15-29 for the following board positions:

- vice chair-chair elect,
- two representatives from AACSB-accredited schools in the United States,
- two representatives from AACSB-accredited schools outside of the United States,
- one representative from a non-AACSB-accredited school in the United States, and
- one representative from a non-educational member institution

**AACSB Welcomes New Board Member**

William H. Glick of Rice University has recently been appointed to the AACSB Board of Directors. His term will begin immediately and end June 30, 2010. Dr. Glick currently is the dean and H. Joe Nelson III professor of management at the Jesse H. Jones Graduate School of Management at Rice University.

Glick's primary teaching and research interests are in the areas of knowledge management, job and organizational design, and business process redesign. In addition to his academic work, he has provided consulting services to IBM, Exxon, Lexmark, as well as several banks and hospitals. He also has published numerous articles and has received several awards for his works.

[Register for the AACSB Deans Conference](#)

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### NEWSLINES

#### Podcasts Recruit Students

(Virginia, USA). Finding the right method of communication to reach potential business school students can be quite a challenge. At the University of Virginia, the Darden School of Business uses podcasting to inform potential students about their school. After 50 episodes and just one year, their podcast has generated about 1,000 downloads each week.

The Darden BusinessCast is a weekly, ten-minute broadcast or “podcast” that highlights college newsmakers, events, and includes in-studio interviews with Darden leaders and other school visitors. The Darden BusinessCast can be found on the school’s website, Podcast Alley, iTunes, and other related sites. Individuals can subscribe to the podcast and receive the files via email each week.

“The target audience is relatively small so we’re pleased with the number of downloads,” said Ken White, Darden’s vice president for communication and marketing and the podcast’s producer and host. “We’ve found prospective students who live outside the United States especially like it. They can learn about us each week, in ten-minutes, right from their homes or offices.”

Podcasts have become excellent methods for supplying information. From a business school recruitment standpoint, a podcast can add a personal touch. The casts allow users to get a feel for the culture of the college, which can mean a great deal to someone who is making an important decision about what school to attend.

#### A Few Causes of Podcast Popularity

Audio files have been available via the Internet for years, so what has made podcasts so popular? Well, for starters, we now have devices such as MP3 players that allow us to easily transport media rich content to any location we choose. Secondly, students love new things and want to be the first to know how it works. Thirdly, in an era of multi-tasking, podcasts save time and allow users to choose when they want to listen to the content. Lastly, a podcast can make learning and the instilling of knowledge a much easier process. For example, in the classroom, a podcasted final exam review session can allow students to really listen and participate versus frantically taking notes and missing large chunks of important information.

#### Resources for Podcasting

Brock Read, wrote a great article entitled: *How to podcast campus lecturers: Advice on getting your institution’s ‘coursecasting’ program off to a good start*. The article can be found in the January 26, 2007 edition of *The Chronicle of Higher Education* in the information technology section.

[View the Article](#)

Corey Deitz from About.com has a detailed tutorial for creating a podcast. The article, *How to create your own podcast – A step-by-step tutorial*, explains what a podcast is and how it is built.

[View the Article](#)

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### B-SCHOOL OPEN POSITIONS

- > [Marquette University](#)  
Dean of the College of Business Administration  
and the Graduate School of Management
  
- > [University of San Jose](#)  
Dean, College of Business
  
- > [Tennessee Tech University](#)  
Dean, College of Business
  
- > [Wichita State University](#)  
Dean, W. Frank Barton School of Business

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**APPOINTMENTS****Transitions and Appointments****New Deans**

*Appointments are listed alphabetically by university name.*

**Erasmus University Rotterdam**

Berend Wierenga  
Netherlands

**Vlerick Leuven Gent Management School (Belgium)**

Anders Aspling  
Belgium

**Acting/Interim Deans****University of Illinois at Urbana-Champaign**

Lawrence DeBrock  
Champaign, Illinois  
USA

**Other Appointments****Babson College**

Leonard A. Schlesinger  
President  
Babson Park, Massachusetts  
USA

**Babson College**

Walter Esquivel  
Executive Director  
William F. Glavin Center for Global Management  
Babson Park, Massachusetts  
USA

