

Fall 2011

Dear Friends,

It's been an eventful summer across the globe, with headline-grabbing international conflicts, political and policy-making gridlock in the United States and Europe, and the ensuing financial market turmoil. On a recent business trip to Brazil, I was reminded of how profoundly that country's engagement in the global economy has changed since I lived there in the early 1980s. My experience – and the events over the past months – reinforced the importance of Brandeis International Business School's distinctly global focus. It is reflected in our curriculum and research, in our study-abroad and immersion programs, and in the connections we cultivate around the world. As we begin the academic year, I would like to share some of our recent accomplishments and outline key developments taking place at the school. As you will see, we as a community have much to be proud of.

***Financial Times* ranks MAief program 'Best in U.S.', spotlights MSF program**



In the *Financial Times*' annual business school rankings, our Lemberg Master of Arts in International Economics and Finance (MAief) program was ranked number one in the country – and #14 in the world – among global programs that

do not require students to have prior work experience. Our Master of Science in Finance (MSF) program also earned a glowing feature profile in the *FT*. It was applauded for preparing students for the real-world with its “rigorous quantitative curriculum focused on international business” and “wide selection of courses taught by faculty comprised of practicing managers and academics.” My special appreciation goes out to professors Carol Osler, Director of the Lemberg MAief program, and John Ballantine, Director of the MSF program, for their outstanding efforts in stewarding these programs. (For links to the stories, please click [here](#) for our MAief ranking and [here](#) for our MSF feature.)

The fact that two of our programs have been recognized by such a prestigious publication reflects the extraordinary progress the school has made in its short history. It is a tribute to our academic excellence, which we owe to the ceaseless efforts of faculty, staff, students, alumni and supporters like you who remain dedicated to this unique institution.

An innovative new in-country immersion program

Our school remains committed to exploring global issues and maintaining a diverse community of scholars. At May's commencement we celebrated the successes of 185 graduates from 48 countries as they embarked on careers around the world, from companies like Deloitte and BlackRock to public and governmental programs such as the U.S. Agency for International Development (USAID) and the U.S. Department of Commerce.

Our students have been involved in a variety of international activities and programs, including a bold new initiative: the Hassenfeld Country Immersion Program. In May a group of 30 MA and MBA candidates traveled to Istanbul to gain a deeper understanding of Turkey's financial markets and connect with people from all facets of its economy, from CEOs to private-equity managers to entrepreneurs. "This was a once-in-a-lifetime opportunity to learn from and talk to influential business leaders who have been instrumental to the country's economic success," said Tom Weaver MA '12. "It showed us places we hadn't seen and opened up possibilities I didn't even know existed."



The program was sponsored by the Hassenfeld Foundation and initiated by Alan Hassenfeld, retired Chairman and CEO Chairman of Hasbro, Inc. We are extremely grateful to Hassenfeld and the Hassenfeld Foundation for their support in funding and helping design this program, as well as to Professor Can Erbil for organizing the trip. It has positioned us to develop deeper, more robust relations with Turkey's business and academic community.

Summertime: While some students vacation, ours explore

This summer several other students undertook intense global challenges head-on. Yaniv Jember MA '12 and Shuyan Wu MA '12 were awarded the inaugural Perlmutter Institute internships sponsored by the international consulting firm Accenture in Boston. Yaniv and Shuyan took on far-reaching responsibilities as they conducted



research on business analytics and leadership competencies at the Accenture Institute for High Performance. Meanwhile, in June Chiengkuach Majok MA '12 arrived to work at the central bank in southern Sudan through USAID. Within two weeks, the place that he was calling his temporary home had become an independent nation.

Thanks to the generosity of Steven Bunson '82, we also launched the first-annual Steven M. Bunson Internship Grants, which went to four students who worked with organizations in development, microfinance, and finance and society. David Perlow BA/MA '12 helped write speeches, create business plans and raise money for the Disability Opportunity Fund, while Rafaella Cuff MA '12 took part in hands-on microfinance work in Brazil. It is experiences like these that showcase the extent to which our school builds cross-border skills and exposes students to the complex forces that shape the environments in which they will ultimately work.

The incoming class

The recruitment of high-quality students from overseas and within the United States is key to the academic vibrancy of the school. This fall we are welcoming a new class of over 200 students from 46 countries, including 15 Fulbright Scholars from such countries as Indonesia, Paraguay and Russia. Providing tuition support through fellowships is important in our ability to compete against the leading business schools and ensure that we have a diverse student body from different countries and backgrounds.

