

Neeley in the News September 2007



HispanicBusiness

September 2007

Best Business Schools for Hispanics: 11-20

20. Texas Christian University The **Neeley MBA Program's** long-term commitment to diversity is supported by significant merit-based scholarships, GMAT Prep classes, small class size for personalized attention, and networking opportunities for career enhancement.

Star-Telegram

September 5, 2007

Real TXU drama comes after vote - *by Mitchell Schnurman*

"If anybody can enhance the [utility] industry and reward investors at the same time, it's this group," says **Stan Block, a professor of finance at Texas Christian University**, who knows some of the principals in the firms. "I'm not saying they'll do it, but they have the capability to pull it off."



September 10, 2007

Microloans make large impacts with little money - *By Elizabeth Bassett*

[B]rad Hancock, assistant director at TCU's Neeley Entrepreneurship Center,...worked with the Collegiate Entrepreneur's Organization as it sponsored the two businesspeople in Mexico. He said that microloans and microfinancing...is gaining momentum as people realize they can have a large impact with a small amount of money.

"There will be people in their living rooms who aren't involved in business at all, but they can afford 25 or 30 bucks on their MasterCards. It is a feel-good thing," **Hancock said**.

[T]he money came from the group's membership dues. Since the organization is...larger than any other Collegiate Entrepreneur's Organization group in the nation – funding the two businesspeople wasn't difficult, [said **Jeff Livney, a sophomore in entrepreneurial management at TCU**, who was involved in the Kiva project.]

Since the money has been completely repaid, the group will be meeting soon to reinvest the funds and possibly raise more money to give out more loans, **Livney** said. He said the group wants to prove that business can be philanthropically involved and that not all businesspeople are only concerned with the bottom line.

"I think a lot of it has to do with the fact that in the post-Enron business community, the community has an opinion of business and entrepreneurs that we don't agree with," **Livney** said. "We wanted to show the business school and the TCU community and the community of Fort Worth that that's not the way it is."

Livney said the group chose to help entrepreneurs in Mexico because the country is a neighbor and its economic and social impact on Texas is increasing. But with the possibility of more funds and being able to lend to more entrepreneurs, the group may help those in other countries as well this school year, he said.



September 14, 2007

Airline president says employees come first, not customers - By Antionette Nevils

The president and corporate secretary of Southwest Airlines said Thursday morning that the customer is not always right. Colleen C. Barrett, who is on the Board of Directors of JC Penney, in the Junior Achievement Hall of Fame and was named by Forbes magazine one of the most powerful women in business, spoke to faculty, staff, students and businesspeople Thursday morning during the **Tandy Executive Speaker Series**.



September 17, 2007

Barrett credits Southwest employees for flying success - By Elizabeth Bassett

[B]arrett, Southwest Airlines Co. president and corporate secretary, spoke Sept. 13 at TCU's **Tandy Executive Speaker Series**. The series is organized by the **Tandy Center for Executive Leadership and the TCU Neeley School of Business**.

[N]ate Cain, a student in the Neeley School's Master of Business Administration program, and Miguel Arriaga-Solar, a Master of International Management student, attended the event as part of a degree requirement. Both said Barrett's talk was outstanding.

Arriaga-Solar said one of his recent classes focused on the culture of companies and that it was helpful to see an example of Southwest's culture at the series. He said that Barrett's style was different than most corporate presidents he's encountered.

"It was more friendly," he said.

Cain agreed. His father works for Southwest, he said, and so he'd heard about Barrett but had never seen her. "She got her point across but it didn't seem forced," he said. "The title isn't enough for the audience."



September 17, 2007

TCU's business school makes Hispanic Magazine's ranking

Texas Christian University's **Neeley School of Business** was the only North Texas business school to make Hispanic Magazine's 2007 Best Business Schools for Hispanics.

The Fort Worth business school came in at No. 20 on the ranking of the top 20 schools. The list was expanded from the top 10 to the top 20 for the first time this year.

Neeley offers the Henry B. Gonzalez Scholarship and the National Society of Hispanic MBA Member Scholarship, as well as need-based loans and grants.

The University of Texas at Austin's business school was the only other Texas program to make the list. It came in at No. 2. Stanford University was ranked No. 1.

The poll takes into account factors such as enrollment by U.S. citizens, faculty, student services and retention rates.

Web site: www.tcu.edu



Technicality leaves business school out of annual rankings - By Joe Zigtema and Sonya Thapa

The **Neeley School of Business** did not make it as one of the top 50 regional business schools in a Wall Street Journal ranking this year because of a discrepancy in the university's qualifications.

The business school did not qualify this year because it did not graduate 50 MBA students, one of the criteria to be considered for the Wall Street Journal/Harris Interactive Business School Survey, according to a Wall Street Journal article.

Bill Cron, associate dean of graduate programs, said the business school did not meet its required number of MBA graduates because the graduating class entered when there was a downturn in the number of people in their mid-20s.

After three years of slow business, people didn't want to leave their jobs to enter a full-time MBA program, Cron said.

The business school was ranked No. 11 last year, but Cron said the business school would not qualify for this year's ranking since the graduate class size decreased from 55 to 40.