**Grenoble Ecole de Management**

Mark Thomas  
Director for International Affairs  
Paris  
France

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**Quinnipiac University**

Rick Hirsch  
Director, Family Business Center  
Hamden, Connecticut  
USA

**NEW PROGRAMS****Grenoble Launches New Program in Marketing in London**

(Grenoble, France). The Grenoble Graduate School of Business is launching a Master of Science in Marketing in London beginning January 2008. The school has already established itself in London through the collaboration with the London School of Business and Finance to offer a part-time MBA, Master in International Business, and Master of Science in Finance.

The new marketing program will be conducted in English and will include a variety of courses related to the field of marketing. These courses will include:

- Consumer Behavior
- Market Research
- New Product Development
- Brand Management
- Marketing Communications and Psychology
- Pricing and Distribution Policy
- International Business Law
- Strategic Management
- Economics
- Ethics and Cultural Issues
- Other specific areas within marketing

Judith Bouvard, dean of the school, said: "In today's global competitive environment effective marketing is often the key contributing factor to sustainable success and makes the difference between successful companies and those which fail to grow. Hence, there is a continual need for well qualified, competent marketing managers who can work in fast-moving international environments and who can make Marketing contribute to the competitive advantage of their organisations."

**BNP Paribas and HEC Paris Create Hedge Fund Centre**

(Paris, France). BNP Paribas (a global banking and financial services organization) and HEC Business School announced the opening of their third BNP Paribas Hedge Fund Centre. The newest Centre will be located at HEC. Its mission, to facilitate, encourage, and sponsor national and international high-level academic research in the hedge fund industry. The Centre also will serve as an educational facility by providing training services to students, executives, and investors.

Patrick Fauchier, chairman of Fauchier Partners and chairman of the BNP Paribas Hedge Fund Centre at LBS, SMU and now HEC, concluded: "These centres are not designed to promote hedge funds. On the contrary, they must provide clear objective education to students and outsiders without taking sides while supporting academic research of the highest level that is well-founded, objective, and impartial. By choosing HEC to be the Centre for Continental Europe, we were guided by the excellence of its academic team and its international reputation."

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**GIFTS****Cornell University Accepts Gift from Ernst & Young**

(New York, USA). The Ernst & Young Foundation and alumni have recently donated 800,000 USD to Cornell University's undergraduate program. The monies will allow for the creation of five new advanced accounting courses to the existing curriculum. The additional courses will help to strengthen the undergraduate accounting program, as well as strengthen the school's pool of recruits.

"In the wake of high-profile corporate accounting scandals and increased regulatory requirements, there has been an increased demand for students with a deeper understanding of accounting practices," says Jerry Goldman, a deputy vice chairman at Ernst & Young and 1972 Cornell graduate. "Our business is growing to meet the demands of the financial marketplace. The need for highly qualified accounting students is greater than ever."

**The University of California, San Diego Receives Support from Wachovia**

(California, USA). UC San Diego's Rady School of Management has accepted a 5 million USD donation from The Wachovia Foundation. The monies will be used to support the expansion or "Phase II" developments of the Rady School campus. Additionally, the gift will establish The Wachovia Foundation as a founder-level donor at the school.

"UC San Diego's relationships with the business community are one of the university's greatest assets and we are grateful to The Wachovia Foundation for its support," said UC San Diego chancellor Marye Anne Fox. "Phase II of the Rady campus will allow the school to continue to grow its programs, having a larger impact on the community, both locally and globally."

**The University of North Carolina Welcomes an Aid for its Sales Program**

(North Carolina, USA). William G. Allen, a 1971 graduate of the school, has donated 2 million USD to the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. The gift will enable the school to enhance its existing undergraduate and graduate sales programs. William hopes the gift will bring practitioners into the classroom in order to expose students to key aspects of the industry and to enable potential career opportunities in sales. His gift also will fund an additional faculty member and administrator to develop and manage guest speaker and sales training programs.

