

2006 DEAN'S REPORT

# WARRINGTON

UF





**Excellence.** It's a word you hear and see every day. But at the Warrington College of Business, excellence isn't just a word. It's a tradition. For nearly a century, we have successfully built partnerships and connections that imbue students' educations with real meaning of the importance of effective and principled business practices. We do this with a focus on leadership, ethics, and performance.

At Warrington, we focus on setting and attaining ever-higher goals of excellence. Every year, we look to do something radically different, not merely tweaking a program here or there, but coming up with a whole new program design or delivery method, or a new way to measure productivity. You can't get better by doing what you did in the past; you always have to be looking ahead. These strategies must involve thinking about the need and the willingness to change, and looking at new alternative ideas. That approach led us to develop Internet-based degree programs, specialized master's degree programs, a wide range of activities in entrepreneurship, and helped us to be an innovator in ethics.

It's that commitment to continuous improvement, to partnerships with business and alumni, which makes learning and teaching at Warrington so unique, valuable, and rewarding for our students and faculty. So, it is with pride that I share our 2006 Dean's Report with you. As you read, you will understand the reasons for this pride: development of new and exciting programs, incredibly talented and ingenious students, and a faculty known the world over for their research.

Best wishes for a great year,

John Kraft, Dean

# AT A GLANCE

## Highlights

### July 1, 2005 to June 30, 2006

The Florida MBA Program ranks #1 for Value in its first-ever appearance in the prestigious *Financial Times* Global MBA survey.

Twenty-four graduate students participate in a capstone course project working with Florida Southeast Development Corp. in the redevelopment and expansion of Gainesville's Butler Plaza Shopping Center (and 100 adjoining acres) into a lifestyle center for shopping and dining, complete with 600 condominium units.

*U.S. News & World Report* ranks the undergraduate business program 26th in the nation and the MBA program 41st.

The College opens its new Undergraduate Student Center in Bryan Hall.

More than 200 alumni and friends of the Miller Center for Retailing Research and Education attend its 14th annual *Retailing Smarter* symposium, which continues to be the largest retail conference hosted by a university.

In just its second year appearing in the *Financial Times* EMBA survey, UF earns four U.S. Top Ten positions, including 2nd in the "Salary Increase" category and 6th in Research (among public schools).

Undergraduate members of UF's SIFE team finished in the Top 12 out of more than 800 teams in the U.S., the team's best finish in seven years.

*BusinessWeek* places UF among the country's Top 50 in its first-ever ranking of undergraduate business programs.

A team of Internet MBA students supported by the CEI made it to the semi-final round of the national SEED Business Plan competition, the only school to do so three years in a row.

UF's Center for International Business Education and Research (CIBER) receives a renewed grant of \$349,000.

Sixteen undergraduates embark on the Miller Center's first-ever study tour to New York City to meet with fashion industry insiders.

The Public Utility Research Center celebrates its 20th presentation of the PURC/World Bank International Training Program on Utility Regulation and Strategy. To date, 1,558 delegates from 128 nations have attended the course.

Warrington launches its first podcast series, *Business@FL*, with an interview featuring alumna and finance professor Pietra Rivoli (BSBA 1979; PHD 1983), nominee for the 2005 *Financial Times*/Goldman Sachs Business Book of the Year Award for her bestseller *The Travels of a T-shirt in the Global Economy*.

[www.cba.ufl.edu](http://www.cba.ufl.edu)



UNDERGR

# Students who pursue an undergraduate business degree at the University of Florida

are provided an educational experience that is nationally recognized for academic excellence. Through classroom instruction and interaction with faculty, our students develop an ability to reach effective business decisions by recognizing and defining problems, examining alternatives, and effectively communicating successful solutions—the type of skills in high demand by the business world.

**17<sup>th</sup>**  
*U.S. News & World Report*  
“America’s Best Colleges”  
ranked UF’s undergraduate  
program 17th among public  
universities and 26th nationally

**26<sup>th</sup>**

# RADUATE



## FOCUS ON EXPERIENCE

### Student Competitions

#### Putting the Best to the Test

Case competitions bring out the best in our students, requiring them to put what they've learned in the classroom to the test, solving real world problems, in a fast-paced, high pressure environment.

#### First Place

Personal Finance Case Competition 2006 (University of South Carolina)

Undergraduate Business Leadership Conference (Emory University)

#### Second Place

Calloway School of Business Marketing Summit (Wake Forest University)

Emerging Leaders Conference Case Competition (University of Texas)

#### Third Place

2006 Johnson & Johnson College Case Competition

### In the Classroom

#### Bringing Concepts to Life

The Elizabeth B. and William F. Poe Center for Business Ethics Education and Research was endowed in 2004, continuing the work of the Poe Business Ethics Program instituted at the College in 1998. The goals of the Center are threefold:

- To increase the visibility of ethical issues among college and university students
- To provide forums for thoughtful analysis of important ethical problems in business
- To influence students to become competent and responsible business citizens

One of the principle activities the Center employs to provoke thought and discussion of business ethics is through its speakers series. During the 2005 academic year, the College was host to an outstanding assembly of lecturers.

## In the Field

### Gator Retailers Take a Chomp Out of the Big Apple

During spring break 2006, the David F. Miller Center for Retailing Education and Research took 16 students to Manhattan for its first-ever fashion tour of the Big Apple.

“The positive response from students was so overwhelming, that we’ve decided to establish it as an annual event,” says Center director Betsy Trobaugh.

The tour included visits to Brown Shoe, Macy’s Herald Square, Bloomingdales, *Women’s Wear Daily*, Toys “R” Us, JCPenney and a guided walking tour through the garment district. At Brown Shoe/Famous Footwear, students were treated to talks from top management and decision makers about the issues facing retailers in human resources, operations, marketing and other key areas. These were topics for deeper discussion at a roundtable luncheon with the participating executives. Other highlights included a tour of Macy’s Herald Square—the world’s largest store—and a Q & A session with Patti Lee, its Senior VP, as well as a visit to the headquarters of “fashion bible” *Women’s Wear Daily* (WWD). Tapping into Manhattan’s corner of the Gator Nation, students were able to take a tour of Bloomingdales Soho with UF alum Eric Hogan (BS 1989), the store’s general manager.

## Itinerary

### Brown Shoe/Famous Footwear

**Maggie Laver**, Director of Marketing  
Communications & Showroom Manager  
Topic: Leveraging public relations and  
showrooms to support our business

**Mitch Hackmann**, Famous Footwear Regional  
Manager  
Topic: Managing multiple retail distribution  
channels

**Geoff Green**, Director, Talent Acquisition  
Topic: Internships and career development  
opportunities

**Matt Rush**, Franco Sarto President,  
Topic: Brand Management

Brown Shoe Bennett Footwear  
Showroom Tour Roundtable Lunch

### Macy’s Herald Square

**Patti Lee**, Senior Vice President  
Q & A and Tour

### Bloomingdales Soho

**Eric Hogan**, General Manager  
Q & A and Tour

### Toys “R” Us Times Square

### *Women’s Wear Daily* (WWD)

**William Cotto**, Correspondent  
Q & A and Tour



Daniela Holban studied abroad in London during fall 2005 and visited Sky Island in the highlands of Scotland

## International Initiatives

### UF Establishes Overseas Presence

The College experienced a significant increase in the number of undergraduate students studying abroad during the 2005 academic year, thanks to the College's Electronic Platform (EP) course format. Using these Web-based classes as a foundation, new study abroad opportunities were created in France, England, and Spain. In this first year of implementation, 135 students participated in these WCB-sponsored programs. These three programs allow students to take UF business courses in a format they know well, with the same excellent UF instructors who teach on campus. This format also allows our students to keep on pace with their progression towards graduation, as well as helping to ease the transition of studying in a foreign country. In addition, the entire educational experience is enhanced by requiring students to take courses taught by faculty at our international partner schools, where they can learn the language and culture of their host country.

