



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

### **Spellings and Business Schools**

“Strategies for Campus Leadership,” better known to most of us as “the Spellings report,” is clearly a U.S.-centric document; but it may have interest and impact for business schools everywhere. Margaret Spellings, the U.S. secretary of education established the Commission on the Future of Higher Education “to craft a comprehensive national strategy for higher education.” The report and its recommendations focus on access, affordability, quality, and accountability. According to commission member Robert W. Mendenhall, president of Western Governors University, an online nonprofit institution: “The commission made a very strong statement around the idea that we cannot continue to do higher education the way we have been.”

The findings relate to our industry on several specific and interrelated levels. Although business schools aren’t singled out, some of those topics resonate, raise concerns, and—in some instances—reassure.

The report recommends, for example, that “colleges and universities embrace a culture of continuous innovation and quality improvement,” as well as a “focused program of cost-cutting and productivity improvements.” Although business schools are usually at the forefront of educational innovation, and AACSB accreditation represents one of the best incentives I can imagine for ensuring quality, our schools haven’t always been noted for their cost-control measures. Some studies show that higher education tuition costs in the U.S. have increased as much as 50 percent over five years.

While many factors contribute to these increases, lower-income students may find their paths to higher education barred by soaring costs. Citing data from the Organization for Economic Cooperation and Development, the report maintains that the U.S. is “now ranked 12<sup>th</sup> among major industrialized countries in higher education attainment.” The report maintains that “inadequate and, in some cases, declining” quality, combined with limited access to higher education, places U.S. global leadership at risk. Business school leaders cannot afford to ignore these concerns.

As every manager knows, simultaneous cost reductions and quality enhancements aren’t always a slam dunk; but this report is likely to create an even stronger pressure point. For some business schools, strategies such as increased utilization of professionally-qualified faculty, integration of faculty, more reliance on online and distance learning, and development of consortia degrees may help to make some programs more accessible.

In a unique approach to economic effectiveness, students at Stanford are allowed to enter the educational system at different points, based on assessments of their competencies and skills. While the concept might not work everywhere, it’s a model that could produce savings on several levels.

To some extent, all AACSB accredited schools would seem to be considerably out front in the Spellings schematic, particularly in the areas of quality and accountability. After all, assessment of learning and continuous quality improvement are among the pillars of the accreditation process. In fact, a review of our standards demonstrates that business schools have been addressing many of the report issues for some time.

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The Spellings report has its critics, many of whom damn it as “politically motivated” and worse. The U.S. Congress has not yet responded to the report, and many observers question its “traction.” Within management education, however, the Spellings report may heighten awareness for all management educators and encourage us to do even more to ensure that business schools are accessible and value-added across the board.

**AACSB Advocacy Targets Diverse External Audiences**

The association is continuing its commitment to spreading the AACSB message of the value of accreditation to an ever-widening network of external constituents. Perhaps it is fitting that AACSB’s greatest effort toward increased communications has come in a year that marks the association’s 90th year of service to business schools.

In the past 12 months, AACSB has reached out to employers, recruiters, the media and other external audiences—each in a slightly different way.

AACSB has teamed with The Society for Human Resource Management (SHRM) in an effort to reinforce the value of AACSB accreditation when hiring business school graduates. HR professionals’ efforts to recruit the brightest and best graduates will be rewarded if they concentrate their search on candidates who attend AACSB-accredited institutions. SHRM is the world’s largest association devoted to human resource management, representing more than 200,000 members in more than 100 countries.

This month, AACSB continued to expand its outreach to potential undergraduate business students by exhibiting at the annual National Association for College Admission Counseling (NACAC) Convention in Pittsburgh, Pa. Materials distributed at the event were created to let high school counselors know more about specialized business school accreditation, and the importance of guiding potential business students toward AACSB-accredited institutions. As part of the campaign, a new, student-focused web page was launched on the AACSB Web site to help students understand accreditation and the importance of attending an AACSB-accredited institution. To view this new Web site, visit:

[www.aacsb.edu/students](http://www.aacsb.edu/students)

AACSB’s ongoing outreach to the media continues to gain momentum. Regular contact with business and higher education writers and columnists has resulted in AACSB being quoted by a variety of media sources, including the Financial Times, Washington Post, London Times, Wall Street Journal, BusinessWeek and other major outlets that cover business schools and their activities. To see the latest media stories that contain AACSB information, visit: [In the News](#)

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**DEANS CORNER****The Business School Dean As 'Academic Entrepreneur'**

America's colleges and universities today find themselves in a challenging new environment—one that demands expanded academic programming, redefines our traditional academic mission, increases accountability, and decreases support from traditional sources of government funding. This environment has necessitated the rise of the dean as an academic entrepreneur!

