



Brandeis University

INTERNATIONAL BUSINESS SCHOOL

Fall 2012

Dear Friends,

It's hard to believe that the summer has already come and gone. It's been an eventful last few months, both across the globe and here at Brandeis. As we begin the fall semester, I would like to share some of the business school's recent accomplishments and outline key developments for the coming year. As you will see, we as a community have much to be proud of, and much to look forward to.

Global recognition: #1 in the Financial Times



FINANCIAL TIMES

For the second straight year, the Financial Times ranked our Lemberg Master of Arts in International Economics and Finance (MAief) program number one in the country among global programs that do not require prior work experience. It is a major achievement to be honored again by such a distinguished publication for our degree programs, and reflects our faculty and staff's continued efforts to maintain the quality of the academic experience at Brandeis IBS.

Expanding our reach: new programs and achievements

This fall we are introducing [four new academic specializations](#) in Asset Management, Corporate Finance, Risk Management and Marketing. Coupled with our Real Estate specialization, these concentrations will give students the chance to develop specific skill-sets that are increasingly essential in our evolving economic environment.

In August, Associate Professor Dan Bergstresser organized our first annual [Municipal Finance Conference](#), which brought together over 200 finance professionals, academics and government leaders, and earned media interest from the New York Times, Business Week and other outlets. We look forward to continuing to hold conferences that showcase our thought leadership in business education.

Also this summer, Associate Professor Brad Morrison and two collaborators were honored with the System Dynamics Society's Jay W. Forrester Award, the most prestigious award in the field of system dynamics. The honor was in recognition of an article on action-oriented problem solving that had been published in the Academy of Management Review.

***Negocios nuevos:* Brandeis IBS unveils new Latin American focus**

I am very excited to announce the launch of our [Latin America Initiative](#), intended to boost student recruitment, strengthen our on-campus community, expand our alumni network, and create more professional opportunities and partnerships.

After spending time working in Brazil and Venezuela, and being part of Massachusetts Governor Deval Patrick's trade mission to Brazil last fall, it has become clear to me that this is an extremely significant region in the global economy and one that we would be remiss not to tap into, not only as a business school but as a country as a whole. The initiative has already received strong grassroots support and is funded entirely through donations by alumni and friends, who have been instrumental in connecting us to leading universities and companies in the region.

Summertime: While some students vacation, ours explore

Several students undertook intense global challenges head-on this summer. Our inaugural group of Perlmutter Fellows completed high-powered corporate internships with Accenture in Boston, Union Asset Management Holding AG in Poland, and VNG in Germany. These internships prepare students to assume leadership positions in global corporations and institutions. Archana KC MBA '13 received funding through Brandeis IBS' Asper Startup Award to go to Nepal to start her cardamom business that she had pitched at our Bunson Impact Investing Challenge this past spring.

School-sponsored immersion trips, meanwhile, allowed for hands-on experiences in overseas environments. May's Hassenfeld Fellow Overseas Immersion Program trip to Istanbul (right) connected students with people involved in all facets of Turkey's economy, from private-equity managers to CEOs. July's World Financial Centers program trip to Berlin, Freiberg and Leipzig put MSF students in the epicenter of the continent's complex, spiraling financial crisis. Such programs are essential in providing students with first-hand business experience and equip them with the vital skills needed to become productive members of the global economy.



“World Ready”

Another exciting development on campus this year relates to how we express our role and mission. In a crowded business-school market, it's important to be able to differentiate ourselves, and so this fall we are unveiling a new brand position and messaging, including a tagline that we believe perfectly encapsulates the essence of the school: **“World Ready.”**

Today's dynamic economic winds call for academic institutions that will prepare students to become global citizens who add immediate value to companies around the world and across cultures. Students need a school that can offer a **global reach** and **intellectual depth**, delivered with **a human touch**, in order for them to graduate “World Ready.”

Our students continue to be hired by outstanding companies in the U.S. and internationally. State Street, EMC and IHC Global Insight are just a few examples of corporate partners that look to Brandeis IBS for exceptional new hires. Such successes solidify the fact that there is truly no better place to become “World Ready” than Brandeis International Business School.

I look forward to connecting with you in the coming year.

Regards,

A handwritten signature in cursive script that reads "Bruce R. Magid".

Bruce R. Magid, Ph.D., Dean

Martin and Ahuva Gross Chair in Financial Markets and Institutions