"I believe that students will benefit from having very successful, real-world sales practitioners come into the classroom and give first-hand testimony as to what they are doing, how they are doing it, what is working and what is not working," said Allen, founder and president of Waterfront Development Services Inc., a Charlotte-based real estate developer of waterfront and resort property. "I think it will be interesting, motivational and meaningful, and will augment the theories and concepts taught in the classroom."

### The University of Northern Colorado Has Multiple Financial Supporters

(Colorado, USA). During the next three years, the Monfort College of Business at the University of Northern Colorado will receive 75,000 USD in support from the Monfort Family Foundation. The monies will be allocated for classroom renovations throughout the school. This gift is in addition to the 10.5 million USD that was committed to Monfort from the family in 1999.

“We recognize the importance of providing business students and faculty with a high-quality learning and teaching environment,” said Dick Monfort, whose father Ken established the foundation for his parents, Warren and Edith Monfort. The College is named for Ken Monfort.

In addition to the Monfort Family donation, the school also has received 100,000 USD from EKS&H; the largest Colorado-based accounting and business advisory firm. The donation will be disbursed to the school over a period of ten years. The funds will support scholarships and sponsorship of a classroom in Kepner Hall, the location of the Monfort College of Business.

“We want to recognize and support the College’s accounting program and faculty for their commitment to educating and guiding students from their college career to their professional career in accounting,” said Robert B. Hottman, chief executive officer of EKS&H, with offices in Denver, Fort Collins, and Boulder, serving the Rocky Mountain region.

### University of Missouri-Columbia Names School with Gift



Bruce Walker, dean, Robert J. Trulaske, Sr. College of Business and Geraldine Trulaske, gift donor

(Missouri, USA). The University of Missouri-Columbia’s College of Business now will be called the Robert J. Trulaske, Sr. College of Business. The naming follows a series of donations from Geraldine Trulaske. The school’s name is in honor of Geraldine’s husband, Robert J. Trulaske who passed away in 2004.

The latest gift from Ms.Trulaske will help move the college’s strategic plan forward. Some of the plan’s initiatives include: professional development of undergraduate business students, the School of Accountancy, the Crosby MBA Program, scholarly research, doctoral education, entrepreneurship and economic development, financial services, IT,

diversity, collaboration with the business community, and quality learning.

“Ms. Trulaske’s very generous gift, combined with a measure of flexibility in applying the new funding, is beneficial to the College of Business at an unprecedented level. With added financial resources, we can assure that our students receive a world-class education in business and accounting. In addition, I am confident that we will fulfill our vision of being a top-twenty public business school,” said Bruce



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Walker, dean of the college. "I also am extremely pleased that our college will be forever associated with Robert Trulaske, Sr., who I found to be an ethical, caring, and highly successful business owner."

**The University of Richmond Accepts Donation from Alumni Couple**

(Virginia, USA). Paul B. Queally and Anne-Marie Flinn Queally of New Canaan, Connecticut have contributed 6 million USD to the Robins School of Business at the University of Richmond for a building expansion. The expansion will include a new 33,000 square-foot hall for the school. The hall will be named in honor of the couple; Queally Hall. In addition to the new space, the funds also will aid in the development of new programs and curricular enhancements that will focus on finance.

"As a student, alumnus and trustee, I have always valued the emphasis that the University of Richmond places on its students," said Paul Queally. "Anne-Marie and I wanted to give back to the university in a way that enabled it to provide more value to its students. We believe in the Robins School vision and that the new addition will enable the dean and faculty to offer new programming, initiatives and resources which will enhance the student experience and better prepare them for their futures."

**The University of Toronto Receives Gift in Support of Integrative Thinking**

(Toronto, Canada). Marcel Desautels, a leading supporter of business education in Canada, has donated 10 million USD to the University of Toronto's Joseph L. Rotman School of Management. Mr. Desautels, president and CEO of the Canadian Credit Management Foundation, has provided the school with a total of 31 million USD in donations over the years. This latest gift will aid the ongoing initiatives of the Desautels Centre for Integrative Thinking. This support will include the hiring of additional faculty and staff members, curriculum development, research projects, conferences, and a variety of other events based on Integrative Thinking.