Although traditional scholars disavow the importance of entrepreneurial leadership, nevertheless, it has become critical for schools of business to build the kind of culture and infrastructure that will make institutional knowledge resources profitable and useful in the economy. Rather than waiting until external forces impose inappropriate or undesirable roles for our schools, it is critical that we, as business deans, be proactive. We must develop new roles consistent with capacity building for economic development, technology transfer, human resource development, basic/applied research, and stimulation of commercialization and entrepreneurship. As Clark Kerr, the first chancellor and president of the University of California noted: "Great universities will be those which have adjusted rapidly and effectively to important new possibilities"—and so too must colleges of business.

While we worry about potentially weakened teaching and research roles, as well as threatened academic freedoms, the biggest danger is failing to take advantage of opportunities. As deans we must view this new academic environment as a fundamental shift in society's view of higher education, and of business schools in particular. Deans must be both the guardian (some would say curator) of traditional academic standards, as well as the dynamic entrepreneur who builds and continuously improves the business school.

As a dean, former government official, and a Hispanic woman, I've had the privilege of combining my academic credentials with my entrepreneurial skills. My life and career are reflections of this "New World of Business" that schools must embrace. How can we develop the private business sector, yet still allow for the exigencies of society, government and the multiculturalism of global/domestic markets?

This premise provides the center of gravity for academic innovation and entrepreneurship. At The University of Texas at San Antonio College of Business, our strategic planning assumes that all disciplines must be excellent; but the real question is how do we weave distinctive threads into the business school fabric so that we can bind faculty and administrators together with one vision? How do we become an innovator, entrepreneur, partner, and leader in this "New World of Business?" For UTSA, those threads are globalization/cultural pluralism, security, capital markets, transformational leadership, and health/technology.

Based on a concurrence of vision, we have developed centers, academic programs and alliances that act as profit centers while combining academic excellence with a new world vision. Examples include the joint business/engineering school Center for Innovation and Technology Entrepreneurship, our Center for Global Entrepreneurship, our Business Studies for the Americas program, the Center for Professional Excellence, and many other enterprises. Each is a profit center, an asset to the business community, and a place where faculty can apply their knowledge and students can hew their expertise.

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To be an academic entrepreneur is not the antithesis of being a scholar. Instead, we support other scholars by developing “windows of opportunity” to expand research capacities and develop new areas of excellence. Not every institution or dean may want to play this new role. Some may view it as inappropriate or conflicting with their mission. I see it making business schools more dynamic, vital, and responsive.

In light of the new economic realities and a societal demand for more effective use of knowledge-based resources, the greatest danger facing public universities is not the possibility of making a mistake, but the risk of inaction--failure to secure the benefits, strengthen ourselves institutionally, and enhance our capacity to serve the public interest.

*by Lynda de la Viña, dean, College of Business, The University of Texas at San Antonio*

**Rutgers Business Programs Head for Downtown Newark**

The Rutgers Board of Governors has approved plans to relocate the Newark and New Brunswick programs of Rutgers Business School into a high-rise office tower in downtown Newark. The school will occupy 11 stories of the building, with substantially increased classroom, lecture hall and office space, and state-of-the-art technology.

Rutgers Newark Provost Steven J. Diner said the new location is ideal because it is near the headquarters of major corporations such as IDT and Verizon. The red-brick tower, which until 2003 housed Verizon Communications, is located at the corners of Broad, Washington, and Orange streets, a few blocks north of the present location of Rutgers Business School. It is only one block from the Broad Street Station, a 15-minute train ride to midtown Manhattan.



Rendering of 1 Washington Park, Newark, and surrounding buildings, from feasibility study by Ehrenkranz, Eckstut and Kuhn Architects

Rutgers will purchase the lower 11 floors of the 17-story, 23-year-old building for \$31.5 million and spend another \$51.5 million to rebuild, improve and renovate the space. The project is being financed through an \$18 million appropriation from the state of New Jersey and at least \$7 million from New Market Tax subsidies. The remaining cost will be financed by the university through private donations and bonding.

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**NEWSLINES****Tepper School-INSEAD Study: Viewers Prefer Unscripted TV**

A joint study by the Tepper School of Business at Carnegie Mellon University (USA) and INSEAD (France) suggests that television networks would benefit from eliminating the script and going live to increase viewer/advertiser appeal.

The study, which appeared in a recent issue of the *Journal of Consumer Research*, measured audience reaction among students in Germany and Singapore to live and tape-delayed versions of several programs. Live broadcasts won out.

In one study, 246 university students in Singapore were asked their preference for watching a TV dating show broadcast both live and tape-delayed, as well as in scripted and unscripted versions. Participants were 12 percent more likely to watch the show when it was unscripted and broadcast live rather than tape-delayed.