Overall, about 300 undergraduates studied abroad during the last academic year, marking an 8 percent rise over last year. This increase is due, in large part, to the active involvement of the Undergraduate Programs Office (UPO) in the promotion and marketing of

# 300

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# 8%

international opportunities for students, which previously had been handled almost exclusively by the university's International Center. As part of Warrington's advertising efforts, videos promoting study abroad were produced and made available on the UPO's website; UPO staff also participated in study abroad fairs at UF and other Florida universities.

In 2005–2006, the College was also pleased to welcome 67 exchange students to UF, hosting undergraduates from Australia, France, Belgium, Brazil, Canada, Finland, Germany, Italy, Liechtenstein, Singapore, South Korea, Spain, Sweden, Taiwan, The Netherlands, and Trinidad.

## Communications Initiatives

### Warrington Undergrads in USA's Top Three

Two Warrington undergraduates were winners in the Association for Business Communication's National 2005–2006 Student Writing Competition. Kimberly Holker and Christopher Laden, students enrolled in "Writing in Business" during fall 2005, came in first and third, respectively. Kimberly Holker, the first place winner, will receive \$300 and Christopher Laden, \$100. The Association for Business Communication (ABC) is an international organization that promotes excellence in business communication scholarship, research, education, and practice.

In this year's competition, students were asked to respond to a real world business case, writing a one-page memo as the assistant to the Vice President of Public Affairs for Kraft Foods Inc., persuading Kraft's CEO to adopt their strategy to mitigate the impact of negative media attention about Kraft and their products. With this case, ABC encouraged students to "think critically about the influence of mass communication and its potential impact on a company's reputation and its bottom line." A panel of academic readers first reviewed all qualifying entries and selected finalists and then the winning responses were selected by a panel of business professionals who read the finalists' entries.

The director of Warrington's Center for Management Communication, Fiona Barnes, Ph.D., and the course instructor, Jane Douglas, Ph.D., are particularly pleased with the results—not only because this is the first time they entered students into this competition, but also because each class is limited to submitting only two entries.

"Winning first and third places the first time we entered our two students into this national competition is very rewarding and exciting," Barnes said. "And, we particularly respect the ABC writing competition, first due to use of its real world cases, and especially because business executives—rather than academics—make the final decision on winning entries. This external recognition will help our students understand that our course and the communication strategies we teach are directly applicable to their experience in the business world, and will play an important role in promoting their workplace success."

The 2006 Student Writing Contest was open to undergraduate students enrolled in a business communication class during the summer or fall 2005, or spring 2006.



“Winning **first** and third places the first time we entered our two students into **national** competition is very rewarding and exciting”

# FOCUS ON INNOVATION

## Online BSBA Program Opens New Doors



Check out Bill Miller's full presentation, *Using Entrepreneurship and Innovation to Shape the World Around You*, online at [www.cei.ufl.edu](http://www.cei.ufl.edu). You can view a product demonstration at [www.MGTCorp.com](http://www.MGTCorp.com).

### Bill Miller says "IKAN"® to Entrepreneurship

Entrepreneurship teacher Bill Rossi wrapped up last semester by telling students in his Online BSBA class, "I like to reserve this last class for a particular message that I would like to give you all. I always look for a special example that I can use to try and crystallize that message for you, and I have found that example..."

But, lest you think all of this [entrepreneurship] is about starting a company, Rossi admonished, or even working as an intrapreneur in a larger, established organization, it's really more than that. Entrepreneurship is a way of thinking. It's having a set of goals; it's refusing to allow adversity to be anything more than a challenge that you've got to mount to meet your goals. Shortly, I'm going to introduce you to a person who is your classmate, and he is also a quadriplegic...his name is Bill Miller. I find him to be an unbelievable example of what I'm talking about—in terms of entrepreneurship being a way of thinking—and an amazing human being."

“ Entrepreneurship is  
a way of thinking ”

And so he is. Foremost, Bill Miller (BSBA 2008) is the epitome of an entrepreneur, according to Rossi's definition. But he is also an entrepreneur in the traditional sense. Many descriptors fit Bill: college student, *huge* Gator fan, software programmer, inventor, photo enthusiast, footwear junkie, motivational speaker, bowler—and, yes, quadriplegic.

As far as Bill is concerned, it's just another adjective. He was a typical student in 1997, a math major at UF who planned to earn his master's degree and teach. But, two days before his senior year was to begin, a short fall changed his world.

"My roommates and I decided to have a party," Bill recounts, "and I had way too much to drink. I was told I made it to my bedroom under my own power. Friends checked on me and I was fine; a couple of hours later, they found me face down on the floor. I had tripped and because I was inebriated, couldn't break my fall. I dislo-

cated two vertebrae in my neck, and that led to the condition in which I now function, and that is as a C1-2 ventilator dependent quadriplegic.”

Bill says it’s similar to the late Christopher Reeve’s condition, a man he greatly admired. Like Reeve, Bill was determined to continue living his life, complete with setting and achieving goals. He viewed his present condition not as a problem, but a challenge—and challenges are also opportunities, Bill says.

“Since 2000,” Bill explains, “I speak every five weeks at Anthony House, a homeless shelter in Zellwood. Adults there go through a four-week ‘life skills’ program. They think they’ve got problems—and then I drive in—in this giant wheelchair with the ventilator and they’re like, ‘oh God, I’m glad that’s not me!’ That’s probably what my reaction would be, were I not in this situation. But, by the end of my presentation, I think that they can say ‘well, maybe I can handle my situation a little bit better.’ And that’s the idea.”

However, Bill looked forward to getting back to a vital part of his pre-accident agenda: finishing his college degree.

“The Online Business Program at UF was the absolute perfect opportunity for me to do that. I had always wanted to be a graduate of the university, and when other online schools started popping up, I kept waiting; I knew they would do it eventually. UF offers two online bachelor’s programs now—the other is in fire and emergency services, so I didn’t think that was too appropriate,” Bill says with a sly grin, “so I chose business, and I’ll be graduating with honors in the summer of 2008.”

Bill uses voice recognition software, for which he has written more than 5,000 custom commands, to make his computer user-friendly. He takes two courses each fall and spring, one in summer, and says that’s enough because he was “pretty busy” before he started back to school. With what you ask? A traditional entrepreneurial endeavor, of course!

Bill’s wheelchair is controlled by a “sip and puff” mechanism and he was so adept at driving it, his stepmother thought he should be able to go bowling. She was right, Bill says, but it took a while to get there. He quickly discovered there were no sports for people in power

wheelchairs with his level of injury, only spectator situations like stationary ramps for bowlers.

“Someone else puts the ramp on the lane, the ball on the ramp, aims the ramp, and pushes the ball,” Bill explains, “That does me absolutely no good. The concept I had in mind was an attached ramp; all I need is someone to load the ball and I’ll drive forward, aiming as I go, and when I stop, it will come down and get released—a process much like an able-bodied bowler.”

## “ The Online Business Program at UF was the absolute perfect opportunity for me ”

He got together with family friend Claude Giguere, a retired GM engineer, and the two would eventually be credited with co-inventing the IKAN Bowler®. They built a wooden prototype and knew they had something, but to turn it into an entrepreneurial venture would take a lot more work.