"We are honoured that Marcel has continued to support the vision we have for the future of business education. We have made significant progress since his initial gift in 2000," says Roger Martin, dean of the Rotman School. "From our first meeting, he understood the ideas and concepts of Integrative Thinking and, as an astute entrepreneur, he also understands how Integrative Thinking can benefit business."

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**AWARDS****Dartmouth Professor Honored for Lifetime Achievement**

(New Hampshire, USA). Leonard Greenhalgh was awarded with the U.S. Department of Commerce's Minority Business Development Agency (MBDA) Lifetime Achievement Award for his long-term contributions to American minority business owners. The award was presented in September at the 25th MBDA Minority Enterprise Development Week Gala in Washington, D.C.

"I am really proud of Tuck for having taken this stance and making an investment in the future of minorities," says Greenhalgh, director of programs for minority and women-owned business enterprises at Tuck. "Personally, it's enjoyable being part of something that makes a difference on a national scale."

**University of Maryland Faculty Members Receive Research Honors**

(Maryland, USA). Two members of the University of Maryland's marketing faculty have been honored for the influences their research has had on business practice. P.K. Kannan, the Harvey Sanders associate professor of marketing, placed at the top of the 2007 INFORMS Society of Marketing Science Practice Prize competition. Roland Rust, the David Bruce Smith chair in marketing, was awarded with the Best Article from the Journal of Service Research for his research.

"I'm pleased to see our marketing faculty recognized for their thought leadership," said Howard Frank, dean of the Robert H. Smith School of Business. "The Smith School's faculty members have proven themselves among the world's most prolific researchers, and the marketing department in particular has continuously produced cutting-edge work that is having real impact on business in the global economy."

**Northern Kentucky University Entrepreneurship Institute Accepts Award**

(Kentucky, USA). Northern Kentucky University's Fifth Third Bank Entrepreneurship Institute has received the 2007 National Consortium of Entrepreneurship Centers (NCEC) Award for excellence in entrepreneurship teaching and pedagogical innovation.

The NCEC award is given annually to centers that are contributing to the maximization of current and future student benefits through teaching and pedagogy. The organization defines excellence by the activities that change and improve the teaching and learning of entrepreneurship, as well as expand the potential in the field through affiliated faculty and instructors.

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**Quinnipiac University ISM Professors Recognized**

Bruce Saulnier

(Connecticut, USA). At the 2007 Information Systems Education Conference (ISECON), Bruce Saulnier, a professor of ISM at the Quinnipiac School of Business received the award for best paper entitled, "The Child is the Father to Man: Social Software in the IS 2007 Curriculum." The paper investigated the use of social software, such as YouTube, Facebook, and MySpace in industry and by students. The paper makes the case for a need to integrate social software and Web 2.0 tools into IS curriculum.

Two other professors also received awards at the event for their writings. Richard McCarthy, a professor of ISM, and Bruce White, a professor of ISM and chairperson of computer information systems, were both recognized with a Distinguished Paper Award for their joint efforts in creating, "The Development of a Comprehensive Assessment Plan: One Campus' Experience."

**San Diego State Professor Named Educator of the Year**

(California, USA). Sharon Lightner, director of the School of Accountancy at San Diego State University was recently recognized with the 2007 Educator of the Year Award by the American Women's Society of Certified Public Accountants (AWSCPA). Sharon joined the AWSCPA in 1982 and was nominated for the award by a student of the San Diego State University Master of Science in Accountancy Program. The annual honor is awarded to a two- or four-year college faculty member for excellence in teaching in accounting.

The award will add to her already well-established record of contributions to education, including recognition from the Beta Alpha Psi and a collaborative award from the American Accounting Association and the American Institute of Certified Public Accountants.

