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SPEAKER'S CORNER:

The guest in the speaker's corner in this issue is Prof. Ligia Maura Costa, Associate Dean of International Relations from Escola de Administração de Empresas de São Paulo, Fundação Getúlio Vargas EAESP. Ligia Maura Costa is the new elected Chair from the Multiregional Area and was previously member of the PIM Membership Committee.

To learn more about her please go to page 5.



Ligia Maura Costa

1. WHAT'S UP – PIM NEWS

New Chair from the Multiregional Area

During the 35th PIM Conference in Stockholm, Prof. Ligia Maura Costa, Associate Dean of International Relations from Escola de Administração de Empresas de São Paulo, Fundação Getúlio Vargas EAESP was elected new Chair from the Multiregional Area. Ligia Maura has replaced Andrés Ibañez, Director MBA Program from Escuela de Administración, Pontificia Universidad Católica de Chile. PIM would like to thank Andrés for his commitment and contribution to the development of the network and would like to welcome Ligia Maura as the new Chair for the three-year term 2008-2011.

New Candidate Member Schools: Indian School of Business, Hyderabad and Guanghua School of Management, Peking University

During the Stockholm Conference, the Indian School of Business, Hyderabad and the Guanghua School of Management, Peking University were voted to become candidate members of the PIM network. The two schools are currently in the process of developing strong relationships within the PIM network and will acquire full membership after all membership requirements have been satisfied.

Graduate School of Management, St. Petersburg is the new Member School

PIM is glad to announce that, after fulfilling all the membership requirements, the Graduate School of Management of St. Petersburg State University has become a new PIM member school. The Graduate School of Management of St. Petersburg is the first Russian university to join the PIM group. Its general information and fact sheet can be found on the PIM website www.pimnetwork.org.

Membership committee: new people on board.

The 35th PIM Conference has brought about some changes to the PIM membership committee. While thanking the continuing and stepping down members for all their commitment and support, the PIM network would like to congratulate and welcome on board all the new members. The membership committee is now composed as following:

Laura Candotti - Università Commerciale Luigi Bocconi (New Chair of Membership Committee since 2008)

Patricia Collins - Kenan-Flagler Business School, University of North Carolina at Chapel Hill (Member of Membership Committee since 2006)

Deirdre Mendez - McCombs School of Business - University of Texas at Austin (Member of Membership Committee since 2007)

Sam Brook - University of Warwick, Warwick Business School (Member of Membership Committee since 2007)

Chris Tsang - Hong Kong University of Science & Technology (Member of Membership Committee since 2007)

Charmaine Courtis - York University (Member of Membership Committee since 2008)

Christi Degen - Universität zu Köln (Member of Membership Committee since 2008)

Carlos Serrano - EGADE ITESM (Member of Membership Committee since 2008)

Emily Stern - Universidad Torcuato Di Tella (Member of Membership Committee since 2008)

Advisors

Jorge Talavera, ESAN

Mthuli Ncube, Wits

PIM Conference 2010

After a very tough selection the PIM Chairs are glad to announce that the University of Otago's School of Business has been selected as the host of the 2010 PIM conference. With the 37th PIM Conference New Zealand will host the PIM annual event for the first time. While waiting for details about the dates and the organization of the meeting we all look forward to seeing everyone in Otago!

Save the date: PIM 2009 in Austin - Texas

The 36th PIM Conference will be held in Austin, Texas, between October 21st and 23rd 2009. Host of the even will be The University of Texas at Austin, McCombs School of Business. Registration will start in late April through the following website: <http://www.mcombs.utexas.edu/research/ciber/pimconference09/index.asp>

We look forward to seeing you all in Austin!

PIM REMINDERS

Please let us know about any stakeholders at your school who may be interested in receiving the PIM Newsletter: soniapim@unibocconi.it You are also invited to contact us if you learn of any new trends, reports, or educational activities which you believe might be of interest to your fellow PIM members: soniapim@unibocconi.it

2. MEMBER NEWS

WU WIEN - PIM Partner Meeting

The WU Wirtschaftsuniversität Wien will be holding its first Partner Meeting for PIM member schools on June 24th, 2009 and would like to invite PIM partner university administrators to attend. Through this event, WU Wien not only seeks to strengthen its ties to the PIM Network, but also give partner schools the chance to learn more about the WU Wien and thus be able to advise their students in detail on their programs (and vice versa).

