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SPEAKER'S CORNER:

"Everyone thinks that Texas is all cowboys and conservatives. There's a little truth in that, but not in Austin.

Because of UT, we have a vibrant, high-tech population that is diverse and welcoming, and students who come here from around the world return home with a better feel for the complexity and contradictions of American society."



David Platt
Chair from N. America

1. WHAT'S UP – PIM NEWS

Date change for the 2005 PIM Meeting

As announced in the beginning of February, the dates for the 2005 PIM Meeting have been changed. The new dates for our annual PIM Meeting are November 10-12, 2005. Pre-conference activities are scheduled for November 9.

The dates originally scheduled conflicted with the AACSB's Global Forum, an important event for many schools, including our host in Prague. Please update your calendars!

You can find a tentative agenda of the conference on PIM website (go to Annual Conference/2005 Conference).

Tsinghua University accepted as candidate member

On the occasion of the PIM Conference, our three Chairs had the pleasure to congratulate Tsinghua University on their acceptance as a candidate member of PIM. Tsinghua will now have three years time to fulfil the final requirement: to be exchanging students with at least the 20% of the PIM members. In the meantime they will be invited to attend PIM conferences, in order to facilitate networking activities. Once Tsinghua has reached the 20% quota they may ask the PIM community to vote on their final admission as full member of the partnership at the next Annual Meeting.

Branding Task Force

Following the decision taken in Hong Kong a task force focused on branding activities has been created. The aim is to draw on best practices in branding to define a comprehensive program of activities that the organization and its member schools can follow to increase the brand awareness of PIM. The task force will present this program for discussion, amendment and approval at the PIM meeting in Prague.

The PIM Branding Task Force is composed as follows:

Sam Brook (Warwick), Trisha Maberly (University of Texas), Antònia Maria Serra (ESADE), Kulpatra Sirodom (Thammasat), Alain Stempffer (FGV), Alberto Zapater (ESAN)

PIM: new people on board

In the last months, PIM has benefited of the contribution of two new people:

- In October, David Platt from University of Texas at Austin was elected Chair from North America. David, accounting professor and director of the school's Center for International Business Education and Research, has replaced Eric Mokover from UCLA. We would all like to thank Eric for his commitment to PIM in these past three years and for his great contribution to the renewal of the network.
- In January Sonia Giudici, International Alliances Manager at Bocconi University, has been appointed as PIM Network Coordinator, after having served as temporary coordinator in the previous months.

News from the Membership Committee

The Committee is again back to full size after the additions of two new members: Natalie D'Aubermont Thompson of Duke University and Jennifer George of Melbourne Business School, who replace Cathy Cashion (NYU) and Teck-Min Choo (Nanyang Business School).

As agreed at the meeting in Hong Kong, the committee members are currently gathering information on a number of possible candidates for PIM membership from Japan. The committee plans to present its findings to the PIM membership, as promised, at the end of February.

Moreover, it is confirmed that there will be a new PIM survey in 2005; hopefully it will be done through an instrument hosted by UNC Chapel Hill, which would save some money for PIM.

PIM International Case Competition

The final round of the first PIM International Case Competition was held in Atlanta at the Goizueta Business School at Emory University, on December 3-4, 2004. Teams representing Copenhagen Business School, the University of Otago School of Business, Goizueta Business School, Università Bocconi and UNC Kenan-Flagler competed in the final competition. The University of Otago School of Business is the winner of the first PIM International Case Competition and will hold the "travelling trophy" until it will be passed along to next year's winning team.

PIM 2004 Feedback Survey

The feedback from the 2004 PIM Conference in Hong Kong has been positive: the overall average evaluation was 4.87, where the range went from a minimum of 1 to a maximum of 5.

Among the different suggestions from the members, some gave particularly interesting inputs for improvement, such as the need for more attention to PIM stakeholders (that is to say more specific sessions for different interest groups and more time to Exchange Coordinators Meeting and Market Place) and a mandate to focus strategic issues on more concrete action proposals.

Moreover, several participants underlined their strong interest in being more exposed to local culture.

