



Brandeis University

INTERNATIONAL BUSINESS SCHOOL

March, 2005

Dear Friends,

Unfortunately spring has not yet arrived in Massachusetts, but I am pleased to report on an energetic spring semester underway at IBS.

This year's Rosenberg Conference addressed the stalemate in global negotiations...

Brandeis's Rosenberg Institute of Global Finance, together with the East-West Center, a prominent national think-tank based at the University of Hawaii, organized a major conference last month on "Does Trade Deliver What it Promises?" in Honolulu. **Dr. Supachai Panitchpakdi**, Director-General of the World Trade Organization, launched the conference by reviewing the problems that have paralyzed the global Doha Round negotiations, and went on to call for significant American and Asia-Pacific initiatives to regain momentum. Participants also included **Congressman Doug Bereuter**, President of the Asia Foundation, **Geir Haarde '73**, Finance Minister of Iceland, **Dr. Mari Pangestu**, Trade Minister of Indonesia, **Richard Rosenberg**, former Chairman and CEO of Bank of America, and 60 other leading policy makers, economists and business leaders from every major Pacific economy. I am now editing the conference volume, which will include papers by Brandeis **Professors Chad Bown** and **Rachel McCulloch** and Rosenberg Institute Board Member **Arthur Goldstein**. A conference program is enclosed.

...the CEO Forum continued to bring distinguished experts to Brandeis...

The fall semester ended with a fascinating CEO Forum presentation by **Thomas Siekman**, Chairman of Martha Stewart Living, on the company's extraordinary challenges and emerging turnaround. **Chad Gifford**, Chairman and CEO of Bank of America, kicked off this semester with a talk on the history of Boston banking, including the difficult last chapter on the sale of Fleet Bank to Bank of America. Others coming this semester include **Jonathan Davis '75**, CEO of The Davis Companies, **Larry Miller '79**, CEO of Or Music, which recently won a major "Grammy" award, **Tania Zouikin**, Chairman and CEO of Batterymarch, and **David Saperstein**, founder of Metro Networks, and **Leonard Asper '86**, CEO of CanWest Global, for our annual Asper Entrepreneurship Forum. **Thomas H. Lee**, founder of Thomas H. Lee Partners, will deliver our Commencement Address. A list of speakers is enclosed.

...and we revived the famous "GENED X" course with prominent guest professors. Many years ago, Brandeis President Abram Sachar created "GENED X" to offer a format for bringing distinguished outside visitors such as Eleanor Roosevelt to lecture in a Brandeis course. We returned to this tradition by creating short but substantial IBS courses that are co-taught by a distinguished guest professor and one of our faculty members. We are offering two GENED seminars this semester. "Central Banking Strategies" will be taught by several senior officials of the U.S. Federal Reserve Board and **Professor Stephen Cecchetti**. "Simulating Banking Competition" will feature **Guest Professor Richard Rosenberg** and **Professor Ed Bayone**, and will use a hands-on approach to expose students to difficult banking decisions. These special seminars are limited to 20 lucky students; we hope to offer more in the future.

IBS is recognized by the Economist Intelligence Unit...

IBS has been identified as one of the world's 124 best MBA programs by the **Economist Intelligence Unit**. In an article published on EIU's website, IBS is held up as a model of internationalization and is **ranked second in "internationalism"** among all leading business schools. I enclose this article and other recent media coverage of IBS.

...and this year's applicant pool appears to be very strong.

At a time when approximately 2/3 of total applications for the next year are normally in hand, the applicant pool for our master's programs appears to be more than 60 percent larger than last year. MBA applications are especially encouraging, and this spring's enrollments in our part-time MSF program are up sharply. These results suggest substantial gains in IBS's competitive position, since most US business schools are reporting declines in applications so far, especially from foreign students.

We continue to plan actively for new initiatives ...

The midterm review and update of IBS's 2001-2008 strategic plan is nearing completion (a summary was enclosed with last fall's letter; please let me know if you'd like a new copy). We also completed the first draft of our "Accreditation Plan" for the Association to Advance Collegiate Schools of Business (AACSB). **Professor Michael Tearney**, a senior AACSB official and former Dean at the University of Kentucky, will guide this process as it intensifies in the coming year. A small group of Overseers and Dean's Council members is also helping us refine our marketing strategy.

...and the School's progress remains on track.

We are in midst of recruiting new faculty, exploring new academic initiatives in "fields of excellence," and expanding our partnerships abroad. I hope you will remain involved in this rapidly evolving enterprise. Please let us know, in particular, if you have contacts that might help to strengthen our placement and internship networks—especially at this time of year this is an important service to our students.

Please don't hesitate to call me if you wish to learn more about the School's development or have suggestions. I look forward to continuing to work with you.

Sincerely,

Peter A. Petri