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SPEAKER'S CORNER:

This issue's guest for the speaker's corner is Andrés Ibáñez. Andrés is Director for the MBA Programa at Escuela de Administración, Pontificia Universidad Católica de Chile, where he has been working for 16 years. He has been affiliated with PIM for 5 years.

Go to page 3 to read his contribution



Andrés Ibáñez
PUC

1. WHAT'S UP – PIM NEWS

PIM Goes to Prague

Make your reservations for the 2005 Annual PIM Conference in Prague from November 10-12. This year's host, the University of Economics Prague, has prepared a program not only to show us the cultural and historic splendor of this enchanting city, but also to provide insights into the Czech Republic's economic transformation. Time will also be devoted to looking into the reforms coming out of the Bologna agreement and their impact on graduate management education. The Annual Conference affords PIM members the perfect opportunity to network with all of our partners while reviewing the most pertinent issues in international management education and collaboration. The preliminary program for the meeting is already well developed and can be seen on the Conference Website <http://pim2005.vse.cz>. In the next issue of the newsletter you will also find additional information and a more detailed program, including speakers.

Online the new PIM website

The new PIM website is now online and available at www.pimnetwork.org.

While keeping the site as simple as possible, the following new features were added:

- A members directory with updated information, pictures and an easy to use search engine
- A PIM Guide for Newcomers
- Four new "channel flags", designed for each PIM stakeholder group (students, faculty members, coordinators, university leaders)
- A new page with calls for visiting professors
- PIM Social: a new section, containing photos from previous conferences, to be further developed in the near future with personal contributions from members. This page will include links to the personal pages of all those members who have one and would like to share their personal interests with the rest of the community
- Reviewed "Useful Links"

Call for Chair candidates

Mary Anne Leenheer's term as PIM Chair concludes after the PIM Annual Meeting in Prague in November. The call for nominations for a PIM member to serve as PIM Chair for the three-year term 2005-2008 has started. Any individual representative from the so-called "Rest of the World" Schools is eligible to be a candidate. Nominated candidates will be notified and asked for their acceptance. Deadline for nominations is July 15, 2005.

All candidates who accept will have until September 1st to submit a resume and a short statement outlining their vision for PIM. Statements will then be posted on the PIM website and circulated among the membership. The election is scheduled for the annual meeting in November.

2. MEMBER NEWS

Double Degree MBA FGV-EAESP and Universidad Torcuato di Tella

FGV-EAESP and Torcuato di Tella signed a double degree agreement for their MBA Programs. The double Degree MBA offers the students of FGV-EAESP and Torcuato di Tella the possibility of earning a dual MBA degree. To obtain this Dual Degree, selected students will spend an academic year in each institution. Participants benefit from the expertise and resources of FGV-EAESP and Torcuato di Tella. Graduates thus obtain two MBAs degrees, one in Brazil from FGV-EAESP and the other in Argentina from Universidad Torcuato di Tella. Admissions are managed independently by FGV-EAESP and Torcuato di Tella according to their standard admissions procedure.

New Programs in English

New English-language bachelor program at CBS

Copenhagen Business School has recently launched a new program, the BSc in International Business and Politics, focused on international business and its political and social environment, which will officially open on September 1, 2005.

Relations between business and institutions such as the World Trade Organization, the International Monetary Foundation, the European Union and the UN system are central to the program: Copenhagen Business School has created this program to provide students with the skills to analyse how such bodies interact with businesses and other actors at a strategic level. The program is unique in the Danish university system.

For details http://uk.cbs.dk/uddannelser/bachelor/bachelorudd/oekonomi/bsc_in_international_business_and_politics

New Masters degree in English at Warsaw School of Economics

Warsaw School of Economics will launch a Master's degree in Economics focused on international relations, starting from the academic year 2005/2006.

The program is addressed both to foreign and Polish students having a Bachelor's degree.

International Relations graduates will be prepared to deal with the management of multinational corporations and international economic and political co-operation. Being able to manage an enterprise with knowledge of finance, international settlements or decision making by international institutions, the graduates are likely to be given attractive job offers by Polish state administration institutions, foreign banks and business companies.