2. MEMBER NEWS

International Alliances

New alliances between PIM members confirm the trend that is leading business schools to increasingly develop joint programs.

OneMBA: a new global executive MBA

Five PIM Members (UNC Kenan-Flagler Business School, Erasmus School of Business RSM, Tecnológico de Monterrey EGADE, FGV-EAESP and CUHK) have joined forces to create an international executive MBA. The OneMBA will start in September 2005 and has a duration of 21 months. Participants are required to attend three types of courses: globally coordinated courses, global residencies and regional courses.

For more detailed information visit <http://www.onemba.org>

New goal for the Membership Committee: a candidate member from Japan



The winning team

New alliances within PIM: a global executive MBA and a joint certificate program on SME

ITAM and Bocconi join forces on SME

ITAM and SDA Bocconi will launch a Joint Executive Certificate Program in Management of SME's, to be held in Mexico City starting from next April. Professors from both ITAM and Bocconi University will be involved in the course, which is composed of 7 modules of 3 days each. The target of the program are entrepreneurs and senior managers of small and medium enterprises.

For detailed information visit <http://extension.itam.mx/Contenido/TemarioPYME.pdf>

New graduate programs in Europe

New Master degree at HEC

HEC has just launched its new program, organised on two clearly defined cycles, according to the Bologna scheme: a three-year Undergraduate cycle, including the two years of *Classes Préparatoire*, and a Master cycle of two years. During the second cycle, students deepen their knowledge and expertise in fundamental management disciplines and go onto to specialise in their chosen field.

The Master level offers a balanced mix between an emphasis on leadership and professional skills - through at least 40 weeks of company internship - and the theoretical requirements of the research project.

Bocconi's new graduate programs

Bocconi University has just launched its new graduate programs, called Laurea Specialistica (MSc equivalent).

The 11 degrees are all two-year full time programs and one, the MSc in General Management, is fully offered in English.

This is the last step in the implementation of the Bologna reform, which allowed Bocconi to switch from the previous four-year system to a three plus two-year degree structure.

International Business and Politics at Universität zu Köln

The Faculty of Management, Economics and Social Sciences at the University of Cologne offers this year for the first time a new additional program, taught in English: the International Business and Politics Program - IBP. This non-commercial program, especially designed for Masterlevel students of the Faculty's academic partners, offers at least 15 courses per term with two classroom hours per week. Since Cologne students can also participate in the program, incoming students are integrated with local students and experience local teaching and study methods.

For further information: <http://www.wiso.uni-koeln.de/zib/english/studausl/index.htm>

Warwick Business School launches three new Specialist Master's courses

Warwick Business School (WBS) has launched three new specialist master's courses starting in October 2005. The MScs in Finance, Information Systems & Management, and Marketing & Strategy are all twelve month full time programmes. Like all WBS Specialist Master's programmes, they are designed to give a strong foundation in both theory and practice and will equip the participants with substantial analytical tools.

The addition of these new Specialist Masters brings the total on offer from WBS to nine.

First effects of the Bologna reform: many European PIM partners are launching new graduate programs, both in English and in the local language

2004: Big changes for some PIM Schools

2004 has been a year of transformation for a striking number of schools in our network: three have changed their names, and in one case the new name was the result of a merger.

The New “University of Manchester”

In a big-bang merger announcement, UMIST and the Victoria University of Manchester joined forces to form “The University of Manchester”.

The new Manchester Business School combines the Institute of Innovation Research, the former Manchester Business School, The Victoria University of Manchester’s School of Accounting and Finance (rated world class in the last Research and Assessment Exercise), and UMIST’s Manchester School of Management. The new School offers all the programmes of the former schools, but also provides much greater opportunities for study and research.

For information on international exchange and PIM related issues contact: Dr. Rudolf Sinkovics (Director of PIM and graduate exchange) or Deirdre.Hunt@mbs.ac.uk (PGT Exchange office) or visit the web <http://www.mbs.ac.uk>

Brand new names for two PIM members

The former Faculteit Bedrijfskunde – BSc/MSc Programmes and the Rotterdam School of Management – MBA programmes have a brand new name: RSM Erasmus University.