The Partner Meeting will begin with a welcome dinner and will be followed by two days of information sessions presented by WU Wirtschaftsuniversität Wien policy makers and administrators. In these sessions, topics such as the exchange program application process, courses and programs offered at WU for incoming exchange students, services offered to incoming exchange students, the structure of WU, etc. will be discussed.

WU Wirtschaftsuniversität Wien will cover hotel accommodations, inner city transport, meals and organized social trips during the course of the program. The program can accommodate up to 20 participants. For more information, please refer to the website: www.wuwien.ac.at/isc/aboutzas/programs/pim

IESA Ranked Sixth in Training for Executives

IESA has been ranked sixth among Latin America's major schools of management in the category of executive education, according to the specialized journal *AméricaEconomía*. "The Venezuelan school has achieved one of the most outstanding leaps (10 places) in the 2008 ranking, hand-in-hand with its top quality faculty and a collaboration network with schools throughout the region," this journal stated.

AméricaEconomía listed 26 Latin American, Spanish and U.S. schools and universities that provide executive training for the region's largest corporations. The evaluation was based on an analysis of four areas: clients, extent to which courses are tailored to the client's needs, quality of the faculty, and level of collaboration with other institutions to operate beyond its borders.

Stockholm School of Economics Announces Two New Master Programs

In August 2009, SSE will be offering two new MSc programs;

SSE Master of Science in Business and Economics where the students specialize in Accounting, Economics, Finance, Management or Marketing & Media Management

SSE Master of Science in General Management addressing students that have earned bachelor's degrees in subjects other than Business and Economics.

Talented students from all around the globe are welcome to apply to the programs that will be taught solely in English. More information about SSE's master programs is to be found on their website at <http://www.hhs.se/Education/Pages/default.aspx>

PIM DUES

We would like to remind you that the payment of the PIM dues has been put forward to late April this year. Schools will be contacted with more details about the payment in the next few weeks.

Warwick Business School Announces Global Energy MBA

Meeting the world's demand for energy is an increasing challenge as traditional sources reach maturity and new alternatives must fill the gap. To meet this challenge, Warwick Business School (WBS) has announced the Warwick MBA for the Global Energy Industry. Managers in this industry require a global perspective, combining technical and commercial challenges with an understanding of the politics in which they operate. The Global Energy MBA will bring together people from a wide range of sectors focused on the industry, combining their experience with WBS's world-class teaching and research.

"The Warwick Global Energy MBA combines the study of management skills offered by the Warwick MBA with a focus on the issues and opportunities of the global energy industry. Candidates will leave our programme with the leadership skills and critical understanding of the industry to help them and their organisations seize the opportunities ahead."

Further information:

Vin Hammersley, Vin.hammersley@wbs.ac.uk , Tel +44 (0)24 7652 2985, Mob 07985 956624

Warwick Business School Announces GBP20 million extension

WBS has announced a £20 million investment in a significant further extension to its facilities. Work will begin early in 2009 and when completed in 2010 will reach across four storeys. The latest phase will provide state of the art teaching and study facilities, including lecture theatres, syndicate and seminar rooms, as well as additional teaching and office space alongside social amenities and a cafeteria for staff and students.

Professor Howard Thomas, Dean of Warwick Business School (WBS), is pleased to announce the £20 million investment which marks the final stage in the current round of investment in the business school which has been worth over £37.5 million in total. Professor Thomas said: "Warwick Business School has gained an international reputation for quality research, innovation and teaching and we are recognised as one of the top business schools in the world. This reputation has ensured that applications from highly qualified prospective students have remained strong, even in this difficult economic climate. This new phase of our development represents a significant financial investment but it is a demonstration of our confidence in the future."

SSE celebrates its 100th anniversary

In 1909 pioneers in the Swedish business community established the Stockholm School of Economics as a response to rapid industrialization and a growing need for well educated businessmen and company managers. Today, they are one of Europe's leading business schools, offering a first-class, internationally competitive education in economics and business administration along with a highly regarded executive education and MBA. In 2009 SSE will turn 100 and hosting the PIM conference in fall 2008 was part of the kick-off of the jubilee year. During 2009 we plan to celebrate with lectures, conferences, a jubilee farce and other festive events throughout our centennial year. Read more about their jubilee program at www.hhs.se/100years.