For details http://www.sgh.waw.pl/ksztalcenie/miir?set_language=pl

New MBA and EMBA course at AGSM

A new course, called "Marketing Programs for Emerging Markets", has recently been launched at Australian Graduate School of Management. The course, offered to both MBA and EMBA students is designed for students who are seeking careers in entrepreneurship, general management, international business and marketing and have a particular interest in emerging markets. The course will begin in Sydney for 4 intensive sessions; students will then travel to India for a 10 day period in December and a series of company visits.

SPOTLIGHT ON PIM RESEARCH

Management Schools Analyze Business Strategies for Latin America.

IESA, along with seven Summaq Alliance partner schools, organized the "Summaq Summit 2005: International Business Strategies in Latin America" in Atlanta. The program included an analysis of current macroeconomic, political, cultural, social and business issues from a Latin American point of view. IESA submitted the topic of marketing for low income consumers, a research project led by Professor María Eugenia Boza, Coordinator of IESA's Marketing Center. In her words, "Businessmen have begun to understand an untapped market. Low income markets in Latin America have been overlooked. Firms have to break paradigms to reach these markets, otherwise unexplored."

AMBA accreditation for 2 PIM members

AMBA International accreditation for WITS Business School

WBS full-time and part-time MBA programme has been granted international accreditation by the Association of MBAs (AMBA). WBS is one of only two schools in South Africa who have received this sought-after international accreditation. "This accreditation is further recognition that our MBA programme is regarded as developing global academical, thought leaders." explained Acting Director Pat Dickson.

AMBA Certifies the Quality of the IESA MBA

IESA has received its accreditation by the Association of Masters in Business Administration (AMBA) in May.

"This accreditation is yet another proof that our MBA follows international standards. It recognizes our innovation and academic excellence" explains IESA's Dean Patricia Márquez.

PIM schools go to China

China Business MBA Stream at the Richard Ivey School of Business

Starting from the fall of 2005, the Richard Ivey School of Business will offer to a limited number of MBA students the opportunity to develop global management skills as well as an in-depth understanding of China's culture, opportunities, challenges and business practices through a China Business MBA Stream.

Students will have the chance to undertake their studies at Ivey's London campus and at Ivey's Asian campus - the Cheng Yu Tung Management Institute - located in the heart of Hong Kong. It will utilize a team of faculty experienced in Asian business practices and will incorporate Ivey's Asian business cases.

In total the China Business MBA Stream will involve approximately two full years of study and internship assignments, with the time divided between Canada and China.

Bocconi and China

Starting from this year, Bocconi University will run a program for young professionals, featuring courses on China's basic economic and legal aspects, and a 6-month field project in China, on behalf of Italian companies associated to this Project (supported by the Italian Trade Commission). Moreover Bocconi has recently opened a permanent office in Shanghai to support its activity. These encompass: intensive programs (at undergraduate and Executive MBA level) managed in cooperation with CUHK and Fudan University; exchange agreements for around 30 students; several internship agreements with about 30 Institutions and a field project. Bocconi will also run as a leader an Asia-Link Project which aims to develop Master level courses and a Research Center in Shanghai on Brand Building and Fashion Management, and it will take part in a Technical Assistance Project for the establishment of centers for "European Studies" within several Chinese Universities.

Stockholm School of Economics' first full-time MBA class to graduate.

The first class of the recently launched Stockholm School of Economics MBA program will graduate this July; the class consisted of 36 students representing 18 countries.

The SSE program is Sweden's first full-time MBA. In addition to theoretical coursework, the program works extensively with "Live Cases", where students work closely together with senior management on real business issues. SSE MBA offers each student a mentor program which involves the student, an industry mentor and an academic mentor from SSE.

SPEAKER'S CORNER

(CONTINUING FROM PAGE 1)

"Last year, at Universidad Católica de Chile we had a record number of foreign students coming to study for a semester/quarter or study tours. Why? Let me try to advance some ideas. First, Santiago, Chile has been ranked as the best city to do business in within Latin America (including Miami), with the lowest rates of criminality and one of the highest in quality of life. In terms of business, Santiago has attracted several multinationals to establish their headquarters, because of the technical infrastructure and economic stability. Chile is an attractive and vivid example of the successful application of the principles of economic and political freedom within the turbulent region of Latin America. Second, incoming students have the chance to visit outstanding natural places throughout our country. From the driest desert in northern Chile to the volcano and lakes zone in the south down to Patagonia and Antarctica. Almost untouched nature plus reasonable infrastructure. Third, we think that students enjoy classes at Catholic University in Chile because of the high academic level of its students and professors, and most important because they receive a valuable experience, both academic and personal. PIM students are all welcome to Chile!"