The researchers also measured the responses of 80 students in Germany to two types of broadcast programming: a highly anticipated European soccer match and a lottery drawing for which the participants owned a ticket. Half viewed both events live, while the other half watched a tape-delayed broadcast without advance notice of the outcome. Findings indicate that participants were 14 percent more likely to watch the soccer match broadcast live than taped.

Researchers pointed out that the sporting event was viewed not solely for the outcome, but also the drama as the game unfolds. With the lottery, people only want to know who won. The study also indicated that certain unscripted game shows, talk shows and reality TV would be better received if broadcast live.

**Haas Business School Study Finds Links between Power and Risky Behavior**

Powerful people view life through rose-colored glasses, but their optimistic outlook can make them prone to risky behavior.

So says a study by an associate professor at Haas School of Business at the University of California, Berkeley. The results of five separate studies—co-authored by Haas' Cameron Anderson and Northwestern University's Adam Galinsky—were outlined in the July/August issue of the *European Journal of Social Psychology*.

The authors note that risky business behavior can be beneficial, helping individuals maintain or increase their power which further empowers them to pursue high-risk, high-upside opportunities that others might avoid. They also note that there are many examples in business where powerful execs took risks that ultimately hurt them.

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"Our work is shedding light on the psychological mechanisms for those sometimes infamous blunders," said Anderson, who noted that when their research began, President Clinton was embroiled in the Monica Lewinsky scandal. "It's a good example of someone who was feeling so powerful that he was totally blind to the possibility that he was going to get caught."

Some psychologists argue a counterpoint—that persons with little power will do anything to get it in order to escape from their disadvantaged situation—and at the same time have less to lose with risky behavior. Conversely, they maintain that those in power are more conservative because they have more to lose.

However, cumulative results from the study's five experiments refute that theory and support the existence of the link between power and risky behavior.

### **Drexel Announces Online Partnership with International Insurance/Financial Services Group**

Drexel University has announced an academic partnership with LOMA, an international association of more than 1,200 insurance and financial services companies from more than 80 countries.

Through this educational alliance, LOMA members will have the opportunity to complete an online degree or certificate program through Drexel and receive special tuition rates. Members can choose from a range of online bachelor's, master's, and certificate programs in such areas as business, engineering, computer science, computing technology, education, nursing, and information science.

Drexel has been expanding its partner network for the past three years. Corporations, health systems, and professional associations in partnership with Drexel are able to offer their employees and members special tuition rates and career development opportunities while they earn a degree.

### **Wharton Business Plan Competition to Tests India's Entrepreneurship Prowess**

India's aspiring business leaders will showcase their entrepreneurial skills in a special "India version" of the Wharton Business Plan Competition, sponsored by The Wharton School at the University of Pennsylvania.

The more than 600 entries submitted since August will be reduced to 25 semifinalists and then to five finalists. Students will compete for prizes worth approximately \$4,000 (180,000 rupees) as well as the chance to gain valuable feedback from some of the most accomplished entrepreneurs and venture capitalists in the world.

During the competition, entries will be scrutinized by entrepreneurs, management experts and venture capitalists from the competition's sponsor companies: the Economic Times, Motorola, Norwest Venture Partners and AppLabs Technologies.

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Under the stewardship of Wharton Entrepreneurial Programs, finalists will receive mentoring from seasoned entrepreneurs and business managers and gain access to videotaped workshops, articles, and other educational tools.

The final competition is scheduled for Nov. 1 in Mumbai, India.

### **Chinese Government Officials, Execs Visit Cary School at Arizona State University**

Government officials and executives of state-owned companies participating in a special Carey School MBA program spent five days at the Arizona State University this month on their way to a four-day visit of New York City. The program is sponsored jointly by China's Ministry of Finance and the Shanghai city government through the Shanghai National Accounting Institute (SNAI).

While in Arizona, the students toured the ASU campus, visited classes/research centers, and meet with ASU President Michael Crow and local business leaders. In New York, the group visited New York Stock Exchange and met with financial services companies.

The program emphasizes financial management and the functioning of capital markets. To meet the needs of China's developing service industry, the curriculum will expand in January to include a services management concentration.

"Addressing environmental sustainability is a national priority, and China is accelerating the development of the services industry in an effort to be less reliant on manufacturing," said Buck K. W. Pei, program director and associate dean for Asia Pacific Programs at the Carey School. "The new services management concentration is designed to meet that need."

"MBA Shanghai" marks the first time that the Arizona school has conferred degrees outside the United States. Unlike many online degree programs offered in China, the program is delivered face-to-face in Mandarin and English by a teaching team that includes professors from Carey, Massachusetts Institute of Technology, New York University, Stanford and Yale.