**Texas A&M Professor Earns Prestigious Teaching Award**

(Texas, USA). Jeff Conant, a professor of marketing at the Mays School of Business at Texas A&M University was honored with the 2007 Sherwin-Williams Distinguished Teaching Professor Award from the Society of Marketing Advances (SMA). Dr. Conant is a presidential professor for teaching excellence and holds the Eppright University Professorship in undergraduate teaching excellence.

"Jeff Conant is one of Texas A&M University's greatest teachers," says Ricky Griffin, interim dean at the Mays School of Business. "His innovative teaching methods and the passion and enthusiasm he brings to the classroom are legendary. I cannot imagine anyone more deserving of this recognition than Jeff."

**University of Toronto Professor is Recognized for Outstanding Contributions**

(Toronto, Canada). Keith Ambachtsheer, an adjunct professor and director of the Rotman International Centre for Pension Management (ICPM) at the Rotman School of Management, was honored with the

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Outstanding Industry Contribution Award during the 7th Annual IPE European Pension Fund Awards. Keith was one of ten individuals who were nominated for the award. He was selected by the readers of Investments & Pensions Europe, a magazine based in London.

“I think of this as a longevity award because I got into this industry in the late 1960s. At the beginning, there were only pension bits and pieces. There was no coherence compared to where we are today,” said Ambachtsheer in Vienna, where he received the award. “We are not done yet, but there is a lot of coherence to pensions worldwide.”

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### **NEW MEMBERS**

#### **Educational**

[ESERP Business School and University Foundation](#)

Barcelona, Cataluna  
Spain

[Institute of Management Technology \(IMT\)](#)

Raj Nagar, Ghaziabad  
India

[Koç University](#)

College of Administrative Sciences and Economics  
Istanbul  
Turkey

[National Taiwan University of Science and Technology](#)

School of Management  
Taipei  
Chinese Taipei

#### **Current AACSB Membership**

**TOTAL MEMBERS: 1,118**

Educational Members: 1,068

Corporate/Non-Profit/Governmental: 50

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**AFFINITY GROUPS****Upcoming Events****Deans Conference**

February 6-8, 2008  
Hyatt Regency San Antonio  
San Antonio, Texas USA

The 2008 Deans Conference will provide many opportunities for affinity group members to meet and/or present their initiatives. The following events and group meetings have been provided by various affinity groups for posting:

[American Association of State Colleges and Universities \(AASCU\)](#)

Group Meeting  
February 6, 2008, 1:00 p.m.–3:00 p.m. CST  
Hyatt Regency San Antonio  
San Antonio, Texas USA

Mr. Steve Kappler, executive director of consulting, Stamats, Inc. will discuss the major trends that will impact our ability to recruit students, raise dollars, and market at AASCU and state institutions. The organizers are also planning on having another important presentation at the conference.

If you have not done so already, please visit:

<http://www.aacsb.edu/members/communities/affinitygroups/AASCU.asp> to subscribe to the AASCU affinity group's listserv to receive updates and the newsletter--Biz Beat. Don't miss this incredible opportunity to network with the business school deans of 430 state colleges and universities.

[View Biz Beat](#)

You must be the dean of an AACSB member school and an AASCU institution to participate. The AASCU Business Schools Affinity Group can hardly wait to say "hola" to you in San Antonio.

[Entrepreneurship Programs](#)

Assessing Entrepreneurship Learning Objectives  
Panel Session  
February 6, 2008, 10:30 a.m.–12:30 p.m. CST  
Hyatt Regency San Antonio  
San Antonio, Texas USA

With government and accreditation agencies increasingly focused on the assessment of learning objectives, it is essential to design and implement systems that repeatedly provide required feedback. These systems are useful not only for external assessment output but also for providing information that

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leads to continuous internal improvement benefiting students, faculty, and institutions overall. Some learning objectives are easier to assess than others and those associated to entrepreneurship programs tend to present unique challenges. Panel members at this session will present lessons that they have learned in creating systems to evaluate learning objectives related to entrepreneurship programs and will provide a platform for sharing best practices among participants. Panelists include Diane Chase, director of assessment, Babson College and Timothy Stearns, Coleman Foundation chair in entrepreneurial studies, Lyles Center for innovation and entrepreneurship, California State University Fresno. Please join us and participate in this important discussion.

