



Brandeis University

INTERNATIONAL BUSINESS SCHOOL

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January 2004

Dear Friends,

I am writing to report briefly on the new semester at IBS. Our faculty and staff are happily straining to keep pace with growth, our new building, and many activities. It's an exciting time, with significant changes in our curriculum, operations and visibility.

Please note that the Spring **Board Of Overseers Meeting will be held on April 21**, at Brandeis from 10 a.m. to 2 p.m. The rest of the day will be devoted to dedicating the *Samuel Lemberg Academic Center*. In the afternoon, we host a symposium on "Brandeis on Business," exploring the Justice Brandeis's views on business and their relevance today with keynote speaker **Judge Richard Posner** and several prominent alumni. The formal dedication will take place at dinner that evening. More information on these and other events is enclosed, and of course a detailed agenda and background materials will be sent to you as the date approaches.

I also hope that you can join us for the first annual *Asper Entrepreneurship Forum* on March 15. This day will offer programs on many aspects of entrepreneurship starting at 2:00 in the afternoon, and will culminate in a dinner that presents the first Asper Entrepreneurship Award to CEO **Daymond John**, Partner **Bruce Weisfeld '83**, and other leaders of FUBU, the company that invented the "hip hop" fashion industry. (Yes, we are hoping to include a fashion show!)

The Lemberg Center is open!

We are now enjoying the superb facilities of the *Samuel Lemberg Academic Center*. Faculty, staff and students have moved in, and an excellent café opened in the "World Court." **Ciro Mayone**, whose Dominic's sandwich shop in Waltham has won "Best of Boston" honors, serves hot and cold panini and other delicacies. We are planning an Open House on February 3 for the Brandeis community.

The Rosenberg Institute's impact grows...

As you know from the fall meeting, the Rosenberg Institute of Global Finance is gaining momentum. Its first book, *Financing Global Aging*, was just published, containing essays by 12 prominent scholars including Professors **Martin Feldstein** and the late **Franco Modigliani** (to whom the book is dedicated). The November 14 symposium, "*Winning Back the World: America's New Global Challenges*," was a great success, and a publication consisting of the comments of **Douglas Daft**, the CEO of The Coca Cola Company, and of the other prominent panelists is in the

works. Plans are underway also for the third symposium, which is likely to be held in Hawaii in February 2005.

...and IBS receives expanding media attention.

The School is enjoying increased media attention. An article on business education in times of global tension—based on a conversation I had with writer **Robert Weisman**—featured IBS in the *Boston Globe* and *International Herald Tribune*. Recent columns in the *Financial Times* by Professor **Stephen Cecchetti** explored issues ranging from mutual fund scandals to US economic prospects and led to an interview on CNN. Director of Development **Michael Appell**'s article on non-profit careers for business students was picked up by *BizEd*, the business school magazine. Still other faculty members were quoted in various newspapers.

We are planning new initiatives...

With the School's expansion on track, I am focusing on leadership in our academic niche. The top priority is adding excellent faculty. Our two open positions have attracted many candidates, some of whom will present seminars over the next few weeks. Please watch our website for announcements—these sessions provide, among other things, an excellent overview of key research trends in our fields.

As we discussed at the Fall Board meeting, to stay at the cutting edge, we also need to “own” important subfields in our niche. Emerging areas in which we felt that IBS should lead include *global outsourcing*, the linkage of production processes across borders under truly international management, *international real estate*, a rapidly emerging global market with excellent opportunities for knowledgeable experts, and *international corporate governance and responsibility*, a field that addresses critical worldwide gaps in regulation and corporate behavior. We are forming task forces of faculty and outside experts to draft strategies in these fields.

...while maintaining a busy academic schedule.

In the meantime, the School's operations continue full steam. Our curriculum has expanded to meet growing enrollments to nearly 90 courses this year. These include a new course in “consulting practice,” which engages students in consulting projects for interested companies, as well as several innovative seminars at the PhD level.

As the economy strengthens, our placement outlook is becoming brighter. We have three times as many job postings as last year, and have had campus visits recently from companies such as Nomura Asset Management, Fidelity, Serono, State Street, the Brattle Group, and McKinsey & Co. But there is always room for more, and any contacts you can refer would be greatly appreciated.

Finally, once again, many prominent speakers will be at IBS this semester, to share their expertise in finance, entrepreneurship, real estate, corporate governance and many other fields. A calendar is enclosed and we invite you to

join us for these events in the magnificent *Thomas H. Lee Lecture Hall* and other new facilities.

In short, the good news continues. We continue to strong make academic, operational and financial headway. I appreciate your support and look forward to seeing you on April 21, and perhaps earlier in connection with other events.

With all best wishes,

Peter A. Petri