

September 2009 Neeley eNews  
In the News

## The Dallas Morning News

August 2, 2009

### Education Notes: Two students receive scholarships from TCU

Two members of the National Society of Hispanic MBA received scholarships from the Neeley School of Business at Texas Christian University for the 2009-10 school year. They are Natalie Ayala, a graduate of Texas A&M University, and Eva Graham, a graduate of West Texas A&M University. Since 2004, the Neeley School has funded more than \$255,000 in TCU MBA scholarships to local members of the Hispanic MBA society.

## Fort Worth BusinessPress

August 17, 2009

### MBA seekers increasing in recession - By John-Laurent Tronche

Recession got you down? Go back to school – that’s what thousands of people nationwide are doing.

Three North Texas business schools experienced a jump in applications as a result of the ongoing recession, and the Graduate Management Admission Council, which administers the Graduate Management Admission Test, or GMAT, said this is just another example of the correlation between job loss and the number of exams taken.

“We’re having one of our largest classes we’ve had in about 10 years coming in,” said **Bill Cron, associate dean of graduate programs at Texas Christian University’s Neeley School of Business**, which soon will welcome 60 full-time students. “By comparison last year we had 42. Our applications were between 50 to 60 percent higher throughout the year. Part of it is due to the programs we’re offering, I think, but admittedly there is a big economic factor in there as well.”

The University of Texas at Arlington College of Business also has seen an increase.

Southern Methodist University’s Marcy Armstrong, associate dean of graduate programs at the Cox School of Business, said the Dallas business school similarly has seen a big influx in applications.

That means the quality of the class similarly increases as the pool from which to choose grows.

The forthcoming **Neeley School of Business** class also is among the best Cron has ever seen. The class’s mean GMAT score of 634 is a jump of about 15 points from the previous high and a 25-point jump from the previous year, he said.

## TCU DAILY SKIFF

August 28, 2009

### New executives director seeks program growth – by Victoria Watson

The new leader of the Executive MBA program at the Neeley School of Business said she plans to diversify, expand and improve the program’s reputation.

Nancy Nix, former director of the Supply and Value Chain Center, officially began her role as executive director of the EMBA program June 1, she said.

Nix said the EMBA program is a weekend program for executives to obtain an MBA. The classes, which meet every other weekend over a 16 month period, are designed for experienced executives who are currently working full-time, she said.

“We really want to be the top of mind EMBA program of choice for the executives in the region,” Nix said.

O. Homer Erekson, John V. Roach dean of the Neeley School of Business, said the program needs to deepen its relationship with companies and go to them to identify the current and future leaders to enter the EMBA program.

Nix said the target audience for the program is individuals who have worked their way up in a particular industry and would benefit from having more leadership skills

“The EMBA is already a very strong program, so we are starting with a good, strong base,” Erektion said. “We need to take what we’re already doing and build upon that.”

Nix said the program prides itself on having small classes, but she would like to see the program grow.

According to Brenda Daraiseh, the associate director of the EMBA program, there are 44 students currently enrolled in the EMBA program. The most recent graduating class included 32 students, Daraiseh said.

Erektion said the role of executive director of the EMBA program called for a passionate individual who could provide leadership and vision for the program.

“She has a depth of experience,” Erektion said. “She is both an outstanding teacher and scholar.”

Nix said focus will be on recruiting candidates of different experience levels, genders, and ethnicities.

“We really need to build a program that is attractive to a diverse set of candidates,” Nix said.

With her new position, Nix will continue to teach and remain a member of the supply chain faculty, she said.

“It seemed a really good opportunity to expand my role,” Nix said. “I’m working across all the departments, with all of the faculty and reaching out to businesses in a very different way.”

Nix said she came to the university in 2001 with a colleague from the University of Tennessee to create the Supply and Value Chain Center.

Erektion said the executive director position has been vacant for one year. During that time, Daraiseh held the interim position, he said.

## The Dallas Morning News



**August 30, 2009**

### **Neeley makes top list**

*Forbes* magazine ranked the Neeley School of Business at Texas Christian University among the best business schools this year. The magazine surveyed 17,000 business school alumni from 103 two-year MBA programs across the country.