[MBA for Working Professionals](#)

Group Meeting

February 6, 2008, 3:00 p.m.–5:00 p.m. CST

Hyatt Regency San Antonio

San Antonio, Texas USA

Part-time MBA markets are becoming far more competitive. As a result, business schools are devoting significant resources to branding and positioning their programs in the market place. This session will present, in panel format, the experiences of individuals involved in branding Part-Time MBA programs in the Chicago, Atlanta, Dallas, and Los Angeles markets.

[Women Administrators in Management Education \(WAME\)](#)

Group Meeting

February 6, 2008, 1:00 p.m.–4:00 p.m. CST

Hyatt Regency San Antonio

San Antonio, Texas USA

Please join the Women Administrators in Management Education as they welcome presentations by Lynne Richardson and Denise Smart, "Giving & Receiving Support: The Importance of Mentoring," as well as AACSB International's own Lucienne Mochel presenting on "Becoming Involved in AACSB."

Mentor ... we know the noun, but do we use the verb? Lynne Richardson and Denise Smart's discussion will explore how having a mentor can help participants achieve their goals, but will also discuss how being a mentor can help participants grow professionally and personally.

Engagement in the AACSB is important to us all. Whether as a chair, assistant/associate dean or as a dean, becoming part of AACSB activities is an important step in developing our ability as a manager in higher education, as well as furthering our careers. Lucienne Mochel will detail how other women dean's have become involved.

There is a \$25 registration fee to attend this meeting.

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Tel: 813-769-6500 Fax: 813-769-6559

## **Sustaining Partner Spotlight**

Name: Graduate Management Admission Council

Location: McLean, Va.

Services: Graduate Management Admission Test (GMAT), Graduate Management Admission Search Service (GMASS), MBA Pathfinder Data Warehouse

Year Founded: 1954

Website: [www.gmac.com](http://www.gmac.com)

### **Why is your company/organization a member of AACSB International?**

The Graduate Management Admission Council shares with AACSB International a commitment to quality graduate business education around the world. GMAC<sup>®</sup> works with business schools to help them better understand the market for business and management education and offers an array of services to help prospective graduate business students make informed decisions about which graduate program is the best fit for them.

We also are the owner of the Graduate Management Admission Test (GMAT), the exam designed specifically for graduate business programs.

There are three pillars of quality in a graduate business program: faculty, curriculum and students. AACSB International supports the quality of the curriculum and faculty, and GMAC assesses the quality of the students and supports business schools in building successful cohorts.

### **What values drive your company/organization?**

The Graduate Management Admission Council values cultural diversity and is committed to creating and promoting access to management education for all people throughout the world.

We exist as a council to serve our many customers—those who work at business schools and those who apply to and enroll in business schools.

### **How do your services/products benefit AACSB members?**

Our flagship product, the GMAT exam, is the most valid, reliable and objective predictor of how well a student will perform academically in a graduate business program. The exam helps school professionals make solid, defensible admissions decisions and build the strongest class.

Through the GMAT exam, the Council also offers the Graduate Management Admission Search Service, or GMASS, a product to help schools target potential applicants, including specific groups such as women or minorities, who have expressed interest in a graduate business program. The database includes upwards of 280,000 names of possible candidates.

The Council sponsors a host of programs to help schools attract a more diverse pool of candidates. We created Operation MBA to increase awareness of graduate business education among military personnel, and the Diversity Pipeline Initiative, which works to increase the number of underrepresented minorities in business education.

In support of corporate social responsibility, GMAC<sup>®</sup> also founded TeamMBA, an initiative in which students, faculty, staff, and friends of the MBA community gather together to perform community service or participate in charity events. Since GMAC<sup>®</sup> launched TeamMBA in 2005 to promote the goodwill of the MBA, hundreds of students, staff, and faculty from schools around the world have donated thousands of volunteer hours and raised hundreds of thousands of dollars for charities and community organizations.

