

Making Headlines

News stories featuring the Neeley School of Business at TCU

In the News – March 2011

Star-Telegram

March 6, 2011

BNSF is a success story—just ask Warren Buffett - by *Schnurman, Mitchell*

For evidence of an economy on the rebound, consider the trifecta at Burlington Northern Santa Fe: more revenue, more profits, more jobs. ...BNSF may have also benefited from a shakeout in the trucking business, said **Nancy Nix**, **director of the Supply and Value Chain Center at Texas Christian University**. "A lot of small trucking companies went out of business in the recession, and they sold off their equipment," she said. "So as things improve, there will be a shortage of capacity." BNSF is in good position to pick up that business, because it's an affordable option and rail has a smaller carbon footprint. She said more customers factor in environmental effects, and Buffett touched on the same theme.



March 7, 2011

NBC5 First at Four

A big honor for **TCU's Neeley School of Business**. They were recently named the 29th best in the country. They were given an A plus for facilities.



March 11, 2011

International mgmt meet draws 200 professionals

The International Management Conference organised by Kathmandu Frontier's Associates (KFA) in association with the Nepalese Academy of Management (NAM) started on Thursday. ...Presenting a case of micro lending in many countries, **Garry Bruton of the Neeley School of Business**, US stressed the need to generate real entrepreneurs instead of only educating and financing people. He said that developing the power to make individual decisions could help in developing entrepreneurship skills. He also expressed the need for future oriented research besides understa

nding the rate of failure in a particular business to be a successful entrepreneur.

Star-Telegram

March 10, 2011

TCU's Business School is Nationally Rated - by *Shlachter, Nishimura, Baker column*

TCU's Neeley School of Business ranked 29th nationally in Bloomberg Businessweek's annual review of undergraduate business programs. Neeley ranked sixth in the review's survey of students and 19th in its academic quality measure. TCU said it was the highest rank Neeley has received in the review. Businessweek asked more than 86,000 graduating seniors at 136 schools to complete a 50-question survey and also polled 775 corporate recruiters. The magazine combined the results with those of the two previous years. The rankings also took into consideration graduates' starting salaries, graduates' admissions into top MBA programs and the school's academic quality.

Star-Telegram

March 14, 2011

Students with autism, Asperger's develop iPad app - by Scott Nishimura

PLANO -- One of the newest iPad apps might be a little hard to find, but it's a milestone for a small Plano nonprofit trying to set up working futures for adults who have autism and its high-functioning variant, Asperger's syndrome. ...Area school districts have forged partnerships with the Plano center so their eligible high school grads can get into the program. **TCU's Neeley School of Business** invited Selec and co-founder Gary Moore to make a presentation on social entrepreneurship March 29.



March 15, 2011 – Blog

Winners & Losers in the 2011 U.S. News Ranking - By John A. Byrne

The biggest winners this year? The University of California at Davis and **Texas Christian's Neeley School of Business, both of which gained 14 places.** Davis' B-school moved up to 28th place from 47th, while **Neeley jumped to 80 from 94.**



March 24, 2011

Neeley ranked Top 100 for Master of Business Administration programs – by Jordan Daigle

After the U.S. News & World Report put TCU in the Top 100 for Masters of Business Administration programs, O. Homer Erekson said he was proud of the work put in by all people involved in the school. Erekson, the John V. Roach Dean at the Neeley School of Business, said, "Our continual upward performance in the U.S. News ranking of top graduate business schools is a testament to our MBA admissions staff to recruit the best students and our faculty to deliver an outstanding master's program in business."

In the survey, U.S. News looked at a total of 437 MBA programs. According to the rankings, TCU's MBA program jumped 14 places to No. 80 from No. 94 last year. Also, the part-time MBA program designed for mid-level working professionals was ranked 73rd in the nation.

National accrediting agencies have only accredited about 500 MBA programs, and the environment is very competitive among universities who want their programs to be highly rated, he said. He said to make it even in the top 100 is to be considered to be part of the best programs in the country.

"There are clearly other [MBA] programs around the country like Stanford and Harvard that we recognize as truly outstanding programs," Erekson said. "But we feel [our program] is in that second group of national leading programs. Our students not only do well while they are here, but they place well as they graduate."

According to U.S. News, Stanford University ranked No. 1, followed by Harvard University.

Erekson said the improvements they have made in the program over the years, such as putting more emphasis on gaining experience, helped the Neeley School in the rankings.

"We immerse students in consulting opportunity projects where they can work directly with other companies," he said. "[Students] not only need to be knowledgeable experts, but they also need to be able to effectively deliver and communicate their ideas."

Bill Cron, associate dean of graduate programs, said TCU has also gained popularity because of the school's location. Students are able to use their knowledge with great companies from the Metroplex, and people are also very attracted to the culture of the university, he said.

"TCU is this whole idea of small, personal and friendly," he said. "Just like Fort Worth, this whole area is really unique."

In some sense, students have the best of both situations — lots of opportunities, but also still a human place to be, he said.

Graduate business student Graham Radler graduated from Southern Methodist University in 2006 and said one of the reasons he chose TCU's MBA program over SMU's was because of the location.

"Fort Worth is a great place to live and work," Radler said. "And I wanted to build my relationship base around this part of Texas." Radler also said he was very attracted to the experiential segments that were offered in the program, like Neeley & Associates, a real life consulting program that students get class credit for. Radler said he would recommend students enrolling in TCU's MBA program.

Neeley in the News - continued

"We have a very motivated class with very competitive guys that want to work hard," he said.