

Dean's Update

If you have driven by the construction site of the new School of Business/School of Engineering on the Monroe Park Campus Addition, you know that the building is out of the ground and the brick is beginning to go up. In just 14 months we will begin moving into our new building, strengthening our ties programmatically to the School of Engineering and providing first class, state of the art facilities for our students.



advice on a host of issues important to the School. I am pleased to report that funds raised for the Campaign for the School of Business now exceed \$45 million.

This is a very exciting time for the School and, in many ways, the move to our new building next December will be a new beginning. As a result the School has begun work on a new strategic plan that will guide us for the next 5-10 years. I look forward to reporting on our progress in future messages to the alumni.

Thank you for your continued support of the School. Our friends and alumni are among our most value assets.

Michael Sesnowitz, *Dean* ■

The new building addresses many of the physical needs that were identified in the School's current strategic plan that was adopted shortly after I arrived at VCU six years ago. In the five years since that plan was enacted, the School accomplished much programmatically as well. A new undergraduate minor in e-business and a new undergraduate major in financial technology were established. At the graduate level a new MS in Information Systems program was introduced, and a joint Pharm D/MBA program and a joint MS in Information Systems/MBA program were developed. In addition, the IS Department introduced a new Executive Masters of Information Systems program, and a new graduate certificate program in general business was introduced this fall. During this same period, the research productivity of the faculty increased as more resources in the form of travel money, summer research stipends, graduate assistants, and funds to purchase data bases were made available. In addition, twenty-one

new faculty members were hired and more will be hired in the coming years.

In the area of student services, additional full-time undergraduate advisors were hired and more resources were devoted to technology support.

A new Business School Foundation was established and an outstanding board of trustees recruited. The trustees are helping us raise and invest funds for the School. In addition, they will help us develop a first rate career center, and will provide

Quality Remains an Important Priority

After completing a comprehensive evaluation, AACSB International, the Association to Advance Collegiate Schools of Business, renewed accreditation for all VCU programs in business and accounting. Accreditation is based on quality standards relating to management of resources, interactions of faculty and students, and achievement of learning goals. VCU has maintained continuous accreditation for 31 years. We can take pride in AACSB's vote of confidence for our future.

More Than 700 Students Earn Business Degrees in 2005-2006

In 2005-2006, the School of Business awarded 496 Bachelors of Science, 38 Certificates, 159 Masters Degrees, and 11 Doctorates. Our largest undergraduate major continues to be Business Administration & Management. Our newest graduates join an incredible network of more than 21,000 business alumni, 78% of whom live in Virginia.

New Faculty Perspective: Janet Kellett, Ph.D. '02

Originally from Arlington, Virginia, I have lived most of my adult life in Richmond. After receiving a Bachelor of Science degree in mathematics from the College of William and Mary, I went to work for the U.S. General Accounting Office. As an auditor/mathematician, I served on investigative task forces preparing reports for Congress on issues such as coal mine safety, combat readiness, military procurement practices, shipbuilding contracts, and military dependent health care.



A few years later, I accepted an opportunity with the Chesapeake and Potomac Telephone Company of Virginia, which became part of Bell Atlantic and later Verizon. I worked in a variety of management assignments responsible for network engineering and capital budgeting. When the company embarked on an extensive culture change program, I served as a full time facilitator for continuous learning (teamwork and quality improvement) and diversity management. From my experience as a facilitator, I became interested in the idea of teaching management courses that would help students transition more effectively from college to the business world.

I retired from Verizon and earned a Ph.D. in Business from VCU with a major in Organizational Behavior and a minor in Human Resource Development. I enjoyed my association with the faculty, staff, and students and looked for an opportunity to return.

Other new faculty:

Haeran Jae, Ph.D., joins the Marketing Department as an Assistant Professor

Jeffrey A. Krug, Ph.D., joins the Management Department as Associate Professor and will teach Strategic Management and Business Policy

Soumya Sivakumar, Ph.D. joins the Department of Marketing as a Visiting Assistant Professor and will teach Buyer Behavior, Dynamics of Retail Management, and Information for Marketing Decisions.

Sonia Wasan, Ph.D. joins the Accounting Department as an assistant professor and will teach Intermediate Accounting - I.

Dr. Ki Ho Lee from Shingu College in Seungnam, Korea will be a visiting professor in the Department of Accounting during the 2006 fall semester.

Two-Tiered Admissions Meets Student Needs

In our continuing strive for excellence, the VCU School of Business has moved to a two-tiered admissions policy. Freshmen who meet a high set of standards based on SAT scores, GPA and academic achievement can now be admitted directly into a School of Business major. Enrolling directly in a major encourages these high-achieving students to get to know faculty mentors and take an active role in business student organizations as soon as they come to VCU.

Most incoming students interested in business continue to be admitted into the Business Foundation program.

After receiving advising through the University College and demonstrating their academic abilities in pre-business and liberal arts courses, Business Foundation students can apply to a business major during their second year of study.