Financial Times MBA 2009

Last January the Financial Times released its annual ranking of the top 100 full-time MBA Programmes. More than 20 PIM universities were present with a very good positioning.

In particular, the following 6 schools rank among the top 20 Financial Times positions:

- China Europe International Business School (CEIBS) ranked #8,
- New York University, Leonard N. Stern School of Business ranked #10,
- University of Chicago, Graduate School of Business ranked #11,
- Indian School of Business, Hyderabad ranked #15,
- Hong Kong University of Science & Technology, HKUST Business School ranked #16,
- ESADE Business School ranked #18

For more information on the global ranking you can visit: <http://rankings.ft.com/businessschoolrankings/global-mba-rankings>

SPEAKER'S CORNER

Dear PIM Colleagues:

I wish to express my deepest thanks for the honor granted by our PIM Coordinator to contribute to the speaker's corner of PIM newsletter. I will take this opportunity to promote the importance of management education for the Multiregional Area as new elected Chair at PIM. Actually, four years ago when I began as associate dean for international relations at FGV-EAESP, I certainly did not anticipate receiving such honor as being elected as PIM Chair of the Multiregional Area. I am actually very proud to represent this region and its excellence in management education.

PIM has been built on nearly 40 years of close friendship and trust. It is true that PIM had in the beginning a European flavor, but in less than two years of its existence, back in 1975, one school from the Multiregional Area has joined this important association: FGV-EAESP. Later on, the number of schools from outside Europe and North America has increased tremendously. Nowadays, the Multiregional Area represents almost 40% of PIM Schools. And numbers talk by themselves...

If the Multiregional Area is important to PIM it is also very much true that PIM is important for the Multiregional Area as well. Actually, PIM is the unique vehicle to consolidate close partnership for the best business schools all over the world and in particular for schools from the Multiregional Area. In today's economic turmoil, it is a fact that business schools have to prepare, more than ever before, future international leaders and having a close partner at the Multiregional Area as well as in North America and Europe may become an important asset for all. PIM made this "dream" possible!

In view of the increasing number of Schools from the Multiregional Area at PIM, another issue has to be raised: the excellence in management education provided by those Schools. Nevertheless, this excellence could not be deeply explored without PIM continuous support through the exchange of students and faculty members, joint research and innovative programs among the best business schools in the world. All that was possible thanks to this close partnership created by PIM.

Multiregional Area PIM Member Schools, if you feel the same energy and if you feel the same passion that FGV-EAESP does for PIM, then I have no doubt that from Asia & Middle East to Africa, from Latin America to Oceania, Multiregional Area PIM Schools will continue to support this unique international opportunity and even brighter days will come to PIM and to the world management education as a whole.

In sum, instead of saying "when the going gets tough, the tough get going" I would propose that "when the going gets tough, the tough go to PIM!" I am looking forward to seeing you at Austin and to enjoying the unique experience that UT-Austin will provide us during our next PIM Conference!

3. SUMMER AND SHORT PROGRAMS

Helsinki School of Economics – Information Technology Program, Summer 2009

HSE's summer program, **Information Technology Program** (ITP) will celebrate its 15th anniversary in 2009. The ITP-program provides students with a strong applied understanding of Information and Communication Technologies (ICT).

The 2009 ITP will take place between May 18th and August 28th, 2009 and there are two alternative focus areas available:

Business & Technologies (BT): The program provides students an understanding of e-business infrastructure technologies and the new business opportunities created by these technologies as well as their effects on the business environment and the society at large.

Strategy & Experience Design (SED): The program focuses on the basic methods, techniques and tools for producing and designing different digital media products. This subprogram offers a hands-on perspective to digital media design process.

Both programs consist of 3 courses plus a company project each worth 6 ECTS credits, total 24 ECTS credits with an option to extent studies to 30 ECTS with extra work. Student may participate in only one of the focus areas as the programs are run simultaneously.

The application to the program will run until Friday, March 13th, 2009. There is no program fee applied for the exchange students. More information about the program is available at www.hse.fi/itp. For further enquiries please do not hesitate to contact Ms. Jenni Peuranto, coordinator of the Information Technology Program by e-mail itp@hse.fi.