In 2002, they brought in Vincent Tifer (whose father had worked with Claude at GM) to build a better prototype. Tifer had had several successful start-ups and, together, they formed MGT Corporation: Manufacturing Genuine Thrills®.

“Because that is truly what we’re doing,” Bill states, “if you’d ever been on the lanes when a first-time bowler uses the IKAN Bowler®, it’s just magic, it really is. The looks on their faces—I’ve seen tears of joy on their faces and those of their friends and families—when they get a spare or a strike, it’s truly a genuine thrill.”

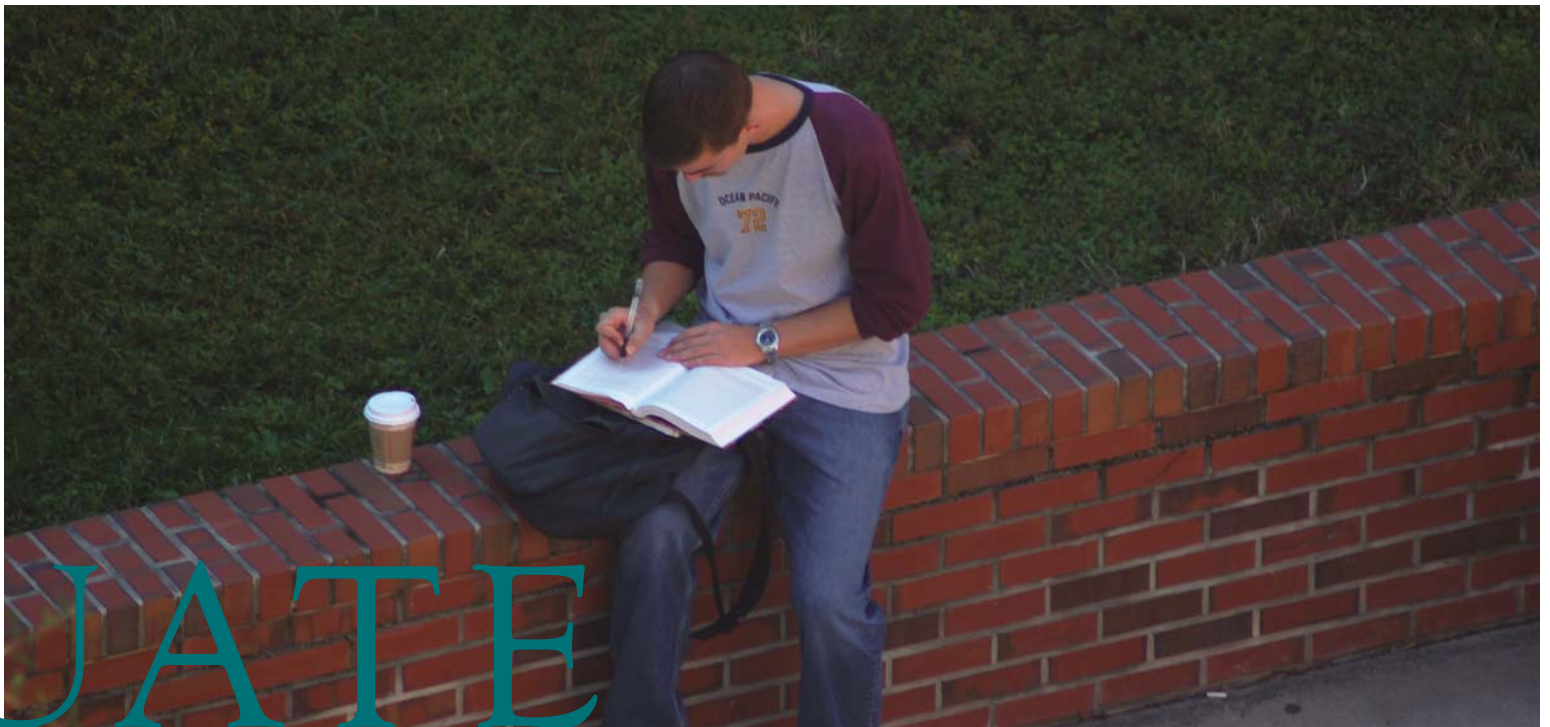
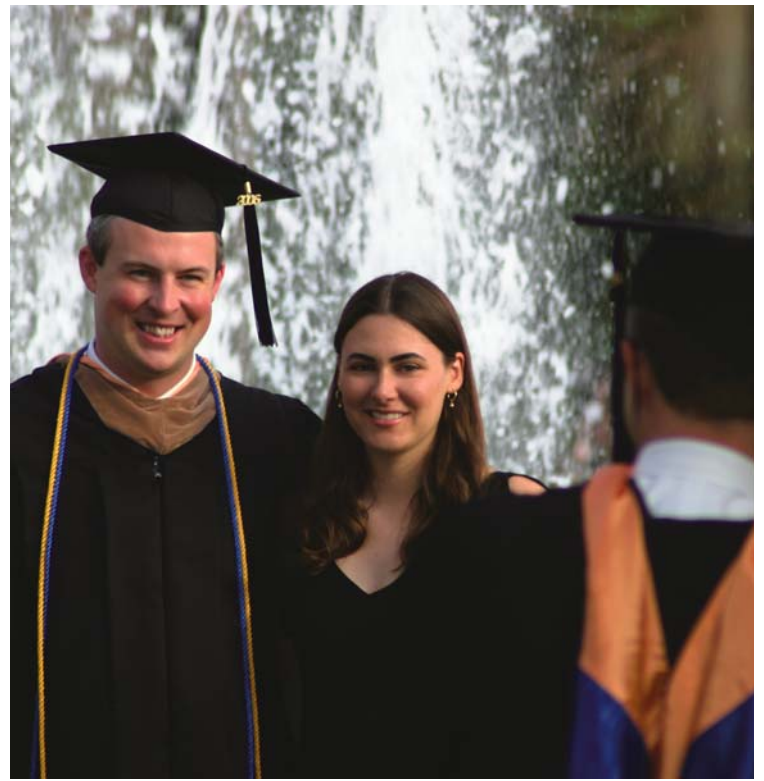
Bill Rossi began his last class of 2005–2006 by saying he feels blessed to have met Bill Miller. Once you’ve met this young man, or heard his story, you cannot help but feel the same.

The mission of graduate education at the Warrington College of Business is to produce individuals with advanced knowledge in their fields who are prepared to creatively address issues of significance to the local and global community. The dynamic partnership between experienced faculty and enthusiastic, curious, graduate students generates ingenuity, excitement, and innovation.

20<sup>th</sup>

The 2007 *U.S. News & World Report* rankings of MBA programs placed the University of Florida 20th among public universities in the U.S.

GRAD



UATE

# FOCUS ON PARTNERSHIPS

## Alumni Mentor Program



Rhys Williams and wife, Dr. Lorna Sohn Williams, at the Orange & Blue Tailgate BBQ

Rhys L. Williams has co-founded two early stage biotechnology companies along with prominent faculty from The Scripps Research Institute in LaJolla, Cal. and Palm Beach County, Fla. He serves on a number of Boards, including Warrington's Center for Entrepreneurship and Innovation, Leadership Florida, the Florida Chamber of Commerce, and the Phoenix-S.K. Society of Harvard University (he earned his bachelor's degree from Harvard University magna cum laude). Rhys Williams was granted the UF Alumni Association's Outstanding Young Alumni Award in 2006.

### The Role of a Lifetime

Everyone agrees that one of the most valuable aspects of any MBA program are the networks and relationships that are formed with peers, which play an important role long after books are closed and classes end. The Florida MBA Alumni Mentor Program plays an important role for current students and graduates, presenting both parties an opportunity for the give and take learning experience of a lifetime. Rhys Williams (JD 1993; MBA 2000), a fifth-generation South Floridian and dyed in the (Orange & Blue) wool Gator, is devoted to creating the synergy this kind of relationship stimulates.

