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In the News



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American Airlines, 10 years later - *By Fil Alvarado, Fox 4 News*

"...in my judgment is the length of security lines. The airlines have lost some of their best customers. TI think many business travelers are now giving up maybe one or two trips a year, based how long it'll take. The notion of a quick in-and-out trip given the security lines is no longer simply something most executives want to do."

Dan Short, a financial analyst at TCU, keeps a close watch on American Airlines. Short says fuel costs represent about a quarter of American's operating costs. He agrees with other analysts that American has taken a bold step to control those costs with an order for 416 new fuel-efficient planes from Boeing and Airbus.

"The other big cost area, 28% of the operating costs, is labor, and I don't think American has done as good a job of trying to get more control over labor costs."

Without getting into ongoing contract negotiations, the association of professional flight attendants says in the end, management and workers are after the same result.

"I like to be the trendsetter. I don't want to play catch-up! I like people to follow us. That's how American used to be and I'd like to see us get there again."

Short says American Airlines is on the right path to become profitable again, a path paved with uncertainties. "I don't worry about the airline industry per se, just some of the players. I'm still optimistic about American Airlines."



Star-Telegram Tarrant Business

September 14, 2011

TCU's Neeley business school moves up in U.S. News ranking - *By Scott Nishimura*

The Neeley School of Business at TCU's undergraduate business program moved up 19 spots to 69th on the 2012 U.S. News & World Report ranking of the Best Undergraduate Business programs.

The report rated 633 schools. The ranking noted 40 percent of classes have fewer than 20 students, and the student-faculty ratio is 13-to-1.

No. 1 was the University of Pennsylvania. Among Texas programs in the ranking: University of Texas, 6; SMU and Texas A&M, tied for 36; Baylor, tied with TCU at 69; UT-Dallas, 81; Texas Tech and University of Texas at Arlington, tied at 115; Trinity University, University of North Texas, and University of Texas at San Antonio, tied at 185.

TCU business program jumps in U.S. News 2012 ranking

The Neeley School of Business at TCU's undergraduate business program jumped 19 places to No. 69 in the 2012 U.S. News & World Report ranking of the [Best Undergraduate Business Programs](#).

U.S. News & World Report lists TCU as tied for No. 69 out of 633 business schools accredited by the Association to Advance Collegiate Schools of Business (AACSB), according to a survey of deans and senior faculty at each of the 633 AACSB accredited schools.

"We are delighted that more and more university administrators have a very positive feeling about the Neeley School and our undergraduate program," said Bill Moncrief, associate dean for undergraduate programs, in a press release. "We think that Neeley's rise in all rankings reflects the positive programming that we are doing for undergraduate business students at TCU."

In the overall ranking, TCU was lauded for a student/faculty ratio of 13 to one, 40 percent of classes having fewer than 20 students, and student satisfaction resulting in more than 85 percent of first-year students returning for sophomore year.

Business, Management and Marketing are listed as the most popular majors at TCU.

The U.S. News and World Report 2012 Best Undergraduate Business Programs ranking is available here and will be on newsstands Sept. 20.



Business school students prepare for study abroad in India - By Jennifer Retter of TCU Daily Skiff

Neeley School of Business MBA students are enrolled in a class to help them prepare for an upcoming study abroad session in India.

Mark Muller, the assistant dean of finance and administration for the Neeley School, teaches the class with Neeley professor Nancy Nix. Both professors were involved with business programs in China, but will spend this semester with students going to India over winter break.

"The goal is to cover a variety of topics and emphasis with each trip," Muller said. "For India, we're going to emphasize international business and supply chain management."

The trip will take place from Dec. 27 through Jan. 6. Students will earn three credit hours for the class and trip combined. The students will take a half-semester module on international business before going abroad.

Muller said students will research different aspects of India and study a Harvard business case analysis on an international elevator manufacturer.

"There's a lot of relevancy for our students," Muller said. "When they graduate from the MBA program, there's a high probability that they will be working with companies that are doing business in India or have connections in India."

Both professional MBA students and regular full-time MBA students can attend the trip.

At the first meeting, students were asked to form groups to research and present their findings on a chosen topic. David Abergel and Nici Sandberg, both professional MBA students, signed up to cover India's city of Mumbai.

"I've lived in four continents around the world, but not Asia," Abergel said. "India is a big player, so knowing and understanding how India works is an asset these days."

Sandberg said she has also never been to Asia, but was inspired to visit after speaking with a coworker.

"I have a marketing mentor who has done a lot of business in India, and she has always encouraged me to go," Sandberg said. "The U.S. isn't as big as it used to be, so you have to consider China and India for business."

According to the CIA World Factbook, over 480 million people make up India's work force. In total, the United States has about 313 million people.

Nix, who used to live and work outside of Mumbai, presented students with guidelines to obtaining visas and plane tickets in time. The program fee is waived for the MBA students if it is their first time study abroad through the Neeley School.

Nix said she hopes the pre-trip meetings will bring the students closer together.

“They’re going to spend 10 days in [the] country, up-close and personal, so it’s really good to give them a chance to get connected and get comfortable with each other,” Nix said. “That has everything to do with the quality of the trip.”

Developing countries are very different culturally and economically, Nix said.

“There are huge success stories in terms of the business development there, and yet it’s still a country of extreme poverty,” Nix said. “People have found a way to exist in an environment that’s full of contrasts.”

The MBA program also sponsors trips to the Dominican Republic, Chile, Italy, China and South Africa.