As a result RSM staff at the International Office (responsible for the undergraduate and Masters exchanges) have new e-mail addresses, all ending in @rsm.nl

The new website is <http://www.rsm.nl>

Moreover, former Budapest University of Economic Sciences and Public Administration has become Corvinus University of Budapest CUB (Budapesti Corvinus Egyetem in Hungarian). The name Corvinus derives from King Corvin Matyas, who built cultural bridges between Hungary and Southern and Western Europe during his reign in the XV century.

New Ivey MBA Stream provides educational “gateway” into China

The Richard Ivey School of Business (University of Western Ontario) announces the China Business MBA Stream, that will allow Ivey MBA students to gain experience in Hong Kong and Mainland China and on-the-ground exposure to Chinese business, culture and language.

The stream will allow MBA students to complete a portion of their studies at Ivey’s Hong Kong campus, where they will participate in courses, projects and consulting assignments focused on business issues and practices in Asia, on-the-ground study and industry tours in key Chinese cities and internships.

The China Business MBA Stream builds upon Ivey’s well-established presence in Asia. With the creation of Ivey’s permanent campus in 1998, Ivey was the first North American business school to establish a campus anywhere in Asia.

A new MBA at the University of St. Gallen

A new full-time one-year MBA has recently started at the University of St. Gallen, involving students from 18 nationalities and an average GMAT of 694 (one of the highest worldwide).

The program is composed of four terms, during which students will have the chance to follow core and elective courses and also to attend a semester abroad. The Universities with which the MBA Program currently has an exchange agreement are Nanyang Technological University and Boston’s Babson College.

**New names for three
PIM schools:
University of
Manchester, RSM
and Corvinus**



3. COOPERATION OPPORTUNITIES

Warwick Business School announces new Visiting Scholars Scheme

Warwick Business School has launched the Warwick Visiting Scholars Scheme to create a mutually beneficial exchange of knowledge and practice worldwide. Academics from institutions outside the U.K. who are interested in developing a research link with a WBS subject group or research centre, or who already have an existing link with WBS (such as PIM members), are invited to spend between one and six months at Warwick Business School. In addition to engaging in research it is hoped that Visiting Scholars will have an interest in the development of modules in one of the WBS undergraduate, postgraduate or post-experience programmes.

Further information about the Visiting Scholars Scheme can be found at

<http://www.wbs.ac.uk/about/global/scholars.cfm>

Applications will be considered on a rolling basis, and should address the following points and be emailed to ann.jackson@wbs.ac.uk:

1. Why your application should be considered
2. Which group/research centre you would like to reside in (see http://www.wbs.ac.uk/faculty/research_teaching.cfm)
3. A brief summary of the research to be undertaken
4. Identify an area of course collaboration
5. Demonstrate how collaboration between the schools would be strengthened through the visit
6. Indicate if you would like to contribute to teaching or a specific research project
7. Date of proposed visit (to and from)

Visiting Professor Program at Bocconi University

Like every year Bocconi University is opening positions within the Visiting Professor Program, both on a short and long term basis. The areas of interest are all those within the fields of Economics, Management, Finance and Law.

The applications received will be evaluated by the relevant Departments and Institutes and the selected candidates will be approached directly by the faculty to finalize their invitations.

For any further query and for the collection of the applications (a complete CV and the statement of the position of interest) the Program's reference contact at Bocconi is Ms. Barbara Bovi (recruiting@uni-bocconi.it). The deadline is April 1, 2005.

PIM REMINDERS

PIM Logo

Starting from 2004 PIM has a new logo. Please make sure that your University is no longer using the old one (for links on the website, brochures, layouts...).

You can find the logo on PIM website under Resources.

PIM Training Program 2005

Following the decisions taken in Hong Kong, PIM is currently organizing a pilot Training Program for PIM Coordinators, with the support of Bocconi University, which has volunteered to host the first edition of the training. In order to design the training taking into consideration everybody's needs and preferences, we kindly ask all coordinators to fill in the form (go to News & Opportunities/Training Program) and send it back to soniapim@unibocconi.it by March 1, 2005.