Santos Dumont Program: a collaboration between HEC and FGV

HEC-Paris and FGV-EAESP have jointly developed the Santos Dumont Program to celebrate the Year of Brazil in France in 2005 and the centenary of the 14Bis flight in 2006. Santos Dumont Program aims to foster exchange between Brazilian and French students from FGV-EAESP and HEC-Paris, as well as the opportunity of internship abroad. The program comprises three stages. In the first one, held at FGV-EAESP, Brazilian and French students will take courses that emphasize culture exchange, project and business of French companies in Brazil and Mercosur. In the second stage, the internship, Brazilian students will travel to France for a six-month internship while French students will stay in Brazil for the same period and do an internship as well. In March 2006, HEC-Paris will host the students for closing classes and exchange of experiences with emphasis on the French market and European Union.

The internationalization process at Goizueta Business School

For the first time in over 7 years 10% of the Goizueta Business School MBA Class of 2006 will be studying abroad for a semester, in a Double Degree program or on a short summer course. This is hopefully a sign of MBAs renewed interest in intensive international experiences.

Among the undergraduates, the percentage studying abroad for at least six weeks remains at 30-35% of the class.

UT-Austin Global Program sends 250 MBA students abroad

For the second year, the McCombs School of Business at the University of Texas at Austin has sent over 250 MBA students abroad as part of a course/project/trip experience. Countries and regions studied in 2005 were Chile/Argentina, Southeast Asia, China, Russia, Central Europe, South Africa, Turkey, and India. Students at PIM partners Universidad Católica and National University of Singapore joined in company projects with the McCombs Students, and Católica students subsequently traveled to Texas in a reciprocal arrangement.

3. COOPERATION OPPORTUNITIES

Call for papers: International Conference organized by Warsaw School of Economics

"The Channel of European Integration" is the topic of the conference organized by Warsaw School of Economics, in co-operation with the University of Tübingen (Germany) and the Institute for Applied Economic Research (Tübingen) that will take place on October 7 and 8, 2005.

The aim of the conference is to analyze the integration of international factor and output markets and to study implications of the on-going integration process for economic policies. As far as the channels of integration are concerned, a broad concept will be applied by studying trade linkages, foreign direct investment, other capital flows, and migration. For further info on topics and papers submission visit www.sgh.waw.pl/channels2005/

PIM REMINDER'S

PIM Dues

Please notice that the deadline to pay the Membership Fee for 2005 is July 30. You can find a copy of the invoice on the website, in the news section. For further information you can contact Sonia Giudici (soniapim@unibocconi.it).

Deadline for conference reservation

The online registration for PIM's annual conference has opened (<http://pim2005.vse.cz/>).

Please take note of the upcoming deadlines.

September 15 – deadline for conference and hotel registration
October 28 – deadline for materials from Universities to arrive in Prague and for hotel cancellation

Call for Host Schools

Schools from Africa, Asia & Middle East, Latin America and Oceania that are interested in hosting the 2007 Conference are invited to present their candidacy. This should be submitted in the form of a one-page summary indicating the interest. Deadline for submission is September 15, 2005

PIM Website and Password

Visit the new website at www.pimnetwork.org

Please note that to access limited access areas you will need a new user id (pimnetwork) and password (pimnetwork).

Call for Visiting Professors at FGV-EAESP

FGV- EAESP is now looking for Visiting Professors for two of their programs:

- Winter Term Program: FGV-EAESP invites three foreign professors to teach to graduate students (Master and Doctoral) in July;
- Executive Education Program: FGV is looking for professors from Chile and Argentina to teach courses at an Executive Education Programa for Siemens, where students will be from Siemens, from South America.