“My experience as a Florida MBA student was nothing less than transformational,” Rhys says. “Attending in my early 30s, the program empowered me to retool with fresh, highly relevant skills, and to master cutting edge subject matter so that I could take my career to a next competitive level—specifically, coursework in technology, finance and entrepreneurship. My impression of the intensive two-year experience can only be expressed in highest superlatives.”

“ **My experience as a Florida MBA student was nothing less than transformational** ”

However, Rhys says, in looking back, the thing he valued as much as working with bright, motivated teammates with eclectic backgrounds was the opportunity to be mentored by professors who made a profound commitment to assist in his success—especially Professor Arnie Heggstad and the entire finance faculty. His involvement in student organizations such as the MBA Association, Graduate Women in Business, the MBA Investment Team, and Florida Blue Key provided a unique forum to develop group-centered and leadership skills. But the Alumni Mentor Program gives students the kind of coaching and support that can only come from others working in their field, so when the MBA Program came knocking, Rhys jumped at the chance to get involved. Mentors make a significant commitment by joining; the application process involves phone interviews and candidates are also asked to submit bios and photos. MBA staff from all functional areas (ie., Career Services, Alum Relations, Student Services) assemble the mentoring teams, connecting students with alums with similar backgrounds,

those working in their preferred career field, or who work in a location that the student will be targeting upon graduation. Given his law degree and experience in early stage ventures (he is admitted to the Florida and New York Bars), Rhys was matched with dual degree (MBA/JD) student Simon Rodell, who was concentrating in finance.

“I invited my protégé, Simon, to attend the Florida Venture Capital Forum Annual Conference in January 2006,” Rhys says. “Given his background, skills, and interests, I knew he would gain relevant insights into his primary career focus—high-growth, early stage business ventures—and that he would meet some very influential entrepreneurs, attorneys, and venture capitalists who might somehow be able to assist him.”

Rhys says that what he didn’t know at the time was how much he would get out of the meeting; it also gave them the opportunity to exchange ideas and do some “focused brainstorming” on potential career tracks and relevant contacts. Rhys says that it turned out to be the ideal job shadowing experience—and that he probably gained as much from the experience as Simon did!

#### **Simon Rodell Finds the Best of Both Worlds at UF**

“As a joint degree candidate, I was looking for a mentor who could describe the most productive ways to use both a law and business degree. The Alumni Mentor Program paired me with Rhys Williams, a JD/MBA now in the business sector. Rhys and I developed a professional relationship over the course of the year and he allowed me to shadow him at the Florida Venture Forum. At the conference, he gave me his insights on venture transactions from the perspective of both a small business and angel investor, introduced me to new contacts, and gave me advice on how to create more effective presentations. As a mentor, Rhys taught me an immense amount about venture capital and small businesses, and helped me focus my job search in a direction where I can channel my interests in law and business into an exciting and productive career.

I finished my second year of the four-year JD/MBA program in spring, and after completing my first full year of law school in the fall, was invited to join the *Florida Law Review* in February. I spent the rest of the spring semester balancing my MBA classes with

writing a case comment for the *Review*. My case comment, which was selected for publication in the September issue, is entitled “Antitrust Law: The Fall of the Morton Salt Rule in Secondary-Line Price Discrimination Cases.” The comment describes how the Supreme Court’s recent decision in *Volvo Trucks North America v. Reeder-Simco GMC* reconciles the Robinson-Patman Act with the policy goals of the nation’s other antitrust laws. This summer, I’m interning for the Honorable Steven Merryday, a federal district court judge in Tampa, and putting the final touches on my case comment.”

“As a mentor, Rhys taught me an immense amount about venture capital and small businesses, and helped me focus my job search”

**Learn more about becoming a Florida MBA Alumni Mentor online at: [www.floridamba.ufl.edu](http://www.floridamba.ufl.edu)**



# FOCUS ON PARTNERSHIPS

## Alumni Mentor Program



Before joining the Florida MBA cohort, Bill Bradford was an associate professor at Indiana University School of Law, where he received the Best New Professor Award in 2005. He has published numerous journal articles and currently serves on the Editorial Board of the *Journal of National Security Law and Policy* and several Review Boards, including the *Cambridge University Press*.

### Lawyer Hits Jackpot With Florida MBA

Bill Bradford (TMBA 2007) is a student who has already racked up an impressive list of professional credentials and accomplishments, including a Ph.D. from Northwestern University, a J.D. from the University of Miami, and a master's degree in international law from Harvard Law School. It's a road that has been heavily influenced by his family background; his father, an American soldier of Croatian and Scottish descent, and his mother, a nurse, is an Apache Indian.

"In 1987, when the intifada shook the foundations of regional order in the Middle East, my interest was captured," Bill says. "What could inflame such passions, and what I could do to help bring peace to a region close to the hearts of family friends from Israel and Syria?"

These questions led him back to school and, in 1995, he graduated from Northwestern University with a Ph.D. in Political Science in international relations. His dissertation, a politico-psychological model of U.S. decision making in Arab-Israeli crises, and his commission in the U.S. Army Reserve conjoined to earn him a spot on a team tasked by the Chairman of the Joint Staff to perform politico-military analysis in the Bosnian theater of operations.

“**People at Warrington were committed to their students in the way that matters most, especially for career-changing students**”

"In 1996, the horrors I witnessed in the former Yugoslavia—the birthplace of my paternal grandmother—added urgency to my longstanding desire to contribute to an international future free from such tragedy," Bill says. "The collapse of Yugoslavia and the resultant barbarism compelled me to direct my scholarship and service more pointedly toward the prevention of mass atrocity and, failing that, to the punishment of the perpetrators."

Once again, his family's past influenced his future. He began his legal education at the University of Miami certain that he would focus in this evolutionary area of inquiry upon completion of his J.D. But following his legal training, which included a year at Harvard Law School to complete his LL.M., he entered legal academia, and proceeded to make some significant theoretical and

practical contributions to two fields: international law and federal Indian law. As a professor of law, he authored more than twenty books and articles, becoming one of the foremost scholars in these fields. But it was his study of law that eventually led him to the Florida MBA Program.

“In 2005, leaders from the several Apache tribes gathered in New Mexico to discuss strategies for promoting economic development, as a precursor to the more effective exercise of sovereignty,” Bill explains. “I was invited to attend by my tribe, the Chiricahua, by virtue of my legal expertise, and in the hope that my insights might prove of practical value to our collective decision making.”

Following the two-day summit, the attendees (led by a council of tribal elders) concluded that the development of casino and resort properties on reservation lands, consistent with the model of some of the economically successful tribes that have made great strides, was a logical strategy to maximize their common comparative advantages. The confederate tribes discussed the need for developing managerial expertise to bring this vision to fruition, and asked Bill if he would accept the mantle of leadership in this venture.

Bill felt that the best way to prepare for the transition from law to the hospitality and gaming industry would be to earn an MBA. Since Florida is the world’s #1 tourist destination—and thus a natural laboratory for the hospitality field—he was, unsurprisingly, attracted to the region. Bill researched his program options in the state and says that when he learned that UF was adding a Certificate Program in Hospitality Management, he immediately added Warrington to his short list of schools.

“Within days of reading my application,” Bill recalls, “the director of the MBA program called—not only to offer me admission, but to let me know that the director of alumni relations had identified an alumnus working in the hospitality industry in Tampa who was very interested in serving as my formal mentor, should I attend.”