Faculty additions further strengthen our teaching and research excellence



Daniel Bergstresser



Sandra Cha



Jane Ebert



Debarshi Nandy

This year we are pleased to be joined by **Daniel Bergstresser, Sandra Cha, Jane Ebert** and **Debarshi Nandy**.

Visiting Associate Professor Bergstresser teaches at Harvard Business School, and has focused his research on the impact of taxation, regulation and market structure on financial markets. He has worked for Barclays Global Investors in London and the Federal Reserve Board in Washington D.C. He received his Ph.D. in Economics from MIT.

Assistant Professor Cha was most recently at McGill University's Desautels Faculty of Management, where she wrote articles on leadership and diversity management for such publications as the *Journal of Applied Psychology* and *Harvard Business Review*. She holds a Ph.D. in Organizational Behavior, awarded jointly by Harvard Business School and the Harvard Psychology Department.

Assistant Professor Ebert comes to us from the University of Minnesota, where she served as an Assistant Professor of Marketing and conducted research on how individuals are motivated by future concerns versus immediate concerns. Awarded her Ph.D. in Social Psychology from Harvard University, she also served as a postdoctoral research fellow at MIT's Sloan School of Management.

Before coming to Brandeis, Assistant Professor Nandy taught finance at York University's Schulich School of Business in Toronto. He is a visiting research scholar at the National Bureau of Economic Research and has been published in the *Journal of Financial Economics*. He has conducted extensive research in corporate finance, venture capital and hedge funds.

We are very fortunate to have these four scholars join us this year. Collectively, they will add to our emerging areas of expertise in finance, leadership and marketing.

Continued innovation and thought leadership

Our existing faculty members continue to make impressive advances in their research. Assistant Professor Jens Hilscher and Lecturer Alon Raviv have received significant attention from the academic community for a paper about contingent capital and bank stability, while faculty such as Professors Blake LeBaron and Catherine Mann have been quoted regularly in the national media.

Faculty have also revamped classes or designed entirely new ones, like Associate Professor Carol Osler's Central Banking seminar, which discusses topics ranging from the financial bubble to cigarette trading in POW camps to illustrate various aspects of the banking industry. Senior Lecturer John Ballantine will be collaborating with guest professor Klaus-Dieter Barbknecht on the seminar "Europe, Energy and the Environment," which gives students insight into international gas markets, the geopolitics of gas, and other related issues revolving around energy and sustainability.

Our undergraduate business major, launched this past fall, attracted nearly 60 juniors and seniors eager to meld their liberal arts educations with analytical and technical business skills. We are also launching a new real-estate specialization, with three additional courses taught by Edward Chazen, who has over 20 years of professional experience in the field.

Unwavering support from our global alumni network

Alumni also continue to contribute to our financial success, with both annual giving levels and participation rates increasing. Record numbers of graduates re-connected at alumni events in Beijing, Boston, Hong Kong, Istanbul, London, New York City and Paris. We will continue to build up our alumni outreach efforts in order to stay connected to a group that now numbers over 2,000.

Innovation era

The next few years represent an important, invigorating period for Brandeis International Business School. We are currently formulating a new strategic plan that will position us to seize future opportunities and build our brand around the world. I appreciate the support shown for the school during the process leading to my re-appointment as Dean. I am re-energized and eager to build upon the academic excellence that my peers and predecessors have maintained since our founding. I am also excited to work with President Frederick M. Lawrence and new Provost Steve A.N. Goldstein '78 to help the school further extend its global reach, influence and prominence.

Our goal is to be dynamic, innovative and in synch with emerging trends in the global economy. As we heard from the school's 2011 commencement speaker Susan Windham-Bannister PhD '77, President and Chief Executive of the Massachusetts Life Science Center, success is defined by much more than mere numbers and dollar signs. "A fulfilling career," she said, "is measured by the people you touched and the lives you make better through your work."

Some of you may have heard me speak of "INF" – intellectual capital (ideas), network capital (opening doors for students) and financial capital (annual and endowed gifts). With your support on all three levels, I am confident that we will provide our students with an invaluable education that prepares and inspires them for achieving success, doing well in business and good for society.

Sincerely,

Bruce R. Magid, Ph.D., Dean

Martin and Ahuva Gross Chair in Financial Markets and Institutions