Courses and dates are as follows:

- The use and future of strategy, (week of 18 July 2005)
- Negotiation (week of 12 September 2005)
- Global Competitiveness (week of 5 December 2005)

Applications from both programs should be sent to the International Relations Office (CRI), FGV-EAESP, Av. 9 de Julho 2029, 10º andar, São Paulo - SP - Brazil, 01313-902, Phone: (55) (11) 3281-7762, Fax: (55) (11) 3281-7853, e-mail: cri@fgvsp.br , attn. Professor Ligia Maura Costa, Associate Dean International Relations.

4. SUMMER PROGRAMS

Business Faculty International Summer Program at CUHK

A 6-week international summer program will begin on June 20 at The Chinese University of Hong Kong. The program provides a forum where students can meet people from around the globe, learn from new perspectives and enjoy new experiences.

The 11 courses to be offered in 2005 are: Consumer Behaviour, Entrepreneurship & New Venture Management, European Business, Financial Markets, Foreign Market Entry & Growth, Global Competition, Global Enterprise Management, HR Management, International Finance, Organizational Behaviour and Servant Leadership.

Detailed information about the program can be accessed at www.baf.cuhk.edu.hk/summerprog

Summer University at Warsaw School of Economics

This July, from the 16th to the 31st, Warsaw School of Economics proposes a two-week summer program, focused on Business Management in the Changing Europe and on Poland-From Transformation to Integration. Students will work in small groups and will have the chance to meet the most influential representatives of Polish economic and political life.

You can find more detailed information on www.summeruniversity.edu.pl/

NEXT ISSUE

The next issue of PIM Newsletter will be released in the first half of October. Contributions from Members are welcome, and can be sent to Sonia Giudici (soniapim@unibocconi.it).

5. PIM PEOPLE

New People, new challenges

CBS's Dean **Ole Stenvinkel Nilsson** is the new head at Handelshøyskolen BI, Norwegian School of Management. He will start with his role at BI on the 1st of August.

CBS Board of Directors has appointed Associate Professor **Jens Aaris Thisted** acting Dean of the Faculty of Economics and Business Administration for a one-year period.

At **Goizueta Business School** the office of International Programs has welcomed **Ricardo Morales** as Associate Director for International Programs. Ricardo has previously worked at Cornell and Georgetown Universities, though not in the areas of study abroad or international student advising.

New international appointment for Prof. **Howard Thomas**, dean of the **Warwick Business School**. The EFMD (European Foundation for Management Development), Board of Directors unanimously approved the appointment of Prof. Howard Thomas to the position of Vice-President.

Robert (Bob) Garda, Executive in Residence and Faculty Advisor at **Fuqua School of Business** is retiring from Fuqua on June 30. PIM would like to wish him good luck and to thank him for his contribution to the development of the network.

Eva Shepherd, McGill's Associate Director - MBA Program, is going to retire at the end of the month and is going to pass her duties to her colleague Grace Pawelec grace.pawelec@mcgill.ca

Good luck to Eva and thank you for all your work during these years.

New exchange coordinators

PIM would like to welcome the following newly appointed Exchange Coordinators:

Melbourne Business School: Elizabeth Pauser e.pauser@mbs.edu will take the place of Amanda Jephcott, who will be taking maternity leave as of mid July.

CEIBS: Irene Zhang zirene@ceibs.edu, who has taken the place of Maggie LU

ITESM: Abel Tintos abel.tintos@itesm.mx. Former coordinator Paulina Aguirre is now happily married and living in Texas.

PUC: MBA Coordinator Ana María Bravo abravo@faceapuc.cl and Undergraduate Coordinator Mónica Ruiz mruiz@faceapuc.cl can be contacted for future enquiries, now that Paula Yévenes is leaving her position.

FGV-EAESP: Paula Mello pmello@fgvsp.br has taken over the duties of Sonia Marin, who will not be available until approximately mid July, because she is recovering from her foot injury.

SSE: Helena Månsson helena.mansson@hhs.se, administrator at International Student Affairs, working with both incoming and outgoing exchange students.

PIM babies

Good luck to **Emily Stern** - Universidad Torcuato Di Tella, **Redempta San Jose** - Asian Institute of Management, **Nancy Guillaume** - Université Catholique de Louvain, **Amanda Jephcott** - Melbourne Business School, who are currently or will soon be on maternity leave.



Ole Stenvinkel Nilsson



Howard Thomas



Robert (Bob) Garda