Restyling of PIM website

A more user-friendly website is currently being developed.

To express your opinion and give ideas about structure, resources or information you would like to find online, please send your suggestions via e-mail to soniapim@unibocconi.it by March 15, 2005.

4. PIM PEOPLE

Goizueta Business School: new Dean

Lawrence Benveniste, the current dean of the Carlson School of Management at the University of Minnesota, has been named dean of Emory University's Goizueta Business School. Goizueta's current dean, Thomas Robertson, is embarking on a new position assisting President James Wagner in further internationalizing Emory University. Before his 2001 appointment as dean for the Carlson School, Benveniste held the positions of interim dean, associate dean of faculty and research, and chair of the finance department. He also holds the endowed chair as the US Bancorp Professor in Finance.

In addition to his academic positions, Benveniste has been a staff economist for the board of governors of the Federal Reserve System in Washington, D.C.

FGV- EAESP: new Associate Dean for International Relations

Prof. Ligia Maura Costa is the new Associate Dean for International Relations at FGV-EAESP.

She can be contacted via e-mail at lmcosta@fgvsp.br

Cornell University: retirement of long-time PIM member

One of our longest serving PIM members, Harriet Peters from Cornell University, has recently retired. Kim Killingsworth has taken over her Academic Exchange Program responsibilities. Kim can be reached at klk32@cornell.edu

HKUST: new contact at the MBA Program

Doris Chan, from the MBA Program office, has left her position to move to San Francisco. For future enquiries, the new contact person is Elizabeth Chan, who can be contacted at bmechan@ust.hk

WITS Business School: new contact for Student Exchange Program

After a year as International Exchange Co-ordinator at the Wits Business School Gloria Halland will be relocating at the end of February 2005 to Cape Town where she has accepted a position at UCT (University of Cape Town). Gloria will be handing over to Karen Trent (trent.k@wbs.wits.ac.za).

Charisse Drobis will still be in charge of students short term group visits to the WBS and is a secondary contact for the student exchange programme.

Fuqua School of Business: changes in the International Center

Several changes have involved Fuqua's staff:

Bertrand Guillotin was promoted to the position of Director of the International Center

Bob Garda's role changed to Faculty Advisor

Pam Brown's to Academic Advisor to the International Center

Tim Zacher was replaced by Mr. Seth Napier, Program Associate of the International Center

Universität zu Köln: new International Student Coordinator

After two years with the International Office in Cologne and thus within PIM, Roland Siegers has left his position as International Student Coordinator to become Program Manager for the Community of European Management Schools (CEMS). His place was taken by Ms. Diana Hehle (diana.heele@uni-koeln.de).



Lawrence Benveniste

CEIBS: new MBA Director

Wang Jianmao replaces Gerald Fryxell as MBA Academic Director at CEIBS. He can be reached by e-mail wjianmao@ceibs.edu

Indian Institute of Management, Bangalore: new chairperson for Student Exchange

Dr S. Raghunath is the new Chair for the International Student Exchange Program. You can contact him by e-mail srnath@iimb.ernet.in

Recanati Graduate School of Business Administration: new contact for Student Exchange

Osnat Rafman has left her position at Recanati Graduate School of Business Administration. The new contact person for Student Exchange is Ms Nitsan Kollet, whom you can reach at nitsank@tauex.tau.ac.il

5. SUMMER PROGRAMS

Cologne Intensive Study Program in European Management

This year again, the Faculty of Management, Economics and Social Sciences at the University of Cologne offers the Cologne Intensive Study Program in European Management - CISP which addresses MBA students of the faculty's academic partners. The core of this short non-commercial summer program is four intensive 28 hour courses taught in English. Besides these, the program includes company visits and excursions, both academic and cultural. The registration deadline for CISP 2005 is March 31st.

