From the Desk of Dr. Peter Hoefer

Students: Our Most Important Product

If you looked at any of the other articles in this issue of The Director's Newsletter, you may have correctly guessed that this issue is centered on students. Pace University's Lubin School of Business, being mainly a teaching institution, is not only concerned with students' learning, but also in their being enabled to achieve "success" in life. Which brings us to the following question: What are some of the extracurricular things you can do, while a graduate student at Pace University, that will enable you to be "successful"? The question is so vague and poorly defined, I will not attempt to answer it in two or three paragraphs (I am not Immanuel Kant). However, one of the most valuable resources available to you while you are at Pace is sitting next to you. That is correct; without students, Universities would not exist. And, without students linking to students, even at the graduate level, the value of the University experience is severely diminished.

We try to encourage students to network with students from orientation to graduation. Being primarily a part time program, but having a significant number of full time and international students, makes it difficult to force social programs on students. However, if you look around, you will notice a new vitality created by events offered by At the Center, the Graduate Forum and the newly formed Office of Graduate Academic Advisement and Student Development. And, even if you are too busy to partake in any of these events, get to know the student sitting next to you!

Getting Involved with the Graduate Forum

By Derek Grant, President, MBA FM

The mission of the Graduate Forum is to provide an organization to address the needs of the Pace graduate student body. It is our goal to help prepare students for successful careers in the global environment and to promote relationships with leaders in our community.

The Graduate Forum is currently working with the Career Services committee to improve on campus recruitment and to develop relationships with alumni to strengthen the "Pace network". We work in conjunction with different organizations such as the Accounting fraternity, Beta Alpha Psi, and centers such as The Center for the Study of Equity Markets and the Center for International Business Development to expand our presentation and network offerings. Other connections include a relationship with the New York Society of Security Analysts, where presentations, luncheons and conferences are offered on topical issues in the Finance industry.

The Graduate Forum is not about all work and no play. We host social events to relax and build camaraderie with our fellow graduate classmates. There is a civic purpose to the Graduate Forum as well. Volunteering in programs like Junior Achievement and NY Cares are ways for us all to give back to our community.

We are growing and taking shape to meet our members needs. If you are interested in what the Graduate Forum has to offer, please join by going to www.egroups.com and under "search", type in "grad forum". When you get to the "grad forum" group, click on "subscribe".

Meetings are generally held every two weeks, usually on Thursday. When you subscribe as a member, you will receive a calendar of our upcoming events. I hope to see you at our next meeting.

Stay Informed with the Graduate Student Listserv

The Office of Graduate Academic Advisement and Student Development wants to keep you informed. We are creating a listserv to send academic news and information such as new course offerings, registration information, degree requirements, curriculum changes, current and special events at Lubin, etc. If you are interested in such a service, please email your name, social security number or student ID number, daytime telephone number and email address to:

NY: gradadviseny@pace.edu
WP: gradadvisewp@pace.edu

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On Line Book Purchase for White Plains Students

Beginning Spring 2001, White Plains students can only purchase textbooks online. Log onto www.pace.edu/bookstore, or click on the bookstore icon on the main home page. Books are purchased through MBS Direct. For further information or questions concerning book orders contact MBS at (800) 325-3252. MBS Direct ships your order within 24 hours, according to your instructions (excluding holidays and weekends)

Spring 2001 Classes begin on
Monday, January 22, 2001
Installation of Dr. David Caputo

Pace University inducted its fifth President, Dr. David Caputo, on Wednesday, October 18, 2000, at the Pleasantville campus.

Despite the torrential rain, and an emergency in the audience, Dr. Caputo was well received by faculty, staff, administration, students, and distinguished guests that attended the installation in his honor.

Various leaders within Pace and the local community spoke on behalf of Dr. Caputo. David Warren, President of the National Association of Independent Colleges and Universities, stated, “Dr. Caputo brings an understanding of the complexities and issues in higher education”. Dr Caputo discussed the challenges that will confront the Pace community in the future. He aimed at accountability, assessment, and reengineering as key factors for future success. Dr. Caputo stressed the importance of building up Pace’s academic reputation, enhancing the use of technology institution wide, and also encouraged faculty to gain the maximum benefits from technology.

