

Spring 2008

Dear Friend,

I am pleased to report on continued progress we have made at Brandeis International Business School (IBS). Let me begin by sharing my impressions as we conclude my first academic year.

Reflections

It has been very informative and rewarding to have met with so many of our alumni, students, supporters and friends of IBS. I have had the opportunity to meet with the extended Brandeis International Business School community in San Francisco, New York, Boston, Palm Beach and Paris. Each visit has reinforced that we are indeed building a vibrant global community.

As I have shared in our meetings, our pursuit of global excellence led us to apply for and, in December 2007, to receive **AACSB International** accreditation. IBS was recognized for this honor during the recent AACSB International Conference and Annual Meeting held in April. I consider this the first of many important milestones we will achieve on this journey together. Further, in March, we hosted the **Princeton Review** on campus which publishes an important business school ranking. We know the visit made a positive impression and trust we will be included in their upcoming fall rankings, among the best student focused U.S. business schools in the world.

Faculty Achievements

Stephen Cecchetti, Rosenberg Professor of Global Finance, has been named Economic Advisor and Head of the Monetary and Economic Department of the Bank for International Settlements in Basel, Switzerland. He will be on leave while serving in this highly distinguished position which is considered to be one of the most prestigious in multilateral international finance.

Professor **Chad Bown** has been appointed an Economic Affairs Officer and Visiting Scholar in the Economic Research and Statistics Division of the World Trade Organization Secretariat in Geneva, Switzerland. In addition to his work for the Secretariat, he has been furthering his own research on WTO dispute settlement, developing countries, and trade policy. We look forward to his return after completing this assignment while on sabbatical.

IBS Assistant Professor **Paroma Sanyal** and Professor **Catherine L. Mann** have been awarded a grant from the Ewing Marion Kauffman Foundation and the National Opinion Research Center (NORC) at the University of Chicago for research investigating how financing of entrepreneurs and small firms differs from that of large firms. Finally, **Jens Hilscher** was appointed Senior Research Fellow at Kamakura Corporation while he continues to serve as Assistant Professor of Finance.

These appointments illustrate how our faculty continues to achieve excellence, not only in the classroom, but also in the worlds of research and practice.

Connecting with community

It is critical for IBS to move beyond the classroom. We are making an impact in the global community and forging connections with leading practitioners of business. For example, over the past year, we brought over 70 different executives and thought leaders to campus to share their perspectives in our speakers forums.

The Asper Forum for Global Entrepreneurship Award was given to **Jon Luther**, Chairman and CEO of Dunkin' Brands. **Andrew Savitz**, noted author of the *Triple Bottom Line*, returned to speak in our Global Corporate Responsibility Forum. The 2008 U.S. Monetary Policy Forum, co sponsored by the **Rosenberg Institute of Global Finance**, explored the recent financial market turmoil during a day long conference in New York City. Our Annual Forum on Business, Ethics and Society featured a keynote address by **Stanley Litow**, Vice President of Corporate Citizenship & Corporate Affairs and President, IBM International Foundation. IBS alum **Stephanie Tilenius** '89, MA '90 is Senior Vice President and General Manager of eBay and was a very popular speaker. In July, our World Financial Centers program for MSF students will be held in Poland.

Making a difference with our students

The staff at IBS is also embarking on tangible, action-oriented programs designed to enhance the educational experience of our students. First, we are planning to launch the IBS **Summer Institute** prior to the start of our next academic year. The Institute will facilitate a smooth transition for students arriving from overseas. Students will arrive in mid-August to participate in advanced workshops in acculturation, the American classroom, and English language skills. They will also work with seasoned faculty who will provide an introduction to the critical topics that will be covered during their graduate career. A new initiative, the Summer Institute will improve students' transition and foster positive academic and career outcomes.

Second, we have established the **Leadership Fellow Program** to empower second year MA and MBA students with leadership and peer mentoring skills to assist first year students with their academic, cultural, and social adjustment to IBS.

Finally, we have built out our staff to support enhanced alumni relations. We are in the planning phase of creating an alumni board and to launch B-Connect, an online tool for building your network amongst IBS graduates.

Building corporate partnerships

Our efforts to extend our presence in leading corporations have gained significant traction. Our relationship with **IBM** continues to flourish, with faculty participation in a Podcast for IBM by Catherine Mann, visits from IBM executives (including Mr.

Litow mentioned above) and more faculty involvement in the IBM Academic Initiative which I wrote about in my first update to you.

We have established a multi-year internship program with **Savings Bank Life Insurance** corporation, which was founded by Justice Brandeis. The IBS Career Center continues to expand its network of employers despite the challenging job market. Some 1,520 employers are in our database, up substantially from just two years ago. Further, major employers have begun to designate IBS as a “target school.” These include **BlackRock, State Street Corporation, NERA, Analysis Group, Fortis Investments, Raytheon and MeadWestvaco.**

Brand visibility and differentiation

Our work to expand the visibility of IBS continues to show results. Already in this fiscal year, we have exceeded the number of press mentions achieved in all of last year. One of our MBA candidates, **Amit Pinjani**, was featured in the Boston Business Journal as being one of Boston’s MBA All-Stars. *Business Week* featured an opinion piece by Assistant Professor of Strategy **Preet Banerjee** who wrote about the value of technology in the classroom. Finally, I was interviewed in the current issue of Brandeis Magazine for those of you who receive it. These efforts at increasing awareness of our brand seem to be paying off—for example, our admissions office reports a record breaking year having **received the highest number of applications in the history of the school for all programs.**

Looking Ahead

As I meet with our friends and alumni some common themes emerge as to what IBS should focus on for the future. First, we must maintain that critical balance between academic excellence and real world practice, and between bottom-line profitability and social impact. We will need to continue to differentiate our brand by building up and expanding our “Spheres of Excellence”. Among the new initiatives under active consideration are: global leadership, international real estate, socially responsible business, emerging markets and an Israel Business Center.

Together, with your continued involvement and strong partnership, I am confident we will continue to make a substantial impact on the global marketplace for years to come.

Sincerely,

Bruce R. Magid, PhD, Dean
Martin and Ahuva Gross Chair in Financial Markets and Institutions