

# Making Headlines

News stories featuring the Neeley School of Business at TCU



April 1, 2010

## Getting Into Graduate School Made Tougher by the Recession

*Growing application numbers force more colleges to reject qualified students.* - By Brian Burnsed

Texas Christian University has also seen a precipitous jump in the number of applications sent its way. Last year alone, the number of domestic applications at its **M. J. Neeley School of Business** increased 42 percent. Unlike at Olin, where the number of accepted students has remained stagnant, the Neely School has been able to admit a greater number of students than in the past.

**Associate Dean of Graduate Programs and Research William L. Cron** says class sizes and course offerings have increased, but so did the quality of student that the school accepted, evidenced by the 24-point jump in average GMAT score of the last accepted class. The volume of applicants allowed the school to weed out the less-qualified candidates that may have been accepted in years past. "Students who would have been accepted in the past were not accepted and people who would have received scholarship offers either received less scholarship money or none," Cron says.



April 2010

## Frogs Leap Ahead - By Carlton Alexander

In March, *BusinessWeek* released its annual ranking of undergraduate business programs this year with Texas Christian University's **Neeley School of Business ranked as the 30<sup>th</sup> best program in the country**. This is an improvement from last year's rank of 34<sup>th</sup>. TCU also was able to surpass rival SMU, ranked 31<sup>st</sup> the last two years. The Neeley School has been consistently ranked among the top business schools in the nation. The University of Texas at Austin's McCombs School of Business was the highest ranked Texas school at 10<sup>th</sup> and Notre Dame University's Mendoza College of Business was 1<sup>st</sup> in the country.



April 15, 2010

## National student opinion recognizes Neeley School of Business - By Nathan Wall

The university was honored in October 2009 by *Entrepreneur* magazine as part of its book "Best 301 Business Schools: 2010 Edition." The Princeton Review tallied those findings as part of its "Student Opinion Honors for Business Schools" to create a list of the top-15 schools in the U.S. and Canada based on area of emphasis, according to the Princeton Review Web site.

**Bill Cron, associate dean of graduate programs and professor of marketing**, said he thought this honor was more valuable because it was based on student opinion. Cron said the honor was especially important because the future of the MBA program is going to rest on three disciplines: finance, marketing and supply chain management.

**Charles Lamb, department chair of information systems and supply and value chain management and professor of marketing**, said he was very proud of the way the faculty worked with students to enhance the learning experience. "Our faculty focuses on keeping our program very relevant to business and focusing on giving our students exactly those tools to be successful," Lamb said. "Making sure the program is evolving will attract more students."

## Neeley in the News - continued



**April 15, 2010**

**Neeley's donation benefits entire campus** - *By Logan Wilson*

Thanks to the generosity of those involved, the recent \$1.5 million donation given to the **Neeley School of Business by Barry and Antoinette Davis** will be used to benefit students all over campus. The **Davis Family Entrepreneur-in-Residence** position, which was created because of the donation, will provide a new resource on campus that can be utilized by any student from any field.

**Director of the Neeley Entrepreneurship Center Brad Hancock**, who will fill the new position, said he will act as a consultant for students who want or need entrepreneurial advice.

The Neeley School of Business is one of the most prestigious and well-funded schools on campus, and the decision to use this donation to benefit the entire campus community should be recognized and appreciated. The accessibility of the entrepreneur-in-residence makes the deal that much sweeter for students, and it should be taken advantage of.



**April 12, 2010**

**Court ruling could mean refund for many businesses** - *By Leslie Wimmer*

Following a recent ruling in a U.S. District Court, businesses and employees that have either paid or received severance pay since 2006 now have an opportunity to file for a possible refund from the IRS on employment taxes paid on those severance payments

"My guess is that they'll appeal," said **Elizabeth Plummer, an associate professor of accounting in Texas Christian University's Neeley School of Business**. Business and employees can use the Michigan decision as precedent to "file for refund claims from the IRS, but the IRS may not process those as quickly if they think they're going to appeal the decision. And even though the court is in Michigan, that court decision can be looked at by anybody in the country."



**April 16, 2010**

**Job opportunities for business majors on the rise** - *By Thomas Koenig*

New approaches must be taken to thrive in the job hunt, but opportunities for **Neeley School of Business** students are in good shape, a school official said,

"We've begun to see more opportunities and really a more welcoming tone from the business community," said **O. Homer Erikson, the John V. Roach dean of the Neeley School of Business**.

**Jessica Cates, associate director of the Alcon Career Center**, said job opportunities that have been visibly scarce during the last few years are no longer on the decline. The Alcon Career Center is a branch of the university's Career Services that caters specifically to Neeley School of Business undergraduates and alumni.

One of the biggest changes to the job search is the urge for students to obtain internships sooner, while building a network of contacts in his or her field. A lot of companies will look towards interns first to fill full-time positions, Cates said.

Matt Martin, a senior finance and supply and value chain management major, said he was offered a full-time job at Fort Worth-based Lockheed Martin Aeronautics after serving as an intern there earlier in his college career. He said he made between 40 to 50 contacts at the company during his internship, which ultimately led to his hiring.

Cates said Lockheed Martin has provided numerous jobs for university students and was one of the biggest recruiters at the school this year.

## Neeley in the News - continued

Another field of work that is looking up is accounting, said **Bob Vigeland, co-director of the Masters of Accounting program**. The program received a record number of applicants this year due to the constant stability of the accounting workplace, he said.



**April 21, 2010**

**U.S. Chamber of Commerce representatives to visit university** - *By Nathan Wall*

Students looking for an opportunity to rub elbows with local business professionals need not look any further than today's celebration of free enterprise, one campus official said. The U.S. Chamber of Commerce flew in four representatives to speak in a campaign called "American Free Enterprise. Dream Big."

**Brad Hancock, director of the Neeley School of Business Entrepreneurship Center**, said students should attend the event because they will hear successful business leaders talk about their experiences and will also have an opportunity to network with local professionals. "These folks will be telling of their own experiences in free enterprise, as entrepreneurs and in growing very successful businesses," he said. "The local chambers of commerce have also promoted this event, and there will be great networking opportunities with local business people."

Ben Witten, a senior entrepreneurial management major, said he looks forward to hearing the advice and experiences of all the speakers. Helping expand his network of professional contacts wouldn't hurt either, he said.