**What AACSB events will you be visible at for interested members to learn more?**

AACSB International Conference and Annual Meeting

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**CONFERENCE ALERT****Featured Plenary:****Educating Future Managers: The (mis)alignment of management education**

Dr. Robert S. Rubin from the Charles H. Kellstadt Graduate School of Business at DePaul University will address a critical viewpoint: the misalignment between management education and practicing managers.

Dr. Rubin is an avid teacher who focuses his energy on organizational behavior and human resource management. His current research focuses on the areas of leadership, assessment, and management education. Dr. Rubin has published several books and written numerous articles in a variety of academic journals, including the *Academy of Management Journal*, *Personnel Psychology*, *The Leadership Quarterly*, the *Academy of Management Learning & Education*, and the *Journal of Leadership and Organizational Studies*. Recently, Dr. Rubin was awarded the Wicklander

Fellowship by DePaul's Institute for Business and Professional Ethics. The fellowship will enable him to explore issues that surround ethical leadership in organizations.

During this special session, Dr. Rubin will tackle the relevancy of MBA programs by examining the competency requirements of managers and their relationship to the MBA curricula.

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**SEMINAR ALERT****Assessment Seminar**

February 4-5, 2008  
Frankfurt, Germany

**Who Should Attend?**

The Assessment Seminar focuses on building and analyzing methods for assessing student learning. The topics discussed are relevant to faculty, department chairs, deans, individuals involved with faculty development, and other persons working on obtaining or maintaining AACSB accreditation at their school.

**Learning Outcomes:**

- Provide an overview of the assessment process with an emphasis on direct measures of student performance.
- Discover effective feedback techniques and receive assessment-related pedagogical resources that you can use immediately.
- Design a functional, pilot assessment plan based on a specific vision you and your institution want to achieve for your students.
- Apply the concepts and practices of assessment as they relate to obtaining and maintaining accreditation.

**The Facilitator:**

Kathryn Martell, associate dean and professor of management at Montclair State University

[View a Full Biography](#)

[Learn More and Register for the Event](#)

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### EXHIBIT ALERT

#### Prospective Exhibitors

There are two upcoming opportunities to showcase your school or organization at an AACSB conference.

#### **Building B-Schools: Development and Communications Conference**

March 6-8, 2008

The Westin Michigan Avenue  
Chicago, Illinois USA

This exhibition provides face-to-face contact with international professionals from communications, external and alumni affairs, marketing, and development. Showcase your tools and techniques designed to help raise funds, market innovative programs and research, and create campaigns that get results.

[View Conference Brochure \)](#)  
[Download Exhibitor Application](#)

#### **2008 AACSB International Conference and Annual Meeting**

April 13-15, 2008

Hawai'i Convention Center  
Honolulu, Hawaii USA

This exhibition offers a unique opportunity to meet with business education professionals who are looking for partners who can increase the effectiveness and growth of their schools.

Your exhibit package will include the following:

- 10' x 10' booth space
- One six-foot draped table
- Two side chairs
- One wastebasket
- Directory listing
- Attendee list with contact information
- One full registration (plenary and educational sessions, workshops, two breakfasts, two luncheons, two refreshment breaks, and two receptions)
- One exhibit staff member full registration for 400 USD (more than 50% off the regular registration rate)
- Two exhibitor-only registrations

[2007 Exhibitors](#)

[2008 Exhibitors](#)

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[View Exhibitor Prospectus](#)  
[Download Exhibitor Application](#)