NHH - Graduate Summer School 2009

In 2009, The Norwegian School of Economics and Business Administration (NHH) will once again offer a Graduate Summer School on **Natural Resource Management and Policy: The Norwegian Model**. The Summer School will take place from June 19 to July 5, 2009, and will cover important aspects of natural resource management and policy regimes, and is aimed at graduate students from all over the world with an interest in natural and environmental economics. Participants will be brought together in Bergen, Norway, for a series of lectures, company visits, case discussions and group projects, along with a program of social events.

As a public university institution, NHH does not charge for any application, admission or tuition fees for international students. The course counts for 7.5 ECTS study credits. Further information:

<http://www.nhh.no/en/study-at-nhh/graduate-summer-school.aspx>

WU Wien Short Program Options – Vienna Spring Program and International Summer University

Vienna Spring Program^{WU} is a short term program worth 6 ECTS credits geared towards graduate MBA students who are interested in a program that combines academic lectures with practical experience in the international business world. The program features the theme 'Business Success in CEE Markets' and includes lectures by WU professors who are experts in the field of CEE Business strategies. In addition to lectures, students are also taken to some of Austria's and Hungary's top international companies, as well as on excursions to Hungary and Slovakia. The program runs from May 17 – 29, 2009. Please refer to the website for more program details: <http://www.wu-wien.ac.at/isc/vsp>.

International Summer University^{WU} is a short term summer program for Undergraduate and Graduate students that runs in July and August. The Undergraduate program is worth 7.5 ECTS credits and the Graduate program 9 ECTS credits. Students can choose from several courses in fields such as Marketing, Management, Finance and many others. The application period is from March 1 – April 6, 2009. You can read more about this program, including more details on the application process, on the program's website: <http://www.wuwien.ac.at/isc/summeruniversity/isuwien>.

4. COOPERATION OPPORTUNITIES

Bocconi University – Visiting Professor Program 2009/2010 A.Y.

Bocconi University is pleased to announce the call for the Visiting Professor Program 2009-10. The Program is intended to develop and nurture teaching excellence at the undergraduate and graduate level. It establishes a framework for the long-term collaborative development of scholarly teaching in different areas between Partner Universities involved. Moreover, it provides special opportunities for collaborative work between faculty members and allows students and professors to share international perspectives.

Specific information on the positions available - Long and Short Term - can be found on Bocconi website www.unibocconi.it/facultyrecruiting. The areas of interest are all those within the fields of Economics, Management, Finance, Decision Sciences, Public Management and Law.

Applications (a complete CV in English and the statement of interest for one of the positions available) and any further query are to be addressed to the Program's reference contact at Bocconi, Ms. Barbara Bovi (recruiting@unibocconi.it). The deadline to receive applications is **March 20, 2009**.

5. PIM PEOPLE

Bocconi University –Appointment of New Rector and the Dean For International Affairs

Guido Tabellini, Professor of Economics, is the new Rector in Bocconi University. He obtained his PhD at UCLA and has taught at Stanford University and UCLA prior to joining Bocconi in 1994. In Bocconi, he was closely involved with the launch of the PhD program in Economics and served as Director and President of the IGER Research Center. In 2003, he was named an honorary member of the American Academy of Arts and Sciences and in 2007 he became President of the European Economic Association. Professor Tabellini is a member of various research centers including CESifo (Munich) and CEPR (London) and is a fellow at the Econometric Society. In 2003, he received the Y. Jansson medal which is awarded by the European Economic Association to the best European economist under the age of 45.



Guido Tabellini

Fulvio Ortu, Professor of Financial Mathematics and the previous Dean of the Bocconi PhD School, is the new Dean For International Affairs in Bocconi University. He has obtained his PhD in Economics at the University of Chicago. Prior to joining Bocconi in 2002, he was a faculty member at the Marshall School of Business of the University of Southern California, at Columbia Business School and at the University of Illinois at Urbana-Champaign.

Professor Ortu is an expert in the area of quantitative finance and insurance, in which he has published extensively. He is a member of the American Finance Association, the Western Finance Association and the Econometric Society.



Fulvio Ortu

CBS – Appointment of New President

The CBS Board of Directors has unanimously agreed to appoint **Johan Roos** in the position as President at CBS. Roos replaces the present President, **Finn Junge-Jensen**, who after 22 years in this position has chosen not to continue.