**TRANSITIONS****South Korea's KAIST Business School Selects Jae Kyu Lee as New Dean**

Jae Kyu Lee, who for the past 12 months was associate dean and professor at Singapore Management University, has been named the new dean at Korea Advanced Institute of Science and Technology (KAIST) Business School.

Lee has spent much of his career as an instructor of management information systems, including serving as professor of electronic commerce and management information systems at KAIST Graduate School of Management, where he has held various teaching positions dating back to 1985.

The holder of a PhD from The Wharton School at the University of Pennsylvania, Lee received a bachelor's degree from Seoul National University and a master's degree from KAIST. He was a visiting professor at City University of Hong Kong (2001), The Wharton School (2000), University of Texas at Austin (1994), and Carnegie-Mellon University (1989).

Among his many business education activities, he is director of the International Center for Electronic Commerce (ICEC) and serves as editor-in-chief of *Electronic Commerce Research and Applications*. He is a three-time chair of the International Conference on Electronic Commerce (1998, 2000 and 2001), co-chair of the Pacific Asia Conference on Information Systems (2001), and chair of the 3rd World Congress on Expert Systems (1996).

**Fordham Chooses Rutgers' Howard Tuckman as Dean of Graduate Business School**

Howard P. Tuckman, a scholar of economics and current dean of Rutgers Business School, has been named dean of the Graduate School of Business Administration and the dean of the faculty of business at Fordham University.

Tuckman comes to Fordham after eight years at Rutgers, where he managed approximately 260 faculty and staff members and was responsible for a student body of 4,000 on Rutgers' Newark and New Brunswick campuses. He previously served as the dean of the business schools at Virginia Commonwealth University and the University of Memphis.

"In light of his wide experience ... I am confident that (Tuckman) will lead the Graduate School of Business Administration with real distinction," said Joseph M. McShane, S.J., president of Fordham University.

### Alberto Grando Assumes Deanship of Bocconi School of Management



The Bocconi School of Management in Italy has named Alberto Grando, founder and director of the Center for Research on Innovation, Technology & Operations Management (CRITOM) at Bocconi University, as the school's new dean.

Grando has been a professor of production and operations management at L. Bocconi University in Milan. Active in a host of business education activities in Europe, he is a member of the faculty group International Logistics of the Community of European Management Schools and is a visiting professor of operations management at Cranfield School of Management in the United Kingdom.

Grando's work has been published in a number of books and articles in academic and professional journals. His key research interests are manufacturing performances measurement, supply chain management, logistics, and production management.

### Georgia Tech Business School Chooses University of Texas' Salbu as Dean



Steve Salbu, a former associate dean and distinguished teaching professor at the University of Texas, is the new dean of the College of Management at Georgia Tech. Salbu replaces Terry C. Blum, dean since 1999, who heads Georgia Tech's Interdisciplinary Institute for Leadership and Entrepreneurship.

"Dr. Steve Salbu is one of those unique individuals who themselves are very talented and have the ability to motivate others to succeed," said Georgia Tech President Wayne Clough.

Salbu, who was director of the McCombs School's business ethics program, has served as a visiting professor at a number of top U.S. and international business schools, including the Wharton School at the University of Pennsylvania, University of Michigan, London Business School, and Indiana University.

He earned an undergraduate degree from Hofstra University, a master's degree from Dartmouth College, and a master's degree and PhD from Wharton. He also has a law degree from the College of William and Mary.

**BRIEFLY—Andrew T. Allen** has been named acting dean at the School of Business Administration at the **University of San Diego** ... **Niel T. Zimmerman** has been named interim dean at the College of Business and Public Administration at **Eastern Washington University** ... The Graduate School of Management at **Clark University** has named **Andrea L. Aiello** as assistant dean and **Priscilla M. Elsass** as senior associate dean.

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**AWARDS****Papua New Guinea Prime Minister Honors University of Toronto Business Professor**

David Beatty, a professor at the Rotman School of Management at the University of Toronto, was presented with a 30<sup>th</sup> Independence Anniversary Medal by the Papua New Guinea government in recognition of his continuing services to the country. Presenting the medal at a ceremony held at the United Nations in New York City was Grand Chief Sir Michael Thomas Somare, prime minister of Papua New Guinea.

From 1973 to 1977, Beatty was director of the Central Planning Office and economic advisor to the prime minister during the transition of the country from colonial status to self government and independence. He holds the current position of honorary consul to Canada for the Government of Papua New Guinea.

In 1974, the Government of Papua New Guinea also presented Beatty with an Independence Medal. In 1993, he was made an Officer of the Most Excellent Order of the British Empire by her Majesty Queen Elizabeth II in a ceremony at Buckingham Palace in London.