Bill spoke to alumnus John Eder (MBA 1997) days later and forged an important professional connection. He says this kind of extra effort “made it clear” to him that the people at Warrington were committed to their students in the way that matters most, especially for career-changing students: developing industry mentors that help to facilitate industry placement and career development.

“Despite offers of admission at Ivy League b-schools,” he says, “I made the smart choice and went where I was most wanted, and where I could best achieve my career objectives in the hospitality industry: Florida.”



**John Eder (MBA 1997)**

“I believe that UF is making a tremendous investment in the education of future leaders in the hospitality field with the genesis of the new Hospitality Management Certificate Program. It has already attracted a leader of tomorrow, Bill Bradford, who chose the Florida MBA Program for its academic reputation, alumni base and its resources. I’m proud to participate in the Alumni Mentor program because it allows me to guide future leaders, like Bill, in their early career decision making process. I look forward to working with Bill this coming year and assisting him in gaining an understanding of the casino and hospitality industry, which will someday provide the economic viability for his tribe.”

# FOCUS ON PARTNERSHIPS

## Careers and Placement



Joel Eigege is from Jos, Nigeria. He earned his bachelor's degree in mechanical engineering from Calvin College (Grand Rapids, Mich.). As an undergraduate, he was a Student Fellow at the NASA Institute for Advanced Concepts, where his design team researched measurement of thermal radiation produced by the earth.

### Big Things Can Happen in Small Places

Joel Eigege (MBA 2006) came into the Florida MBA Program with similar goals as most entering students, he says, with dreams of getting not just any job, but a higher paying job, in the dream city, with a loftier job title and out-of-this-world benefits. A former engineer, today, Joel proudly states that he can say one dream has come true and one goal has been met: he is now a Senior Financial Analyst for a Fortune 500 Company in Miami.

Joel says that he realized coming into the program that not all students land that “dream job” and some are left to settle—for jobs they never dreamed of, in cities they never knew existed—merely to pay the bills. As prospective students, candidates try to avoid similar fates by going to the top-notch institutions, so they can better position themselves.

“**the best things an MBA program can provide are exposure to the right opportunities and the necessary tools to seize those opportunities**”

“Prior to coming to UF, I was somewhat apprehensive about the location and size of the program,” Joel admits. “Could such a small program and a secondary market provide me the level of exposure to company recruiters I felt was needed to succeed? Would I be able to get the exposure to companies I was interested in—and would I be able to leverage the program’s established relationships to arrive at a job I wanted, or, like many others, have to settle?”

In addition, one of Joel’s greatest concerns coming into the program was making the shift from engineering—he wondered would one year be ample time to learn the principles of business. But the Option A Program is tailored for individuals like Joel who are looking to make a career shift, and the structure guarantees you don’t miss any of the instruction attainable in a two-year program. Once he joined the cohort, Joel was pleased to find that the pace perfectly suited fast learners such as himself; being matched with other superior candidates ensures that classes move at the rigorous speed necessary to complete an MBA in one year.

Joel chose to concentrate in finance and supply chain management (SCM) because of his intrigue with both subject matters. Studying under “one of the best collections of finance scholars at any institution,” Joel says his expectation coming in was that finance would be his “bread and butter.”

“However,” Joel declares, “I fell in love with SCM, maybe due to my engineering background. This created a divide and, at that point, my thoughts were that my career path would follow one or the other. Today, I am a financial analyst working for a company in the business of providing supply chain solutions.”

Joel was able to leverage the relationships that the Graduate Business Career Services Office (GBCSO) had with his new employer, Ryder Systems. Because the GBCSO was in tune with his desires, he says, they were able to connect him with a company that could fit both his interests. The GBCSO was also instrumental in connecting him with other companies that led to two verbal offers—and even an opportunity for him to return to his home country, Nigeria. Although the onus falls on the student at the end of the day to pursue and secure a position, the best things an MBA program can provide are exposure to the right opportunities and the necessary tools to seize those opportunities, Joel says.

“The Florida MBA Program can be credited with helping me get the exposure to and opportunity with my current employer but, more importantly, has equipped me to take on the challenges of my new job. To me, that is what really counts—not securing a job, but actually doing it,” Joel states. “The Florida MBA Program has prepared me for that.”

**top 20**  
The Florida MBA Program  
was ranked in the Top 20 for  
highest GMAT averages by  
*U.S. News & World Report*



Students share a laugh with Melissa Baxley, Alumni Relations Dir., at the tournament

## Alumni Networking Events

Following company visits, the MBA Alumni Relations Office partnered with GBCSO to host Alumni Networking Receptions that provide students opportunities to mix and mingle in an informal setting with host company representatives, key corporate business partners and Florida MBA Alumni. As a result of this networking event series and other targeted GBCSO efforts, Florida MBAs received full-time employment offers from Jabil Circuit, The Home Depot, Pulte Homes, Racetrac Petroleum, and CSX Transportation.

In addition to these corporate events, students also have the opportunity to mix with MBA alums at functions across the state and here in Gainesville, such as the Annual “Grad and Trad” Golf Tournament and Orange & Blue Game Tailgate BBQ.

# FOCUS ON PARTNERSHIPS

## Careers and Placement



Trina Glidden received the Robert C. Byrd Scholarship during all four of her years at Brown University. A percussionist in the Brown University Wind Symphony, Percussion Ensemble, and the Brazilian Ensemble, she combined her passions to write her senior thesis, *Tradition for Sale: Music and Cultural Tourism for Sale in Cuzco, Peru*. As an undergraduate, she was also a Knowledge Intern at the World Bank, assisting in research and the creation of the Development Gateway, a social development initiative. Trina has spent time studying and working in Peru, Costa Rica, Ecuador and Bolivia.

### From Non-Profit to Corner Office

Trina Glidden (MBA 2006) was a Latin American Studies major as an undergraduate at Brown University. Adopted by Americans, the major gave Trina the opportunity to learn about the history and culture of her Peruvian birthplace. Upon graduating, she found “a great job fit” at an international non-profit adoption agency, and worked there for two years. Trina says she found great fulfillment in working with clients, yet, after two years, saw no opportunities for career advancement. She also found other aspects of the non-profit frustrating, and she began to explore prospects in the corporate sector. Because of her non-business background, Trina felt that a two-year Traditional MBA Program would best help her bridge the gap between her work experience and her professional goal.

“I was attracted to the Florida MBA Program because it offered Latin American Studies and international business concentrations, which catered to my existing academic and professional experience,” Trina says.

Two of her first-year courses, “Introduction to Supply Chain Management” and “International Logistics,” intrigued her, and her summer internship at RaceTrac Petroleum triggered her interest in marketing.

In addition to the rigorous academic challenge, Trina enjoyed the activities regularly scheduled by the program to assist students with career searches. One such activity helped her find her current employer.

“The GBCSO-sponsored trips allow students to observe day-to-day operations and discuss career opportunities,” Trina explains. “I met with CSX and applied for a manager trainee position within a one-year rotational program. Speaking with key people during the field trips helped me during the interview process, because I was able to demonstrate that I truly understood the inner-workings of the company.”



## Company Networking Events

The GBCSO launched an innovative series of off-campus events in 2005 to bring students together with key Florida businesses, giving them opportunity to network with upper level decision makers. In targeted company venues, VP/Chief Officer/Director-level executives spoke with students regarding their specializations, career paths and progress, as well as qualities they seek when recruiting prospective employees.