Johan Roos is the SCA Professor of Strategy and Dean of MBA Programs at Stockholm School of Economics. He was previously the managing director of Swiss-based Imagination Lab Foundation, a faculty member at IMD in Lausanne and Norwegian School of Management in Oslo and a post-doc researcher the Wharton School in Philadelphia. He has published numerous peer-reviewed articles, books, book chapters on strategic alliances, knowledge management and strategy processes and he has been an advisor to companies in a wide range of industries on five continents.

Professor Johan Roos states, that “CBS is an important international business school based in Denmark. It is a real honor to succeed Finn Junge-Jensen and I am looking forward to working with the students, faculty, support staff and external stakeholders to consolidate and further strengthen CBS’s activities as well as its national and international standing.” .



Johan Roos

Dr. Antonio J. Dieck Assad leaving EGADE, Tecnológico de Monterrey

Dr. Antonio J. Dieck Assad will be leaving his position as a Dean of EGADE Monterrey as well as from Tecnológico de Monterrey, Institution. He is moving to the position of Vice-President of Academic Studies at the University of Monterrey (UDEM) in Monterrey, México where the Deans of Medicine, Business, Architecture and Engineering, Law and Social Sciences, Education and Humanities and Graduate Programs will be reporting to him.

University of Texas at Austin: McCombs School of Business – Changes at the Center for International Business Education and Research

As many of you know, **Trisha Maberly** and **Susan Masson** have both moved to new positions at The McCombs School of Business. They're very pleased that their international experts are sharing their knowledge with new departments. We are also delighted to announce that **Angie Carter** and **Briana Mohan** have taken over their former positions. Angie Carter has joined CIBER as the new coordinator of the summer programs (Trisha's former role).

Angie arrives from UT's Study Abroad Office, where she has created and managed study abroad programs for students in several UT colleges. She holds a Masters degree in Creative Writing and a Bachelors degree in English and French. Briana Mohan has joined the McCombs School as the MBA International Exchange and Double Degree Coordinator. She has an undergraduate degree in English and black Studies and a Masters degree in English Literature.

Everybody at McCombs is looking forward to welcoming the PIM Community at PIM 2009 in Austin.

6. BITS AND PIECES

New European tool for transparency of qualifications creates worldwide interest

Over 150 education specialists and policy-makers from 58 countries across the world came together in Brussels on 29-30 January to discuss the external dimension of the new European Qualifications Framework (EQF). The EQF is a reference tool that aims to make it easier for people to move between different education and training systems or countries and have their qualifications recognised.

EU countries are currently putting in place this voluntary scheme with regard to their own systems. At the same time, many countries in the EU's vicinity and across the world are working on similar schemes and are showing a keen interest in sharing experiences with Europe, or in ways of linking up to the EQF.

To know more

- **Press Release issued by the European Training Foundation (ETF); First global conference on the European Qualification Framework**
- **European Commission: The European Qualification Framework**
- **European Commission: The Magazinem No 29, p13-15: "2008 – the trigger year for a framework for European qualifications"**

http://ec.europa.eu/education/news/news1160_en.htm

Distance Education at Degree-Granting Postsecondary Institutions: 2006-07

The 2006-07 study on distance education collected information on the prevalence, types, delivery, policies, and acquisition or development of distance education courses and programs. Findings indicate that during the 2006-07 academic year, two-thirds (66 percent) of 2-year and 4-year Title IV degree-granting postsecondary institutions reported offering online, hybrid/blended online, or other distance education courses for any level or audience. Sixty-five percent of the institutions reported college-level credit-granting distance education courses, and 23 percent of the institutions reported non-credit distance education courses. Sixty-one percent of 2-year and 4-year institutions reported offering online courses, 35 percent reported hybrid/blended courses, and 26 percent reported other types of college-level credit-granting distance education courses. Together, distance education courses accounted for an estimated 12.2 million enrolments (or registrations). Asynchronous (not simultaneous or real-time) Internet-based technologies were cited as the most widely used technology for the instructional delivery of distance education courses; they were used to a large extent in 75 percent and to a moderate extent in 17 percent of the institutions that offered college-level credit-granting distance education courses. The most common factors cited as affecting distance education decisions to a major extent were meeting student demand for flexible schedules, providing access to college for students who would otherwise not have access, making more courses available, and seeking to increase student enrolment.