For the past 10 years, Beatty has taught corporate strategy in the Rotman School's MBA programs. He is the Conway Director of the school's Clarkson Centre for Business Ethics & Board Effectiveness.

**APPOINTMENTS****Mays Business School Taps Duke Administrator to Head MBA Program**

Kelli Kilpatrick has joined Texas A&M University's Mays Business School as the MBA Program director. Her previous role was director of recruitment and admissions for executive MBA programs at Duke University.

Kilpatrick, who has spent much of her career in enrollment management consulting and strategy, is charged with helping attract a broader base of students to the school. Only 29 percent of Mays' domestic MBA students are from outside Texas, while 46 percent of students seeking employment landed jobs outside of Texas.

"We already have a great program, and we want to attract, retain, and graduate outstanding students whose demographics reflect the ever expanding global landscape in which we live and work," Kilpatrick said.

Of the Texas A&M MBA graduates seeking employment in 2006, 92 percent had offers at graduation and 98 percent accepted offers within 90 days of graduation. The Mays MBA Program enrolls 75 students a year in a 16-month course of study.

Kilpatrick holds a master's degree in higher education administration from the University of South Carolina. She spent six years consulting for Noel-Levitz, an enrollment management firm. Most recently, she was recruitment and admissions director for Duke's global executive, cross continent and weekend executive MBA programs.

**Baldrige Award Foundation Elects Northern Colorado Business Dean**

Joe Alexander, business dean of the University of Northern Colorado, has been named chair-elect of the board of directors of the Foundation for the Malcolm Baldrige National Quality Award, Inc. His appointment comes two years after the Monfort College of Business became the first business school to earn the prestigious Malcolm Baldrige National Quality Award.

As chair-elect, Alexander will play a leadership role in administering foundation initiatives in support of the Washington, D.C.-based Malcolm Baldrige National Quality Award program. His term is for two years, after which he will be eligible to become board chairman.

**BRIEFLY—Susan Boedy**, formerly of Venture Archetypes, has been named director of the Thunderbird Private Equity Center at **Thunderbird's Garvin School of Management** ... The Dingman Center for Entrepreneurship at the **University of Maryland's Robert H. Smith School of Business** has named **Neil Selvin** as a new entrepreneur-in-residence.

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**NEW MEMBERS****Educational****The Pennsylvania State University at Altoona**

Division of Business and Engineering  
3000 IvySide Park  
Altoona Pennsylvania 16601  
Website: <http://www.aa.psu.edu/be>

Penn State Altoona offers 17 baccalaureate degrees, eight associate degrees, and numerous minor and certificate programs. The Division of Business and Engineering is engaged in research and teaching in the areas of business, engineering, engineering technology, or information sciences.

**Florida Southern College**

111 Lake Hollingsworth Drive  
Lakeland Florida 33801  
Website: <http://www.flsouthern.edu>

Founded in 1885, Florida Southern offers studies in the liberal arts, as well as pre-professional programs such as business, communications, pre-medical, pre-law, nursing, education, sciences, and others. Affiliated with United Methodist Church, it welcomes students from all faith backgrounds and cultures.

**Information and Communications University(ICU)**

School of IT Business  
103-6 Munji-Dong, Yuseong-Gu  
Daejeon 305-732  
South Korea  
Website: <http://www.icu.ac.kr>

Founded in 1997, ICU is supported by the Korean Ministry of Information and Communication and the IT industry. Two schools of engineering and one of business focus on study in the areas of wireless communication, computer software engineering, and IT management.

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### **ISEG-Instituto Superior de Economia e Gestao/Universidade Tecnica de Lisboa**

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Emerald is a leading English language publisher of academic and professional literature in the fields of management, library services and engineering.

### **NEW PROGRAMS**

#### **Grenoble Graduate School of Business Begins Master's Program in Singapore**

Grenoble Graduate School of Business (France), in association with the Management Development Institute of Singapore (MDIS), has launched a master's degree program in international business.

Founded in 1956, the Management Development Institute of Singapore is Singapore's oldest not-for-profit professional institute for lifelong learning. The Grenoble school becomes the first French partner for MDIS, joining other academic collaborations with universities in the United Kingdom, the United States, and Australia.

Conducted entirely in English, the two-year program includes courses in accounting, technology management, global trade, and business ethics. It also will include French modules delivered that offer students an introduction to French language and culture.

The program includes a year of classroom work, followed by a year of project-based work. The course is open to students with a bachelor's degree—with or without professional experience—and is designed to help students strengthen management skills, better understand business processes, and prepare for their first international management position.

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**Mock Law Firm to Help Eller College Students Grasp Legal Issues**

With the help of start-up funding from the Kansas City-based Ewing Marion Kauffman Foundation, a mock law firm will be created by the McGuire Entrepreneurship Program at the University of Arizona's Eller College of Management. The program is designed to help students better understand legal issues such as the protection of intellectual property, which is becoming more prominent in entrepreneurial activities.