**EVENT SPONSORS**

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| <p><b>Deans Conference</b><br/>         February 6–8, 2008<br/>         San Antonio, Texas USA</p>   |  |
| <p><b>CONTRIBUTOR</b></p>  |  |
| <p><b>BusinessWeek</b></p> <p><b>Financial Times</b></p> <p><b>Shidler College of Business</b><br/>         University of Hawaii - Manoa</p> <p><b>Henry W. Bloch School of Business and Public Administration</b><br/>         University of Missouri - Kansas City</p> | <p><b>The Fox School of Management</b><br/>         Temple University</p> <p><b>KPMG</b></p> <p><b>ETS</b><br/>         Educational Testing Service</p> <p><b>Mays Business School</b><br/>         Texas A&amp;M University</p> |
| <p><b>FRIEND</b></p>   |  |
| <p><b>University of Nevada Business Schools</b><br/>         Las Vegas and Reno</p> <p><b>Scholar Systems</b></p>  |  |
| <p><b>Building B-Schools: Development and Communications Conference</b><br/>         March 6–8, 2008<br/>         Tampa, Florida USA</p>   |  |
| <p><b>CONTRIBUTOR</b></p>  |  |
| <p><b>The Fox School of Management</b><br/>         Temple University</p>  |  |
| <p><b>International Conference and Annual Meeting</b><br/>         April 13–15, 2008</p>   |  |

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| <b>Honolulu, Hawaii USA</b>  |  |
| <b>BENEFACTOR</b>  |  |
| <p><b>Beta Gamma Sigma</b><br/>W.P. Carey School of Business<br/>Arizona State University</p>  | <p><b>The Shidler College of Business</b><br/>University of Hawaii at Manoa</p> <p><b>The Entrepreneurship Program</b><br/>University of Louisville</p>            |
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| <p><b>BusinessWeek</b></p> <p><b>Cardiff Business School</b></p> <p><b>The Fox School of Business and Management</b><br/>Temple University</p> | <p><b>GMAC®</b></p> <p><b>Stillman School of Business</b><br/>Seton Hall University</p> <p><b>Charles F. Dolan School of Business</b><br/>Fairfield University</p> |
| <p><b>New Deans Seminar</b><br/>June 22-25, 2008<br/>Denver, Colorado USA</p>  | <p><b>BusinessWeek</b></p>   |
| <p><b>Teaching Business Ethics Seminar</b><br/>March 28–29, 2008<br/>Versailles, France</p>  | <p><b>Hankamer School of Business</b><br/>Baylor University</p>  |

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**SURVEY NEWS****OPEN****2007-2008 Salary Survey:**

OPEN for all schools

FINAL EXTENDED DEADLINE: December 21, 2007

**Important – Please note that schools reporting after December 21, 2007, may not be included in the 2007-2008 Salary Survey Overview reports. Data submitted after the deadline will be available for custom comparison group reports. Only schools that have completed the 2007-2008 Salary Survey will receive a complimentary copy of the overview report.**

**2007-2008 Effective Practices Survey:**

OPEN for all schools.

DEADLINE: December 31, 2007

Purpose: This survey is for you to tell us about specific effective practices at your school. If there is an area where you feel your school excels, then this is your chance to share that with AACSB and with other member schools. Though not necessary for all effective practices, if you have detailed information on rubrics used to measure the success of your initiatives, please also include those details to help us better understand your process.

**2007-2008 Accounting Doctoral Enrollment and Applications Survey:**

OPEN for Accounting accredited schools and schools that have reported doctoral programs in accounting.

DEADLINE: January 31, 2008

Purpose: This survey will be used to take a closer look at the doctoral shortages in accounting and will be analyzed along with the data from the annual APQ, BSQ, and Salary Survey to identify trends specific to accounting.

**UPCOMING SURVEYS****2007-2008 BSQ: Scheduled to begin January/February 2008**

Purpose: The BSQ is our annual survey to learn all about your school. With sections on programs, faculty, enrollments, admissions, and more, this survey gives our most well-rounded view of your school. The data collected as part of the BSQ is used to create Accreditation Statistical Reports, BSQ Overview Reports, and searchable online business school profiles.

**2007-2008 Partnerships and Alliances Survey: Tentatively scheduled to begin March 2008.**

Purpose: Educational partnerships and alliances are a growing part of the business school portfolio. With this survey, we will be looking at which schools partner together and what types of partnerships are most

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common. This also will provide an opportunity for your school to indicate geographic areas and partnership types that would be of interest to your school in the future.

DATA DIRECT



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