For further information: <http://www.wiso.uni-koeln.de/zib/english/studausl/index.htm>

Doing Business in Brazil – 2005 edition

FGV-EAESP is proud to launch the 11th session of its pioneering three-week program Doing Business in Brazil (DBB) for graduate students and international executives. DBB will be offered from 6 to 23 June. The program consists of 39 hours of class discussions and lectures conducted in English and three company visits: to a Brazilian company, a multinational company and to a financial institution.

More information can be found at <http://www.fgvsp.br/dbb>

Business Faculty International Summer Programme at CUHK

Reinforcing its standing as the centre of excellence in business education in the Asia-Pacific region, the Faculty of Business Administration of the Chinese University of Hong Kong is launching the "Business Faculty International Summer Programme" in 2005. The programme will be held from 20 June 2005 to 30 July 2005, and is open to all students at CUHK as well as undergraduates in all disciplines from around the globe.

For more information: <http://www.baf.cuhk.edu.hk/summerprog/eng/index.htm>

16th International WU Summer University 2005

During the months of July and August undergraduate and graduate students from all over the world are welcome to attend the 16th International Summer University 2005 of the Vienna University of Economics and Business Administration (WU Wien).

The main objective of the program is to deepen specific knowledge in several fields of business and management in an intercultural environment with approximately 270 participants altogether. In each of the two sessions (July 11 – July 29, or August 1 – August 19, 2005) students may choose between Business Courses in English and German, or MBA Courses in English. In each of these tracks various intensive and enrichment courses are offered. The lecturers are members of the WU faculty and renowned, international guests from WU partner universities.

For more information please visit: <http://isu.wu-wien.ac.at>.

Bocconi Campus Abroad Program in the world

Bocconi University, in collaboration with Partners around the world, will offer the fourth edition of its summer Campus Abroad Program. This intensive program, taught in English, offers participants the opportunity to explore new countries, develop different teaching approaches and work on live case studies. Academic courses are supplemented by seminars and guest speakers to provide insights into the institutional, cultural and managerial environment of the Country (Brazil, Canada, China, Cuba, Tunis and the US). Almost 10 courses are offered in the following subject areas: Accounting and Finance, Marketing, International Economics, International Relations and Management.

Program Dates: Four weeks starting from July 11th.

For more information: <http://www.unibocconi.it/campusabroad/English>

6. THE WORLD OF MANAGEMENT EDUCATION

The Financial Times ranking

The Financial Times released in January the new ranking for MBA programs. This new issue shows 12 new entries among which 2 are PIM members: Chinese University of Hong Kong (69) and Tec de Monterrey – Egade (89).

23 out of the 52 PIM Schools have been included in the ranking, making it a 44% of the network. Among the schools that have not been included, 7 do not have an MBA program and most of the remaining schools, even if they do not appear in this particular ranking, have been included in other rankings, more geographically oriented.

The North American partners are, as usual, the most represented in the ranking, but PIM partners from other regions also get top scores. Among the 3 Latin American institutions, one is from PIM: Tec de Monterrey (89), while out of the 26 European schools ranked, 6 are PIM members: Rotterdam School of Management (29), Esade Business School (35), HEC Paris (37), Bocconi (42), Manchester Business School (44), Warwick Business School (53).

Very good results for Asia and Oceania: all 5 PIM members are listed in the rankings: CEIBS (22), HKUST (44), Melbourne Business School (63), CUHK (69), AGSM (84).

The top five positions in partial rankings highlight a good standing of PIM schools in the “diversity” and “idea generation” sections: Chicago and UCLA are respectively number 3 and 5 in the research rank, while Warwick, Stern and Bocconi are number 2, 3 and 5 in the doctoral one. PIM schools are in the top 4 positions of the international experience ranking (HKUST, RSM, ESADE and CEIBS), being ESADE number 5 also in the international mobility rank.

Some interesting results also come from the alumni career progress: Duke, Chicago and Michigan get top positions (2, 4 and 7) in the placement success rank and HEC is number 5 in the career progress rank.

How did PIM Schools perform in the latest Financial Times ranking?