"It was a trade off between, 'Do we want to bring in the right people versus do we want to make the Wall Street Journal ranking?'" Cron said. "It would have been extremely shortsighted to try to make 50 people because eventually we would be penalized by it."

Cron said because of the rankings in Forbes Magazine, U.S. News and World Report, and Hispanic Magazine, he's worried even less about dropping out of the Journal's top 50.

"Now that we're in these other rankings, we should have broken through some of the clutter so that we have a position of strength that we can work with," Cron said.

Matt Rettke, a senior finance and entrepreneurial management major, said he did not think the business school ranking would affect the future employer's decision of hiring TCU students.

"Our caliber of education is still high," Rettke said. "They know this as well."

"I still think our programs and facilities are exceptional," he said.

Ben Grimes, a senior e-business and supply chain major, said even though it feels great to be ranked nationally, not being ranked does not have a huge impact on him.

"Being a student, I know about the quality of TCU," Grimes said.

Grimes said the rankings should not affect the prospect of job opportunities for students because lots of employees already have a close relationship with TCU.

According to the Wall Street Journal/Harris Interactive Business School Survey, Dartmouth College topped the national ranking and Brigham Young University topped the regional rankings. Within Texas, the University of Texas at Austin, Southern Methodist University and Texas A&M University ranked 19, 22 and 23, respectively. (9/19/07)



September 20, 2007

Pair of deans step down with hopes to keep teaching - By Paul Sanders

As the deans of the business and communication schools step down, a search committee is being formed to fill their positions.

Daniel Short, dean of the M.J. Neeley School of Business, has decided to step down from his position by the end of the 2008 academic year.

Short said he believes he has done a good job as dean for four years and now he wants to give someone else an opportunity do a better job.

“I will miss being a dean,” **he said**. “It is the greatest job in the world to work with other deans and alumni.”

However, before he retires, **Short said**, he wants to be in the classroom.

“I prefer working closely with students,” Short said.

Lynn Cole, assistant dean of undergraduate programs for the business school, has worked with Short and said she respects his desire to return to the classroom.

“I hated to see him step down,” Cole said. “He has done a wonderful job and has made a lot of progress for the business school.”

Stuart Youngblood, professor of management, said he admires the work Short has done for the business school. Youngblood said even though he wished Short had stayed a dean longer, he understands stepping down from the position was Short’s personal choice.

“He is a textbook author and an outstanding teacher,” Youngblood said.

After gaining experience and expertise in various fields, Short said, he is looking forward to making a change in his life.

Bill Moncrief, senior associate dean of the business school, said Short has been a pleasure to work with.

“We are sorry to see him step down,” Moncrief said. “We would love for him to continue for several more years.”

Newz@Letter



September 5, 2007

Fly away

Colleen Barrett ...is now the president and corporate secretary for Southwest Airlines and she is speaking during the **TCU Tandy Executive Speaker Series** at 7:30 a.m. September 13 at the Dee J. Kelly Alumni & Visitors Center. PR bud Elaine (Cool) Cole has a [table for us](#) to give away, so if you want peanuts and a drink for breakfast...

September 26, 2007

Peanuts & profits

When Colleen Barrett, president of Southwest Airlines, spoke recently during a **TCU Neeley School of Business** breakfast, she told the audience to ask a question at any time because it was impossible to interrupt her train of thought. Why? “Because it’s all just stream of consciousness speaking.” She says Southwest asks employees to come to work with an attitude about three things every day: 1) Warrior spirit to win (not fight); 2) Make a decision to serve a customer; and 3) Have fun and be loving.



September 26, 2007

Students pursue master’s for financial futures - *By Jordan Haygood*

Master’s programs at TCU, such as the two-year full-time **MBA** program, which costs \$59,040, have had an increase in applications, said the **director of MBA admissions at the School of Business**.

"We directly benefit from the increased applications because we are able to continue to select the most qualified for our program," **director Peggy Conway** said.

Although schools are benefiting from the increased enrollment, **Conway** said, students will gain immediate increase in their post-MBA salaries because of economic trends.

"Students will continue to see a positive return of investment on what they spent on their MBAs," **Conway** said. "But the larger impact may be the long-term financial gain because of broader job opportunities."

A study conducted by the Graduate Management Admission Council said there is a 52 percent salary increase pre-MBA to post-MBA when examining the value added by graduate education.

[F]irst year accounting graduate student Mark Becker said in order for him to take the certified public accountant exam to become a CPA he has to get his master's degree.

"After earning my master's I will be able to take the CPA exam which will allow me better opportunities to start at a higher level as opposed to working my way up," **Becker** said.

"[I] don't think prospective students should assume that the main reason to get a master's is to make more money," **Conway** said. "The MBA is most useful for individuals who are seeking careers in which strategic, managerial business skills are needed."

The Dallas Morning News

September 28, 2007

TCU ranked among best business schools

Texas Christian University's **Neeley School of Business** has made *Hispanic Business* magazine's list of the 2007 Best Business Schools for Hispanics at the No. 20 spot. The University of Texas at Austin, the only other Texas school on the list, was No. 2. Officials at Neeley attribute their ranking to offerings such as the Henry B. Gonzalez Scholarship and the National Society of Hispanic M.B.A. Member Scholarship, as well as need-based loans and grants.