

Neeley in the News October 2007

Neeley
SCHOOL OF BUSINESS



Brief clips from full news reports

Star-Telegram

October 1, 2007

How not to get a job: Tales of disastrous interviews - by Maria M. Perotin

Pam Stoker, who helps graduate students at Texas Christian University's business school search for jobs, said hiring managers look for applicants who will fit in at the company.

She advises job hunters to use the same lingo as the interviewer and to focus on their most relevant qualifications.

"For every question that they ask, be thinking of ways to promote your strengths and your skills," Stoker said. "Every answer should be positive, even if they ask a negative question like, 'Tell me about your worst boss.'"

Star-Telegram

Fort Worth
Business Press

October 2007

HONORS

John Thompson III, marketing instructor and intern coordinator with the Neeley School of Business at Texas Christian University, was honored with the Wassenich Award for Mentoring in the TCU community.

Marketing News

October 15, 2007

Imaginary Clerks Boost Retail Site Success

A recent paper, "Can a Retail Web Site Be Social?" by researchers Liz C. Wang, **Julie Baker**, Judy A Wagner and Kirk Wakefield, explores the social aspects of retail Web sites. Using lifelike avatars, retailers can recreate the social interaction that's generally lacking in online shopping experiences. As a result, customers will be happier. Furthermore, the positive feelings could improve the chance that the shopper actually makes a purchase and recommends the site to friends.

Dallas Business Journal

October 19, 2007

Two Minutes with David Minor

David Minor is director of Texas Christian University's Neeley Entrepreneurship Center, which works to build the skill sets of existing and prospective entrepreneurs. Minor came aboard in 2000 as the center's founding director, bringing with him some of his own entrepreneurial experience -- which first emerged when he was 15 and mowed lawns. He later became president and CEO of Minor's Landscape Services, a business he grew to an Inc. 500 award-winning enterprise before selling it to ServiceMaster Inc.

in 1998. After the sale, Minor served as vice president of ServiceMaster's landscape division, which brought in more than \$550 million in annual revenue. Besides leading the Entrepreneurship Center, Minor also teaches a course there, "Managing the Emerging Venture," and continues to invest in businesses through his company, Minor and Associates Inc. He was interviewed by Managing Editor Kerry Curry.

Q. Is the 'entrepreneurial spirit' something that's innate to a person, or can it be learned?

A. There are folks who have been around entrepreneur role models and get that entrepreneurial bug and tend to gravitate in that direction. However, we believe -- and research backs it up -- that entrepreneurs can be taught.

Q. What was the best advice you received when you were starting your business?

A. My mentor was, and still is, Bob Bolen, the former mayor of Fort Worth. He told me not to take on partners unless they brought significant value to the partnership, like contacts I could not get, or money or talents I could not hire. I share the same advice. Too many folks partner with people for the wrong reasons -- friendship most of the time -- and end up having to share decisions and resources that they might not otherwise have to share.

Q. What's the biggest stumbling block to success for entrepreneurs?

A. Lack of capital is probably No. 1.

Q. Do students come to the Entrepreneurial Center with a business idea already in hand? Have you been wowed by any of the ideas?

A. We get many students who come to our office with great ideas and or great businesses already in place. Probably our No. 1 success story to date is a young man named Adam Blake. Adam got into buying and selling residential properties around Texas Christian University and went on to become the Global Student Collegiate Entrepreneur of the Year in 2005. He has since graduated and is now branching out in to many facets of real estate, and his business is booming.

Star-Telegram

October 29, 2007

ON THE JOB – by Rhonda McKinney

William Cron, associate dean of graduate programs and the J. Vaughn and Evelyne H. Wilson professor in business at the M.J. Neeley School of Business, has been appointed to the board of trustees of the American Marketing Association Foundation.



October 29, 2007

The Hand That Feeds You: What makes some collaborations with suppliers succeed – when so many fail? – By **Nancy W. Nix**, Robert F. Lusch, **Zach G. Zacharia** and Wesley Bridges

With global competition heating up, technology accelerating at unprecedented levels and customers growing more demanding, companies must deliver new products and services faster -- and many businesses are finding they can't keep pace. So they're increasingly collaborating with their suppliers to design new marketplace offerings and improve their processes.

Here, then, are the four critical elements that make or break collaborations.

1. Be Willing to Engage
2. Build A Collaborative Environment
3. Learn From Your Partner
4. Bring Expertise To The Table

October 29, 2007



[Nancy Nix talks with WSJ's George Anders](#) about some additional elements that shape the outcome of collaborations between companies, including the personalities of the people involved and common mistakes they make.

October 30, 2007



Student investment fund earns more than any other university - By Joe Zigtema

You don't need to be a Wall Street investor to make money in the stock market. In fact, you could just be a TCU student.

Members of the [student-run Educational Investment Fund at TCU](#) have historically outperformed or performed with the stock market, [said Andrew Angelico, chief administrator of the fund](#). The class consists of both undergraduate and Master of Business Administration students in the [Neeley School of Business](#).

The fund, started by Alcon Laboratories co-founder William C. Conner, has grown to \$1.5 million since its inception in 1973, according to its Web site. Students donate 6 percent of the fund's end-of-year value to Baylor's department of ophthalmology in Houston and to TCU, [said faculty adviser Larry Lockwood](#).

Over the years, students have given more than \$2.25 million in dividends, more than any other student-managed university fund in the country, Lockwood said.

October 30, 2007



Neeley School to require higher GPAs of freshmen - By Joe Zigtema

Pending University Council approval in November, incoming freshmen in the pre-business program next fall will be required to maintain at least a 2.5 GPA by the end of their first year and complete five required courses, [said Bill Moncrief, senior associate dean](#).

The motion for the requirement change passed at the last Undergraduate Council meeting Oct. 19.

Griffin Kirchner, freshman pre-business major, said because it's his first semester, he is a little concerned with the potential rise in GPA requirements. But he understands the purpose is to keep the business school prestigious, he said.

"I can see the pros and cons to both sides," he said. "The pro would be to turn out more competitive business majors. The con would be if people mess up their first year, they may not get a chance to prove themselves."

October 31, 2007



GPA requirement a good thing - By Saerom Yoo

Anyone who has gone through academic orientation at the university knows it. A startling number of the incoming freshmen start college with business as their declared majors.

Who can blame them? TCU does have a renowned business school.

But not all are cut out for the **Neeley School of Business**, and a pending proposal may speed up the screening process.

The proposal, awaiting University Council approval in November, seeks to raise GPA requirements for freshman prebusiness majors, said **Bill Moncrief, senior associate dean of the business school**.

If, by the end of their freshman year, students haven't completed their five required courses with at least a 2.5 GPA, they will be required to change their majors, Moncrief said.

No more "churning up" the program, as Moncrief calls it.

No more juniors and seniors retaking courses in the prebusiness program in hopes of achieving the GPA level required for admission in the business school.

There are 40 seniors and 160 juniors still in the prebusiness program, Moncrief said.

No more spending five or more years in college dogmatically trying to earn the coveted business degree. Instead, they can move on to a different major, and opt to minor in business.

The said proposal would significantly benefit the business program, as students are expected to step up to meet the new requirements if, in fact, a business degree is what they truly desire.

The proposal would also lower the business school enrollment, which may mean a lower student-faculty ratio, raising the quality of education in classrooms.

But above all, the proposal would benefit the students, as the requirements may nudge those who would otherwise be stuck in "the churn" in a direction of earning a degree that is more fitting and compatible with their talents and strengths before wasting much time and money.