Students will develop an understanding of common legal issues (including intellectual property) early in the venture planning cycle. They will learn how to plan strategically, operationally, and financially for intellectual property and other relevant legal issues.

"Law students will gain practical experience counseling clients involved in simulated start-up ventures," explained Sherry Hoskinson, director of the McGuire Entrepreneurship Center. "They will develop their legal and business knowledge, as well as skills needed to work with entrepreneurs and start-up companies."

**University of Maryland Smith School Launches Four New Executive Master's Programs**

Four new master's degree programs targeting professionals in various industry sectors have been added to the Smith School of Business at the University of Maryland. They include an executive evening MBA program, an executive master's program in accounting, an executive master's degree with a focus on information systems/technology in Tunisia, and a customized MBA program in conjunction with Science Applications International Corporation (SAIC).

The first cohort of the evening executive MBA program began this summer at the main campus in College Park, Md. Participants will complete the 54-credit graduate program in two years, with the first year focused on core courses and a second year of electives at Smith locations around the world.

The executive master's in accounting program kicked off in September, with an initial class of 40. Focused on internal auditing, the 15-month program—developed in consultation with leading public accounting firms—is delivered on Saturdays.

Students from Tunisia and southern Europe are enrolled in the new IT-themed business master's program, which is delivered on the campus of South Mediterranean University in Tunisia. The 10-month, part-time program targets future and current managers in the areas of finance, marketing, human resources and information systems.

Smith has teamed with SAIC, a leading systems, solutions and technical service company, to deliver a 20-month customized MBA program. The program, which allows students to work full-time while attending classes, takes place primarily on-site at SAIC facilities in McLean, Va. leadership and echo program curriculum.

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**GIFTS AND GRANTS**

**Radio Broadcasting Pioneer’s Family Donates \$5 Million to Youngstown State Business School**

The family of the late Warren P. Williamson Jr., founder of the WKBN Broadcasting Corp., has presented the Williamson College of Business Administration at Youngstown State University with a \$5 million gift, largest in the university’s history. The gift will help build a new facility that will include modern classrooms, labs, and meeting/conference facilities for the region’s business community.



Williamson, who died in 1996 at the age of 96, started Radio WKBN in 1926 out of his home on the south side of Youngstown. On Thanksgiving Day that year, the station became one of the first radio stations in the nation to broadcast a football game.

Through the years, the company added FM and television stations. In 1983, expansion took on a new look when WKBN started Wilcom Corp., a company that became one of the very first U.S. cellular phone businesses. Later, under the name Sygnet Corp., it grew to the point where it provided service to eastern Ohio, western Pennsylvania and western New York State

The Williamson family’s support of YSU’s business college dates to 1981, when Warren P. Williamson Jr. donated \$400,000, which resulted in the business college being named after him. In 1992, he donated \$1 million to start the Williamson Center for International Business, which supports globalization of the school’s curriculum, faculty research/development, partnerships in other countries, and provides outreach services to the business community. In 1994, he donated an additional \$500,000 to the business college.

**Levy Gift of \$5 Million Supports Financial Aid, Social Impact Initiatives at Wharton**



The Wharton School of the University of Pennsylvania is the recipient of a \$5-million gift from alumnus Robert M. Levy, chairman of Harris Associates, and his wife, Diane. The gift will establish the Diane and Robert Levy Social Impact Fund, increase funding for the Levy Endowed Fellowship Fund, and benefit the University of Pennsylvania’s Museum of Archaeology and Anthropology.

A graduate of Wharton’s MBA program, Robert Levy is a Penn trustee and a member of the Wharton School Board of Overseers. He has served as member of the Midwest Regional Advisory Board and the Wharton Graduate Executive Board. He is president of the Robert M. Levy Family Foundation, as well as a director of the Bill Nygren Foundation.

"Bob and Diane Levy have long been generous supporters of Wharton and the University of Pennsylvania," said Wharton Dean Patrick Harker. "Their latest gift will help the Penn Museum create new exhibits of its world-renowned collection. At Wharton, the expanded Levy Fellowship Fund will enable generations of students to have access to a world-class business education. The new Levy Social

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Impact Fund will help students and faculty pursue interests in such areas as public and non-profit sector careers, research and teaching in corporate social responsibility, and social entrepreneurship."

The Levy Social Impact Fund will provide seed and supplemental funding for student, faculty and institutional initiatives in areas such as social impact management, business ethics, and summer student internships in the public and non-profit sector.

The new Levy Fellowship gift, designed to help students with less than three years' work experience or who are in under-represented minority groups, will expand activities for students interested in nonprofit-sector careers.