Douglas Rogers Recieves Highest Gamma Iota Sigma Award

Douglas Rogers, president of the Alpha Mu Chapter, and a senior at VCU, was elected as international student representative for Gamma Iota Sigma's Grand Chapter. He was also recipient of the prestigious Alan C. Williams Leadership Award given to one member representing the "best ambassador" to the insurance, risk management and actuarial science industries.

"I chose VCU because the school and the city of Richmond are up-and-coming. I had lived in small towns and now wanted to experience what you do," said Douglas, speaking before the School of Business Council on October 31st. After serving in the Army, Douglas came to VCU to begin a career. By week two he was completely enamoured with the School and the insurance fraternity. He is now an intern with Colony Group Insurance and has received scholarships from eight different organizations to continue his education here.



We're Making News

• In a recent ranking compiled by Evan Dobbelle, president/CEO of the New England Board of Higher Education, VCU ranked eighth among the top 25 universities recognized for their positive effects on neighboring communities.

• More than 500 VCU School of Business Alumni are serving as President, CEO, or Chairman of a company according to our alumni database. To update your record and let us know about your personal and professional successes, visit www.bus.vcu.edu/busalum/feedback.html or call the Office of Development and Alumni Affairs at (804) 828-1495.

• Two School of Business Economic Professors, Dr. George Hoffer and Dr. Michael Pratt have been named by Governor Timothy Kaine to the Governor's Economic Advisory Board of the Commonwealth of Virginia. Dr. Hoffer previously served on the board for former Governor Mark Warner.

• Our faculty have pledged more than \$400,000 of personal support for the Campaign for the School of Business, indicating their belief in the importance of the School's vision for the future.

• 170 universities from over 40 countries had faculty and doctoral students participate in educational programs hosted by the Center for Advancement of Research Methods and Analysis (CARMA) during 2005-2006



Pictured at the Dean's reception for donors are Peg Williams (Management), Larry Williams (Management), Ed Coffman (Accounting), Neil Coffman, Dru Gillbreath and Glenn Gilbreath (Management).

Campaign Update

In May 2006, the Mary Morton Parsons Foundation challenged alumni and friends to give \$1 million to the Campaign for the School of Business. Thank you to everyone who generously contributed and helped us meet the challenge! More than 500 alumni made first-time gifts. The foundation is matching your support with a \$1 million donation to the School.

Other Campaign gifts topping the million dollar mark include: \$15.3 million from the Commonwealth of Virginia, \$10 million from Steve and Kathie Markel, \$2.5 million to support Real Estate research from Sam Kornblau, \$1 million from Philip Morris and \$1 million from Tom and Vickie Snead.

Overall campaign donations have topped \$45 million, and we are hoping to reach \$50 million in support of our students and the future of VCU and Richmond. To make your gift, contact the Office of Development & Alumni Affairs at (804) 828-1485 or email Doug Knapp at dgknapp@vcu.edu or Katherine Oliver lkoliver@vcu.edu. Naming opportunities are still available for the new building.

Facts About Business Freshmen

Residency

In-state	364
Out-of-state	59
Freshman come from 17 different countries	

Gender

Male	247
Female	176

Race/ethnicity

African American	130
American Indian	2
Asian	59
Hispanic	19
International	33
White	165
Not Reported	15

Major

Accounting	20
Business Administration and Management	37
Business Foundation/Undecided	343
Economics	5
Finance	3
Financial Technology	1
Human Resources Mgmt/Indust. Relations	1
Information Systems	5
Marketing	5
Real Estate and Urban Land Development	3

Recruiting Opportunities



VCU School of Business students and graduates make great employees! VCU offers on-campus interviewing, individualized recruiting sessions and more. For information, please visit the University's career services website: www.students.vcu.edu/careers/employers.html or call (804) 828-1645.

Business/Student Networking Reception
February/March TBA, in the University Student Commons.,
Sponsored by the School of Business Alumni Board, this free event gives business students the opportunity to talk to prospective employers and alumni willing to offer career advice. Past participation by 50 employers has made this an outstanding event.
To receive an invitation, contact: Katherine Oliver (804) 828-1485 or koliver@vcu.edu

Annual Risk & Insurance and Finance Career Fair
January 30, 2007
Time to be announced - VCU Student Commons
Alumni seeking employees or employment are welcome to attend.
Contact: Debbi Little (804) 828-1486 or dslittle@vcu.edu

SAVE THE DATE! School of Business Night at the Siegel Center

Did you know that the VCU School of Business has more than 21,000 alumni, including more than 16,000 living in Virginia? On January 20, 2007, you will have the chance to reunite with old friends and make new contacts at the School of Business Night at the Siegel Center. Join fellow alumni, faculty, trustees and friends of the School of Business for a reception in the Auxiliary Gym. Then head next door to cheer on the Rams as they take on the Old Dominion University Monarchs in men's basketball under the leadership of first-year head coach Anthony Grant.

Details to be announced.
Contact: Katherine Oliver (804) 828-1485 or lkoliver@vcu.edu

Degree and Certificate Programs

Center for Corporate Education

The Center for Corporate Education offers quality programs taught by our faculty and other professionals. For more information on the following:

Visit: www.bus.vcu.edu/cce
Contact: Jan Allen, Director, at (804) 828-3165 or jaallen@vcu.edu.