The institutional mission of “Opportunitas” permeated throughout his speech, and Dr. Caputo stressed that as a community we cannot abandon the mission. He focused on teaching excellence, and the need for stronger learning outcomes assessment. Dr. Caputo also discussed the necessity of managing scarce resources, and his desire for Pace to remain affordable for students. He would like to reduce the cost of tuition, while at the same time maintain the reputation of the university. Dr. Caputo recognizes the changing demographics in student populations have affected the focus of Pace as well. He asserted, “Pace is no longer only for first generation college students, it attracts diverse populations….”

The installation concluded with a luncheon reception where members of the Pace and local community had the opportunity to mix and mingle.

Brown Bag it...At The Center

Event begins at 12 noon
Location to be announced

December 7th

Chris Hackett, Vice President of Sales, Tradeout.com
“Growth of Business to Business Applications on the Internet”

Through his doctoral studies at Pace, Mr. Hackett is currently researching the impact of Wireless communications and the Internet. His work on the wireless industry in North America has been presented to the Eastern Economic Association in Washington D.C.

Beta Gamma Sigma

Beta Gamma Sigma is the highest national scholastic recognition that a student can receive at a collegiate school of business accredited by the AACSB. Membership in Beta Gamma Sigma is restricted to outstanding scholars in an undergraduate or graduate program. For eligibility, graduate students must have filed for graduation, achieved a minimum QPA of 3.65, and rank in the upper 20 percent of their graduating class. Eligible students will be invited to join.

Graduation, Honor Society, and Award Eligibility

To be eligible for graduation, Beta Gamma Sigma, and any of the awards listed in this issue, you must file for graduation with the Student Accounts and Registrar Services (SARS) office. Application for Graduation forms are available at both SARS and the Office of Graduate Academic Advisement and Student Development. You must apply six to nine months before your anticipated date of graduation. To ensure you have completed the necessary requirements, you can make an appointment with an Academic Advisor at (212) 346-1984 (New York), or (914) 422-4188 (White Plains).

Graduate Student Award Opportunities

If you have filed for graduation and a have a 3.75 QPA or better, you may be eligible for one of the following awards:

Outstanding Student Award

The Outstanding Student Award is given to the student selected by Faculty who, while maintaining an excellent academic profile, made the most significant contribution to the advancement of the mission of the Lubin School. This award is given on both the New York and White Plains campuses.

Alumni Association Award

The Alumni Association Award is presented to a graduating, part time student in recognition of exceptional dedication to the Pace community while achieving academic excellence.

Wall Street Journal Student Achievement Award

The Wall Street Journal Award is given to the student selected by the faculty for superior academic achievement and leadership in the field of financial management.

To be considered for any of these awards, please submit:

♦ A self nominating letter
♦ A current resume
♦ Two letters of recommendation from current faculty members

Send this information to: De- nise Lucena, Director Academic Advisement and Student Development Lubin School of Business 1 Pace Plaza New York, NY 10038

In addition to the awards listed above, students on each campus graduating with the highest cumulative QPA are awarded the Departmental Award in her/his department.

The Patricia A. Ewers Center for the Arts and Multicultural Studies

The Ewers Center provides Pace University with intellectual and cultural enrichment through the fine and performing arts, multi-media presentations, lectures and conferences. It serves as a catalyst for works and programs in the arts and multicultural studies that support and advance the academic, co-curricular and extra-curricular experiences. For more information on upcoming events, call (212) 346-1996.
Fall 2000 Orientation

By Judith Perez, Academic Advisor OGAASD

New Student orientation is one of the first introductions graduate students get to the Lubin School of Business and Pace University. The graduate student population at Lubin has changed in recent years, and now includes a stronger, more visible full time student body. Part Time students are still a large majority, and bring much success and prestige to the Lubin School.

With our recent ranking by US News and World Report, as 14th in the Part Time MBA program, it's no secret we have a strong contingent of qualified and bright graduate students. However, we attract many students from all corners of the world, and many of them attend Lubin on a full time basis.

One of our goals in the OGAASD is to strengthen the graduate student identity, and assist in the establishment of a “graduate culture”, within the greater Pace community.

In order to strengthen, recognize and support Lubin graduate students, we administer orientation considering the specific developmental needs of both our full and part time students. This year, we were successful in achieving the goal of camaraderie among the new MBA/MS cohort.