### **Augusta State University Business School Renamed 'James M. Hull College of Business'**

A \$2 million cash gift from an Augusta philanthropist has resulted in the renaming of the Augusta State University business school to the James M. Hull College of Business. The gift is the single largest cash donation in the history of the university.

Hull is a business real estate developer member/manager with Hull Storey Retail Group, LLC, one of the largest privately-owned retail estate companies in the Southeast. Hull's portfolio lists more than 49 retail shopping centers, including 17 enclosed malls, in Georgia, South Carolina, North Carolina, Florida, Alabama, Texas, and Tennessee.

"Mr. Hull's gift will have a tremendous impact on our university and our ability to expand opportunities for our College of Business," said William A. Bloodworth, university president."

**BRIEFLY**—The Providence Service Corporation of Tucson, Ariz., will fund a new chair in public administration and policy at the **Eller College of Management** at the University of Arizona.

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### CONFERENCE ALERT

#### Three-Conferences-in-One Set for Scottsdale November 16-18

“Creative leadership, the need for positive turbulence in business schools,” will be a featured plenary session topic on the first day of the Graduate Programs, Undergraduate Programs, and Emerging Curricula Conferences in Scottsdale, Ariz., Nov. 16-18.

Stanley Gyskiewicz, an international authority on leadership, creativity, and innovation, will be the featured presenter at the conference’s Plenary I session. Gyskiewicz, who has chronicled these topics along with research/product development, strategic innovation, manufacturing, team creativity/problem solving, government, education, and service delivery, is a PhD in organizational psychology from the University of London.

This “three-in-one” conference may be the best value on the 2006-2007 AACSB professional development calendar. Because there are three separate conferences going on at one venue, attendees can cross over to attend different sessions from each conference throughout the event.

Gyskiewicz, senior fellow at the Center for Creative Leadership, is the author of *Positive Turbulence*, first published in 1999 by Jossey-Bass and is now in its fourth printing. With trumpeter Bobby Bradford, he also has produced an award-winning video called “Creativity in Organizations: A Jazz Musicians Perspective,” which underscores the importance of leadership in an environment where change is constant.

Among Gyskiewicz’s clients are The World Bank, the Moscow G.V. Plekhanov Institute of National Economy; the Singapore Productivity and Innovation Board, numerous trade associations, and academic institutions as well as Fortune 500 companies such as American Express, S. C. Johnson, Lockheed Martin, Chevron, Pfizer, Hewlett-Packard, Scandinavian Airlines, Goodyear, Merck, Bank of Montreal, Norfolk Southern Corporation, and International.

Other topics to be covered in the three conferences include:

- Undergraduate Rankings and Potential Impacts
- Models for Effective Curriculum Design
- Success with Specialized Degree Programs
- Best Practices in Assessment and Assurance of Learning
- Modeling Global Realities in the Curriculum
- Integrating Liberal Arts and Business Education
- Success with Flexible Business Programs
- Student Career Service Models
- Integrating Ethics and Governance in the Curriculum
- Corporate Perspectives on Curriculum Relevance and Quality
- Putting Realism in Learning

[For more information on the three conferences, visit: GPC/UPC/ECC Three-in-One Conference](#)

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**SEMINAR ALERT****First Teaching Business Ethics Seminar in Washington D.C.**

Ethics in business continues to be a hot-button topic around the world. So top-of-mind is the subject of ethics that AACSB has scheduled two "Teaching Business Ethics" seminars for the 2006-2007 academic year. The first of these takes place Nov. 2-3 in Washington D.C. at The George Washington University School of Business.

Introducing the subject of ethics to future business leaders takes some preparation and forethought. This seminar provides faculty from just about any discipline with the in-depth learning needed on the topic of ethics. Participants will also engage in an analysis of ethics case teaching materials, as well as participate in computer simulation exercises.

Faculty, department chairs, associate deans and others involved directly in teaching and curriculum development should put this seminar on their calendars.

The Teaching Business Ethics Seminar will help those charged with the teaching of ethics to:

- Develop a stronger understanding of the importance of ethics education
- Become familiar with how to integrate ethics into the curriculum
- Analyze and discuss key ethical dimensions of cases, articles, and educational materials
- Experience computer simulation that sharpens understanding of the integration of ethics into business decision-making

Facilitators for the Teaching Business Ethics Seminar are:

- Timothy L. Fort, professor of business ethics at The George Washington University Business School and an academic advisor for the Business Roundtable Institute for Corporate Ethics
- Laura Hartman, associate vice president for academic affairs at DePaul University and professor of business ethics and legal studies in the management department of DePaul's College of Commerce
- Dean W. Krehmeyer, executive director of Business Roundtable Institute for Corporate Ethics and a certified public accountant and former manager with A.T. Kearney, one of the world's largest management consulting firms.