- Certificate in Financial Planning (offered in Richmond and Northern Virginia)
- SHRM Learning System for Human Resource Professionals
- Six Sigma Green and Black Belt Certification
- Workshop for Investment Fiduciaries
- Annual Administrative Symposium
- Custom Training Programs
- Consulting

Graduate Programs

Our graduate programs reflect the expertise of our faculty and our commitment to offering students a program of study that meets their individual needs, priorities, and schedules.

Degrees offered: MBA, Fast Track Executive MBA, MS in Business (Decision Sciences, Finance, Global Marketing Management, Real Estate Valuation), MS in Information Systems, Fast Track Executive MS in Information Systems, MA in Economics, Master of Accountancy, Master of Taxation, Ph.D. (Accounting, Management, Information Systems), Dual Degrees (MBA/MS in IS, Pharm.D./Ph.D)

Graduate Studies
Website: www.gsib.bus.vcu.edu
Contact: Jana McQuaid
(804) 828-4939
gsib@vcu.edu

Fast Track Executive MBA
Website: www.bus.vcu.edu/EMBA
Contact: Bill Miller
(804) 828-3939
wjmille1@vcu.edu

Fast Track Executive MS in IS
Website: www.ftems.vcu.edu
Contact: Maureen Carley
(804) 828-7074
mecarley@vcu.edu

Upcoming School of Business Events

Alumni Activities

School of Business Night at the Siegel Center
January 20, 2007
Details to be announced – VCU Siegel Center
Reunite with friends and faculty and watch the VCU Rams take on ODU.
Contact: Katherine Oliver (804) 828-1485 or lkoliver@vcu.edu

Conferences, Lectures and Discussion Groups

Tech Tuesday Series
Meets the third Tuesday of the month. 7:30 a.m. – 9 a.m. on campus, call for location details
Roundtable discussion of business-related technology topics led by industry experts and Information Systems faculty. Free and open to the public. RSVP requested.
Contact: Maureen Carley (804) 828-7074 or mecarley@vcu.edu

Six Sigma Champions Workshop
January 29 and 30 8:30 a.m. - 5 p.m.,
VCU School of Business

VCU SCHOOL OF BUSINESS
Director of Development
1015 Floyd Avenue Box 844000
Richmond, VA 23284-4000



An Equal Opportunity/Affirmative Action University

For those who want to learn more about how Six Sigma can improve your companies' processes.

Contact: Jan Allen (804) 828-3198 or jaallen@vcu.edu

13th Annual International Business Forum
February 27, 2007 3 – 5:30 p.m.
in the VCU Student Commons
Contact: Dr. Van Wood (804) 828-1746 or vrwood@vcu.edu

Risk & Insurance Studies Center (RISC) Conference
March 14, Time and Location TBA
Website: www.bus.vcu.edu/Insurance/index.html
Contact: Debbi Little (804) 828-1486 or dslittle@vcu.edu

School of Business Pride Builder

MBA applications are on the rise at VCU, thanks in part to a series of billboards placed around Richmond. This one is on I-195, just south of the 64 and 95 interchange.



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Richmond, VA
Permit #869

Visit our web site at www.bus.vcu.edu

VCU SCHOOL OF BUSINESS MOVING FORWARD

WINTER 2006

Construction of New School of Business is Well Underway



Photos by Katy McDaniel

The new VCU School of Business building and the School of Engineering Phase II are pointing the way to a livelier future on the fringe of downtown Richmond. Situated on Main Street, just west of the Jefferson Hotel, the building will open during the 2007-2008 school year.

With the four-floor steel frame rising towards the sky and the brick exterior now being put into place, it is easy to begin picturing the excitement and bustle of a building featuring 11 tiered case study classrooms, 14 team-building meeting rooms and a 200-seat auditorium. Wireless Internet access will be available throughout and more than 100 faculty offices will have enough space to accommodate meetings with small groups of students.

New to the school will be a Career Center and a Cafe, both located conveniently on the first floor along with the Undergraduate Studies office, which provides critical academic advising. Upstairs, an expanded Center for Corporate Education will provide meeting and class space for students as well as the public. Also prominent will be the Fast Track Executive MBA area and a new Financial Services Center, which will include a trading room overlooking the atrium.

Already, prospective VCU students are getting caught up in the excitement, as views of the building are being featured in recruiting materials for undergraduate and graduate programs. Likewise, our alumni are more active than ever, with more than 500 alumni making first-time gifts to the school during the last quarter. To get a live view of the continuing construction, use the VCU RamCam.

Visit: www.vcu.edu/ramcam/eng.html



Career Planning Will Move Center Stage in the New Facility

In response to feedback from alumni, VCU is creating a new Business and Engineering Career Center, which will work with faculty, recruiters, and the current University Career Center to facilitate more interaction between students and potential employers.

The center will be located in an accessible location on the first floor of our new building, just off the atrium. We are now in the process of hiring a director.