**1<sup>st</sup>** The 2006 *Financial Times* Global MBA survey ranked UF first among U.S. publics in career progress

## Certificate in Hospitality Management

In recognition of the importance of the hospitality sector to the vitality of the state, the Warrington College has created a new Certificate in Hospitality Management (CHM) to give students the skills to capitalize on the burgeoning career opportunities in the industry. The State of Florida reports that in 2004 the tourism industry had an economic impact of \$57 billion on the state's economy, and with 76.8 million visitors—a record number—Florida is the top travel destination in the world. The CHM is open to all graduate business students and courses required for the certificate, taught jointly by faculty of the Warrington College and UF's College of Health and Human Performance, include:

- Introduction to Hospitality and Tourism
- Hospitality and Tourism Planning and Development
- Marketing in Hospitality and Tourism
- Introduction to Real Estate
- Management of Service Operations
- Hospitality Law and Risk Management
- Customer Relationship Management

# FOCUS ON SCHOLARSHIP

## The Ph.D. Program at Warrington

Each academic unit within the Warrington College of Business offers a course of study leading to a doctorate in a specialized area: accounting, decision and information sciences, economics, finance, management, or marketing. At mid-year 2006, we had 97 Ph.D. students in residence. The College graduates approximately 10 students annually, the majority of whom take positions at other universities in the U.S. or abroad.

Warrington seeks to train students to conduct first-quality research in their chosen area of concentration. The program emphasizes the development of research skills, and students actively engage in research from an early stage in their studies.

Coursework is a crucial component of this training, and each department offers a schedule of rigorous, demanding courses. However, the difference between “good” and “great” Ph.D. programs lies in the quality of interaction between a student and faculty members. The craft of research is learned by undertaking projects under the guidance of accomplished professors. The College’s strongest asset in training Ph.D. students is, therefore, its cadre of devoted, active researchers who maintain an “open door” policy toward doctoral students. Once a student has been admitted, the faculty work to find the best way of helping that student succeed. The learning environment is friendly and cooperative, rather than brutally competitive.

Although the College has a single committee to oversee the Ph.D. program, each department’s procedures are customized to reflect the nature of the material and the job market in that particular area. Over the years, we have learned that each department must have the freedom to design its program in a way that maximizes the combined productivity of its faculty and students. Different departments may thus provide somewhat distinct experiences, but they all lead students to the same goal: an ability to conduct excellent research, and to disseminate new information to their students and other constituencies in the outside world.

## Research & Awards

Mark Cecchini (PHD 2006) accepted a position on the accounting faculty at the University of South Carolina. His dissertation was awarded the American Accounting Association’s *AI/ET Section Outstanding Dissertation Award*.

Laura Gonzalez is a third year Ph.D. student in finance whose work focuses on financial institutions. She is currently examining whether banks were able to distinguish which high-tech Internet firms would be strong performers during the late 1990s and early 2000s. Laura presented her paper entitled “Banks and Bubbles: How Good Are Banks at Spotting Winners”, co-authored with William H. Dial/SunTrust Eminent Scholar of Finance Chris James, at the 2006 Conference on Bank Structure and Competition in Chicago last May.

Carlos Jimenez is a fourth year doctoral student in accounting. He is the recipient of the AICPA Minority Doctoral Student Fellowship (2003-2006) as well as the KPMG Foundation Fellowship. He discussed one of his papers at the 2005 ADSA Ph.D. Project Conference and has also attended the AAA Annual Conference and ATA Mid-year Conferences for the past two years. Carlos has been a member of the Ph.D. Project Accounting Doctoral Students Association since 2003, and served on its Planning Committee in 2005-2006.

12<sup>th</sup>  
The *Financial Times* ranked UF  
twelfth among U.S. public  
Ph.D. programs in 2006



Fidan Boylu will begin her academic career in fall 2006 as an assistant professor in the Operations and Information Management Department at the University of Connecticut. Her article, "Learning in the Presence of Self-Interested Agents," was nominated for Best Paper Award at HICSS 2006.

### Breaking New Ground in Data Mining

Fidan Boylu (PHD 2006) began working as a research and teaching assistant at Warrington after earning her MBA in 2002. Her research involves data mining, in particular, the classification of observations where the associated data may have been manipulated by self-interested agents. It is a novel idea, which is based on the well-known principal agent problem and statistical learning theory, but takes those results a step further. She had the chance to present her results at two international conferences, INFORMS 2005 and HICSS 2006, and in recognition of her discovery knowledge in this area, Fidan earned a nomination for the 2006 Best Paper Award in HICSS. Her research shows that results from the statistical learning theory have to be modified to account for this strategic behavior. Applications of this concept include credit rating, spam filtering, and college admissions, to name a few. Fidan was particularly interested in pursuing this topic because of its power to provide information system solutions to related problems that emerge, especially in the business environment.

One aspect common to all data mining methods is that they use training data without questioning the future usage of the learned function. More specifically, she stresses, none of these algorithms take into account the possibility that any previously observed attributes may have been deliberately modified by their source, when the source is an individual or group of people. Fidan argues that they fail to anticipate that human beings might "game the system," and thus alter their attributes to attain a positive classification—such as websites that show how to increase one's credit score or a company trying to disguise fraudulent behavior.

"We investigate this potential strategic gaming and have developed inference methods to determine better discriminant functions in the presence of such strategic behavior, and show that this strategic behavior results in an alteration of the usual learning rules," Fidan explains. "Specifically, we use rational expectations theory to determine optimal classifiers that account for potential strategic moves by points (e.g., people or data generated by people such as spam), which will be classified. By focusing on a powerful induction method known as support vector machines, we show that a naïve, non-strategic approach to the problem is misleading in most situations, and our strategic learning approach results in substantial improvement in the performance of the classifier."



FACU

Our faculty study a diverse set of issues in creative ways, producing outstanding research that is making an impact on theory and practice. This dedication to discovery knowledge and finding creative solutions to real problems provides our students the tools that make them and their organizations more effective.

**1<sup>st</sup>** *The Economist* ranked UF first among public universities in the U.S. and fifth in the world for faculty quality in its 2005 survey of Global Top 100 MBA Programs

**5<sup>th</sup>**

LTU

## Center for International Business Education and Research (CIBER)

In 2006, UF's CIBER received its second consecutive four-year grant renewal from the U.S. Department of Education (DOE). CIBER will receive \$349,000 per year through 2010 to continue its mission of enhancing competitiveness of U.S. businesses in global markets.

In its eight years of existence, CIBER has funded a myriad of activities that address these challenges, including new courses, concentrations and degree programs in the colleges of Business, Law, Liberal Arts and Sciences, Journalism and Communication, Health and Human Performance and UF's Institute of Food and Agricultural Sciences (IFAS). Research programs have investigated topics that range from competition in the world orange juice market to diversification strategies of global media conglomerates to African entrepreneurship. And, faculty have enhanced their understanding of current global issues through study tours to Asia, Western Europe, Eastern Europe and South America; lesson plans and workshops have even enabled Florida's high school teachers to incorporate IB into the secondary school curriculum. Highlights of CIBER's initiatives since 1998 include:

**Business in Brazil** is a national model for combining language, culture and business training. About 60 UF students have participated in this program since it was established. During the six-week, six-credit summer program in Rio de Janeiro, students spend mornings studying Portuguese at the Instituto Brasil-Estados Unidos (IBEU), which offers courses for all fluency levels. Afternoons are spent attending classes (in English) on Brazilian business at Pontificia Universidade Catolica, and visiting companies in financial, industrial, and service sectors. IBEU arranges housing with local families, assuring program participants experience complete immersion in the language and culture of Brazil. The unique program draws students from around the nation, and past participants have come from universities as diverse as San Diego State, Illinois at Urbana-Champaign, Northwestern, Kansas, NYU, Iowa, Massachusetts, UCLA, Michigan and Harvard.