AACSB's second Teaching Business Ethics Seminar for 2006-2007 is scheduled for May 7-8, 2007 at the AACSB world headquarters in Tampa, Fla. For more information on the seminars, visit: [Teaching Business Ethics](#)

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**QS TopApply Sponsors Leipzig AACSB Conference**

QS TopApply, a user friendly customer relations management system that helps business schools identify potential students, was a sponsor of the World Class Practices Conference in Leipzig. QS TopApply is a personalized communication and marketing system that makes it possible to build dynamic relationships with potential candidates in real time.

As a general support sponsor, QS TopApply hosted an individual refreshment break, as well as provide general program support for the Leipzig conference, one of two WCP conferences to be held by AACSB in 2006. Beijing will be the site of the second conference in May, 2007.

Among the company's many products is *The Top Universities Guide 2007*, a comprehensive guide to international study abroad. The guide contains country guides, application tips, student finance information and a guide for parents along with the THES - QS world university rankings.

QS (QuacquarelliSymonds Limited) was founded in 1990 by Wharton MBA Nunzio Quacquarelli, who in 1994 was joined by partner Matt Symonds. The company has offices in Beijing, London, Paris, Singapore, Sydney, Tokyo and Washington D.C.

**SURVEY NEWS****2005-2006 Business School Questionnaire**

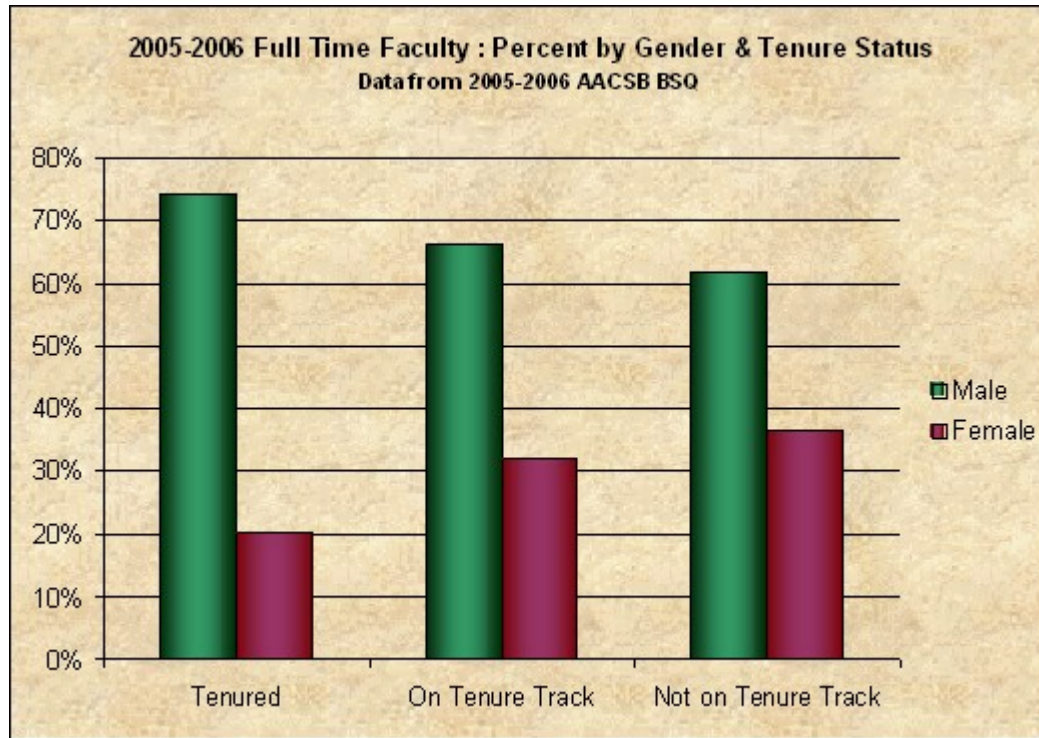
AACSB Knowledge Services is pleased to announce that the custom Accreditation Statistical Reports based on the 2005-2006 BSQ data are ready and can be accessed through your subscription to DataDirect. If your school has not yet subscribed to DataDirect, please visit <http://www.aacsb.edu/datadirect> for more information. The benefits of your subscription include the most up-to-date access to the custom reports and benchmarking features of our website.

**2006-2007 Salary Survey**

This is an exciting year for AACSB International! This will be the first year that all members of AACSB International will be invited to participate in our annual faculty and administration salary survey. The primary representative for your school will be receiving an announcement with further information on the annual Salary Survey later this month. All participating schools will receive a copy of the salary survey overview report.

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**DATA DIRECT**



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