

# COLLEGE OF BUSINESS Network

A Newsletter for Alumni and Friends

## Dear Friends,

This has been an exciting year for the College of Business and an exciting first year for me as Dean! Our overall high quality was recognized in 1997 when we were accredited by AACSB— The International Association for Management Education. We are one of only three collegiate schools of business in Minnesota that has achieved this status! Across the nation only some 25% of all business schools are so recognized. The College has used this international validation of its quality to actively enhance ties with external partners and with external stakeholders. We have used the planning process required for accreditation to develop exciting new academic initiatives. The planning process has also enabled us to make the case for a number of important new hires. We believe that the College is now well positioned to forge ahead towards its next level of excellence.

Critical to our continued leadership in business education is our commitment to strengthening our links with external stakeholders and with external partners.

Our external stakeholders include our alumni as well as the businesses and professions that employ our graduates. The external partners we are developing links with include business schools in other countries — another article in this Newsletter focuses on that initiative.

It is always gratifying when the interests of our stakeholders dovetail with those of the College. An excellent example of this is the generosity recently demonstrated by one of our alumni, Richard (Dick) Schmitz. In spring, 1999, Dick donated \$131,500 to the College to fund the Richard R. and Mary L. Schmitz Endowment for Opportunities in Food Retailing. Dick has a strong interest in encouraging students to consider careers in the retail food industry. As a result he created an endowment that will permit the College to do the following: offer scholarships targeted to students with an interest in the industry; establish a preceptor program for students with industry executives; and bring industry experts to campus for an annual lecture event. Thank you, Dick!

The College's ongoing commitment to cooperation with its external stakeholders is also demonstrated in a number of different ways. Thus, the College continues to have a strong commitment to its internship program. This past year we had some 200 students doing internships in as many different organizations. In addition, in close cooperation with Taylor Corporation we developed an innovative two-semester internship that exposes students to manufacturing at the shop floor level and then moves them into a mentorship relationship with senior Taylor executives. Another example of the College's commitment to its external stakeholders is its support of the Certified Financial Planners Certificate

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NORM SOLOMON, Ph.D.  
DEAN, COLLEGE OF BUSINESS



## New Initiatives

### TWO NEW INTERNATIONAL STUDENT EXCHANGE PROGRAMS!

The College of Business is pleased to announce that in the 1999-2000 academic year the College will be a partner in two new and exciting international student exchange programs. These programs will be with Institut de Formation Internationale (IFI), which is part of the ESC-Rouen group in Rouen, France; and with the Finnish College of Business SME Business Administration in Kauhava, Finland. As a result of each program, students from Minnesota State University, Mankato (MSU) will be able to study for credit in Rouen and/or Kauhava while paying Minnesota State University tuition. Similarly, French and Finnish students will be entitled to study at MSU while paying tuition to their home institutions. The first two students from France will arrive at MSU in August.

IFI is a four-year "Gran Ecole" that represents the highest level of accreditation that can be earned by a French collegiate school of business. Its 400 students are fluently bilingual in English and in French and study additional languages as part of their program. All IFI students are required to spend their second year of study abroad and they also are required to do a six-month internship outside of France. MSU students studying at IFI during the spring semester will have the opportunity to take business subject courses in English and will also be required to take a course in French culture. Students visiting IFI may choose to stay in university dormitories or board with a local family. In addition, IFI provides visiting students with the opportunity and the means to tour some of the historic areas in the Normandy region. For example, in spring 1999 students visiting IFI from abroad toured the Peace Memorial in Caen as well as Omaha Beach, Dieppe and other sites related to the 1944 D-Day landings. Rouen is approximately 1.5 hours from Paris via car, train, or bus.

The Finnish College of Business SME Business Administration is a four-year collegiate business school that also has approximately 400 students. Students at this institution are fluently bilingual in English and in Finnish. The College focuses on small and medium-size enterprises, explaining the SME

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