**The Business Language Program** has grown from essentially non-existent to a nationally respected program. In 1998, UF didn't even



Marketing Professor Bart Weitz was recently interviewed at Gainesville's Oaks Mall regarding consumer behavior and shopping preferences.

offer Business Spanish; campus commercial language offerings totaled two—commercial French and commercial German. In 2008, UF will host the annual CIBER Business Language Conference, which has become the premier meeting for the field, broadly known as “Teaching Languages for the Professions.” As a consequence of CIBER funding, UF now additionally offers business language classes in Spanish, Portuguese, Chinese, Japanese and, most recently, Arabic. And, we offer a course for graduate foreign language students on business language instruction. UF’s Business Language Program is carried out by a dynamic team of faculty from Romance Languages and Literatures, African and Asian Languages and Literatures, and Slavic Languages and Literatures.

**Global Telecommunication and Media Competition** research has emerged from joint CIBER and PURC efforts to integrate diverse strands of related expertise across campus. Multiple professional journal articles, books, book chapters and case studies have resulted from the interdisciplinary collaboration. Research results have been presented at dozens of conferences around the world to academics, industry groups and policy makers, serving to solidify UF’s reputation for this unique, interdisciplinary core competence.

**8<sup>th</sup>**  
*Financial Times* ranked UF  
eighth among U.S. publics  
for faculty research and 26<sup>th</sup>  
worldwide in 2006 **26<sup>th</sup>**

## Awards

**Larry DiMatteo**, Huber Hurst Professor of Contract Law and Legal Studies, won 2006 “Best Paper Award” at the Pacific Southwest Academy of Legal Studies in Business.

**Joel Houston**, Bank of America Professor of Finance, and Professor Emeritus Gene Brigham’s *Fundamentals of Financial Management*, is still the most widely used introductory finance textbook in the world.

**Sandra Kramer** received the American Taxation Association’s Outstanding Service Award in August 2005 at the American Accounting Association’s annual meeting.

**Jeff LePine**, Darden Restaurants Diversity Management Professor, received the 2005 Cummings Scholar Award for Early-Mid Career Research Achievements in Organizational Behavior by the Academy of Management.

**Rich Lutz**, JCPenney Professor of Marketing, was again a finalist for the AMA Outstanding Marketing Educator Award and was also an Anderson/CLAS Scholar Faculty Honoree.

**Gary McGill**, Fisher School Director and PricewaterhouseCoopers Professor of Accounting, received the American Taxation Association’s Outstanding Manuscript Award in August 2005 at the American Accounting Association’s annual meeting for his paper “Lost in Translation: Detecting Tax Shelter Activity in Financial Statements,” *National Tax Journal* (2004), with E. Outslay.

Finance professor **Craig Tapley** was honored by R1edu for an interactive redesign of his electronic platform course.

**Bart Weitz**, JCPenney Eminent Scholar of Retail Management, received the annual Outstanding Retailing Educator Award sponsored by the Center for Retailing Studies at Texas A&M, JCPenney, and the National Retailing Federation.

## EDITORSHIPS

### Journals hosted by the Warrington College of Business

*Journal of Accounting Literature*

Editor: **Joel Demski**, Frederick E. Fisher Eminent Scholar of Accounting  
Co-editors: Bipin Ajinkya and Steven Asare, Deloitte Honor Roll Professor  
Associate Editor: **Gary McGill**, PricewaterhouseCoopers Professor of Accounting

*Journal of Public Policy & Marketing*

Editor: **Joel Cohen**, University of Florida Distinguished Service Professor of Marketing

*Marketing Letters*

Co-editor: **Bart Weitz**, JCPenney Eminent Scholar of Marketing

*Marketing Science*

Editor: **Steven Shugan**, Russell Berrie Foundation Eminent Scholar of Marketing  
Associate Editor: **Jinhong Xie**

### Economics

**Elias Dinopoulos**: *Journal of Evolutionary Economics* (Editor/Co-Editor)

**David Figlio**, Knight-Ridder Professor: *Education Finance and Policy*

**David Sappington**, Lanzillotti-McKethan Eminent Scholar of Economics: *Journal of Economics and Management Strategy* (Editor/Co-Editor)

### Management

**Larry DiMatteo**, Huber Hurst Professor: *American Business Law Journal*

**4<sup>th</sup>**  
The Canadian Business Research  
Project ranked UF fourth among U.S.  
publics for research productivity and  
14<sup>th</sup> worldwide in 2006

## EDITORIAL POSITIONS

### Accounting

Editorial Board

**Robert Knechel**: *Auditing: A Journal of Practice & Theory*

**Gary McGill**: *Journal of Accounting Literature, Advances in Taxation*

Ad Hoc Reviewers

**Steven Asare**: *Accounting Review*

**Gary McGill**: *Accounting Review*

**Robert Knechel**: *Accounting Review*

**Jenny Tucker**: *Accounting Review*

### Decision and Information Sciences

Area Editor

**Gary J. Koehler**, John B. Higdon Eminent Scholar of Management Information Systems:  
*Decision Support Systems and Electronic Commerce*

Senior Editor

**Janice Carrillo**: *Production and Operations Management Journal*

**Asoo J. Vakharia**, Beall Professor of Supply Chain Management: *Production and Operations Management Journal*

Associate Editor

**Harold Benson**, American Economic Institutions Faculty Fellow: *Journal of Optimization Theory and Applications; Journal of Global Optimization*

**Gary J. Koehler**: *INFORMS On-Line; Journal of Information Technology and Management; International Journal of Business; Journal of Database Management*

**Jane Feng**: *Decision Support Systems*

**Selwyn Piramuthu**, American Economic Institutions Faculty Fellow: *Journal of Information Technology Management*

**Asoo J. Vakharia**: *Decision Sciences Journal; International Journal of Flexible Manufacturing Systems*

Editorial Review Board

**Haldun Aytug**: *Journal of Database Management*

**Harold Benson**: *International Journal of Computational and Numerical Analysis and Applications; International Journal for Rapid Publications in Mathematics; International Journal of Information Systems for Logistics and Management*

**Janice Carrillo**: *IEEE Transactions on Engineering Management; Decision Sciences Journal*

**H. Kenneth Cheng**, American Economic Institutions Faculty Fellow: *International Journal of Mobile Communications; International Journal of Business Process Integration and Management*

**S. Selcuk Erenguc**, PricewaterhouseCoopers Professor and Senior Assoc. Dean: *Journal of Operations Management*

**Ira Horowitz**, Graduate Research Professor Emeritus: *Quarterly Journal of Business and Economics; Managerial and Decision Economics; Multinational Finance Journal; Pacific Economic Review; Omega; Journal of Sports Economics*

**Gary J. Koehler**: *Information Systems and e-Business Management; Journal of Computational Intelligence and Organizations*

**Praveen Pathak**: *Journal of Database Management*

**Selwyn Piramuthu**, American Economic Institutions Faculty Fellow: *Information Systems and e-Business Management*; *Journal of Computational Intelligence and Organizations*

