

Continuing education growth

Management and Professional Development Center triples program activities compared to prior year

Pamplin's continuing education programs were highly successful last year, grossing more than \$1.5 million in billings — more than triple the amount of the previous year. This resulted in the distribution of more than \$400,000 to the college's departments and programs that they were able to use to supplement state appropriations.

In addition to commitments for similar programs this year from its existing clients, Pamplin's Center for Management and Professional Development has secured several new clients — including Lockheed Martin Information Technology, Goodyear Tire and Rubber, Pulte Homes, and the Women's Business Enterprise National Council. Center director Frank Smith attributes the new business in part to the efforts of alumni working in some of these organizations.

Smith says the center organized 31 programs that were taught by 20 Pamplin faculty members and four other instructors for the year ended June 30. The clients included the Virginia Police Chiefs Foundation and Wolseley PLC, the group chief executive of which is Pamplin Advisory Council member Chip Hornsby (REC '78).

The center is looking forward to working with its new clients, says Smith, who adds that he is particularly appreciative of the alumni initiatives that gave the center an opportunity to make a case for its services. The center's partnership with Lockheed Martin Information Technology

in a training program for the U.S. Army, for example, began with an introduction by executive MBA student Sonia Schmitt, a business development manager at the company.

A program to provide a leadership seminar for eight senior executives of the Women's Business Enterprise National Council was initiated by its president Susan Phillips Bari (MBA '85), who is also a longtime Pamplin Advisory Council member.

The center has also contracted with Pulaski Furniture and Stanley Associates to develop and teach workshops for their executives.

"We specialize in client-specific course development and delivery," Smith says. "The courses are all taught by Pamplin or other Virginia Tech faculty. We offer expertise on topics covered by Pamplin disciplines — accounting, finance, business information technology, marketing, management, and hospitality and tourism management — as well as knowledge and skills from other departments at Virginia Tech."

The center has "an extensive track record in leadership-focused executive and management development programs," he adds, "and we have first-class conference center and hotel facilities at the Inn at Virginia Tech."

To learn how the Center for Management and Professional Development can organize a program for your institution, please contact Frank Smith, director, at (540) 231-4972; fmsmith@vt.edu; www.pamplin.vt.edu/mpd/

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Dean completes year as AACSB chair

Pamplin Dean Richard E. Sorensen completed his one-year term as chair of the board of directors of the Association to Advance Collegiate Schools of Business (AACSB) International on June 30. He chaired AACSB's annual meeting in April in Paris, France, where he was given a standing ovation

for his service. He will continue to serve the organization, as past chair, chair of the nominating and accreditation coordinating committees, and board champion for the doctoral education task force.

The annual conference drew 1,400 participants, primarily business school deans and university provosts and presidents, from more than 70 countries.

The meeting was held in conjunction with the annual meeting of the European Foundation for Management Development. Sorensen was also elected chair of the board and chair of the nominating committee of the board of directors of the Global Foundation for Management Education.

He said the AACSB has made much progress over the years in

moving from a single focus on accreditation toward broader engagement through identifying, analyzing, and speaking out on issues that affect business schools worldwide. Such thought leadership, he said, has helped raise awareness of the roles business schools play.

The AACSB report, *The Business School Rankings Dilemma*, he said, has contributed a great deal to the discussion about what distinguishes one business school from another. "We have been able to provide alternative perspectives on issues associated with the rankings," he said, adding that AACSB has also created a "rankings resource" link on its Web site.

The organization has also made progress in promoting the value of earning a degree from an AACSB-accredited school and in publicizing the shortage of doctoral faculty in business schools.



Dean Richard E. Sorensen

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