**Asoo J. Vakharia**: *Journal of Operations Management*

## Economics

Area Editor

**Roger Blair**, Huber Hurst Professor of Economics and Legal Studies: *Antitrust Bulletin*

Associate Editor

**Elias Dinopoulos**: Associate Editor/Co-editor, *Review of Development Economics; Economics and Politics*

**Jonathan Hamilton**, R. Perry Frankland Professor: *Southern Economic Journal*

**Richard Romano**, Gerald L. Gunter Professor: *Journal of Public Economic Theory*

**David Sappington**: *Journal of Regulatory Economics; Rand Journal of Economics*

Advisory Editor

**David Sappington**: *Economics Letters*

Editorial Board

**Elias Dinopoulos**: *Economics and Politics*

**David Figlio**: *Journal of Public Economics; Public Finance Review*

**Larry Kenny**: *Public Choice; Education Finance and Public Policy*

**Richard Romano**: *Education Finance and Policy*

**David Sappington**: *Journal of Public Policy and Marketing; Information Economics and Policy*

## Finance, Insurance and Real Estate

Associate Editor

**Joel Houston**, Bank of America Professor: *Journal of Money, Credit and Banking; Journal of Banking and Finance; Journal of Financial Services Research*

**Andy Naranjo**, William Emerson/Merrill Lynch Professor: *Emerging Markets Review*

**M. Nimalendran**, Bank of America Professor: *Journal of Financial Markets*

**Jay Ritter**, Joe B. Cordell Eminent Scholar: *Financial Management; Journal of Behavioral Finance; Journal of Financial and Quantitative Analysis; Journal of Financial Economics; Pacific-Basin Finance Journal; Review of Financial Studies*

## Marketing

Associate Editor

**Jinhong Xie**: *Management Science*

Editorial Boards

**Joseph W. Alba**, University of Florida Distinguished Service Professor: *Journal of Behavioral Decision Making*

**Joel Cohen**: *Journal of Consumer Research*

**Scott Fay**: *Marketing Science*

**Erik Gordon**: *Journal of Marketing Channels*

**Chris Janiszewski**, Jack Faricy Professor: *Journal of Marketing Research*

**Mike Lewis**: *Marketing Science*

**Alan Sawyer**, JCPenney Professor: *Marketing Letters*

**Jinhong Xie**: *Journal of Service Research*

**Bart Weitz**: *Journal of Marketing*

## PROGRAM ENROLLMENT

### Undergraduate

BABA: 1126  
Degrees awarded: 180

BSAC: 620  
Degrees awarded: 176

BSBA: 3323  
Degrees awarded: 747

Online BSBA: 304  
Degrees awarded: 40

**Total Enrollment:** 5373  
**Total Degrees awarded:** 1143

### MBA

Traditional (TMBA): 102  
Degrees Awarded: 63

Professional (PMBA): 596  
Degrees Awarded: 264

**Total Enrollment:** 698  
**Total Degrees awarded:** 327

### Specialized Master's

MAAC: 430  
Degrees awarded: 125

MAIB: 173  
Degrees awarded: 48

MSDIS: 166  
Degrees awarded: 125

MSE: 42  
Degrees awarded: 3

MSF: 49  
Degrees awarded: 20

MSK: 7  
Degrees awarded: 3

MSM: 92  
Degrees awarded: 81

MSRE: 43  
Degrees awarded: 29

**Total Enrollment:** 1002  
**Total Degrees awarded:** 434

### Ph.D.

Accounting: 8  
Decision and  
Information Sciences: 14  
Economics: 35  
Finance: 15  
Management: 12  
Marketing: 12

**Total Enrollment:** 97  
**Total Degrees awarded:** 6

## CAREERS & PLACEMENT

### MBA

Class of 2006 (TMBA)  
Placement (at graduation): 82.2%  
Placement (at 3 months out): 93.5%  
Average starting salary: \$66,450  
Average signing bonus: \$6,540

### MACC

Placement (prior to graduation): 100%  
Average starting salary: N/A  
Average sign bonus: N/A

### MSDIS

Placement (prior to graduation): 90%  
Average starting salary: \$54,000  
Average sign bonus: \$2,800

### MSF

Placement (at graduation): 80%  
Average starting salary: \$50,000  
Average signing bonus: \$1,400

### MSRE

Placement (at graduation): 77%  
Average starting salary: \$75,000  
Average signing bonus: N/A

### Recent Doctoral Placements

Lingnan University (Hong Kong)  
Penn State  
Syracuse  
University of British Columbia  
University of Pittsburgh  
University of South Carolina  
Virginia Tech

# RANKINGS

## Undergraduate

*U.S. News & World Report, America's Best Colleges, 2005*

Overall ranking: 26th  
and 17th among publics

**Accounting:** 11th overall  
and 7th among publics

**Marketing:** 9th overall  
and 7th among publics

**Finance:** 15th overall  
and 10th among publics

*Public Accounting Report, Best Undergraduate Accounting Programs, 2005*

18th overall and 14th among publics

*BusinessWeek, Best Undergraduate Programs, 2006*

47th overall and 20th among publics

## MBA

*U.S. News & World Report, America's Best Graduate Programs, 2006*

Overall ranking: 41st  
and 20th among publics

**Marketing:** 14th overall  
and 5th among publics

**Accounting:** 14th overall  
and 7th among publics

**Finance:** 24th overall  
and 9th among publics

*Financial Times, Global MBA 2006*

Overall ranking: 96th worldwide  
and 26th among publics

**Value:** 10th worldwide and 1st in the U.S.

**Career Progress:** 21st worldwide  
and 1st among publics

*Financial Times Top 75 EMBA Programs, 2005*

Overall ranking: 50th worldwide  
and 9th among publics

*The Wall Street Journal MBA Recruiters Rankings, 2005*

Overall ranking: 27th regional  
and 6th among regional publics

*Which MBA? Global Top 100 MBA Programs, 2005*

Overall ranking: 80th worldwide  
and 17th among publics

**Faculty Quality:** 5th worldwide  
and 1st among publics

**Education Experience:** 25th worldwide  
and 4th among publics

*Forbes Best Business Schools, 2005*

Overall ranking: 50th in the U.S.  
and 21st among publics

*Business 2.0 Top 25 B-Schools ROI Rankings, 2005*

Highest GMAT Average: Top 25 in the U.S.  
and Top 10 among publics

Return on Investment: Top 25 in the U.S.  
and Top 10 among publics

## Specialized Master's

### Accounting

*Public Accounting Report, Best Graduate Accounting Programs, 2005*

14th overall and 12th among publics

### Entrepreneurship

*EntrePoint Top Colleges, 2006*

"First Tier" Regional Program

## Faculty

*Financial Times, Global MBA 2006*

Research: 26th worldwide  
and 8th among publics

PHD: 30th worldwide  
and 12th among publics

*Which MBA? Global Top 100 MBA Programs, 2005*

Faculty Quality: 5th worldwide  
and 1st among publics

*Top 100 B-Schools Worldwide: Research Productivity Rankings\* (2001–2005), UT-Dallas, 2006*

Overall ranking: 29th worldwide  
and 16th among publics

\*based on publications in 22 leading journals in major business disciplines

*Canadian Business Research Project: Research Productivity\* (2004–2005), UAlberta, UToronto, UBC, 2006*

Overall ranking: 14th worldwide  
and 4th among publics

\*based on publications in 61 leading journals in major business disciplines

*Social Science Research Network (SSRN) Top Business Schools Rankings\*, 2006*

Downloads over the last 12 months:  
53rd worldwide and 9th among publics

All time downloads: 53rd worldwide  
and 21st among U.S. publics

Number of authors: 37th worldwide  
and 8th among U.S. publics

\*based on downloads from SSRN's eLibrary; includes aggregate ranking of over 800 Business Schools

## DEAN'S ADVISORY BOARD

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Robert G. Stern, Attorney, Trenam, Kemker, et al.  
Charles B. Stuzin, President, S.E. Partners, Inc.  
Alfred C. Warrington IV, Entrepreneur  
George Wilson, President and CEO, Equitrac Corporation (Retired)