I believe that our incoming students have much to offer each other in terms of intellectual, academic, and recreational exchanges. To the right, are some great photos from the Full Time Student Orientation cruise, held on Friday, September 9, 2000.

Winter is Around the Corner!

Emergency Closings

Lower Manhattan / Midtown
(212) 346-1953

White Plains / Graduate Center
(914) 773-3398

“She Traded A Sari for a Suit”

By Amy Finnerty

Except reprinted with permission by author for the New York Times Magazine, September 17, 2000

Sona Mehta entered the Lubin School of Business in Fall 2000 to pursue an MBA in Management. Sona was featured in the New York Times Magazine and discussed her process of acclimation, from leaving a wealthy homestead in India to her current life as a “New Yorker”, and (at the time of publication), an aspiring business student living with her husband in Astoria, Queens.

An arranged marriage brought her from India. But that was the only old fashioned thing about her. “My Husband’s family was looking for a good girl, an educated girl”, Sona explained. Sona earned a Master’s degree in Human Resources in India, and she speaks Gujarati, Hindi, and German in addition to English. But since her abrupt landing here, she has been relearning the rudiments of every day life, all while taking a prep course for the G.M.A.T. Even buying groceries was a new experience.

Over a recent lunch, Sona talked excitedly about her future. She described her vision of New York women: “They are dressed in black and in so much of a hurry. I want to become a part of that.” She said she hoped to begin an MBA program somewhere in NY this fall (she is currently enrolled at both the Lubin School and Baruch College pursuing an MS in the same discipline), and she wasn’t worried about the double shift of housework and home work. “I think a woman can be a corporate executive and manage a house, and the laundry, and attend to the phone, without ever showing it on her face,” Sona said confidently. “When I see those women rushing on the street, I think, ‘I could do that too.’ I look at my husband and he sees the look in my eyes and knows what is going on in my head. That I could do that too. And that is what I plan to do.”

Hopefully, Sona’s experience at Lubin will in some way provide her with the necessary tools to manage life in a “New York minute”.

Congratulations!

To the Center for the Study of Equity Markets

Graduate Scholarship Winners:

Mr. Oren Bossin
Mr. Marc Giber
Spring 2001 Course Offerings Provide an Opportunity to Go Abroad

The Management department is offering exciting opportunities to go abroad during the Spring semester to Asia and Europe. In addition to the course offerings listed below, the travel section of MBA 603: Business in the Global Environment also provides the opportunity to go to Montreal, Canada, and Monterrey, Mexico. Review the class schedule for more information.

INB 670A: Asian Business Strategies, 3 Credits
Prequisite: MBA 603 or permission of the instructor

Course Description:
China’s recent economic history will be examined with particular emphasis on the often discussed subject of business convergence between overseas Chinese around the world and Mainland China. An examination of how companies should prepare for future economic activity in China will also be explored. In addition to academic readings and the field trip, students will be asked to prepare term papers on a subject involving the future of China.

INB 670A is offered at the Graduate Center; CRN: 48426 Saturday, 10:00-12:40 pm. Prior to the May field trip, classes will meet six times alternating between the Graduate Center and Midtown Campus. There will be one class in June after the field trip.

Classes are scheduled for:
3/31, 4/21, and 5/5 at the Midtown Campus and 3/24, 4/7, 4/28, and 6/9 at the Graduate Center.

Trip Destination: Hong Kong, and Shanghai, China
Trip Dates: May 18-27, 2001
Trip Cost: Approximately $ 2,500 (subject to currency fluctuations)
For further details, contact Dr. Roy Girasa at (212) 346-1214 or (914) 773-3518

INB 670E: European Business Strategies, 3 Credits
Prequisites: MBA 603 or permission of the instructor.

Course Description:
The impact of the new single currency for the “Euro”, will be explored as well as the enlargement of the European Union to new countries in Europe. In addition to academic readings and the field trip, students shall also prepare a paper on a subject involving the future of Europe.

INB 670E is offered at the Graduate Center; CRN: 48434 Saturday, 10:00-12:40 pm. Prior to the Spring Break trip, classes will meet six times alternating between the Graduate Center and Midtown Campus. One class after Spring break will be held.

Classes are scheduled for:
1/27, 2/10, and 3/3 at the Midtown Campus, and 1/21, 2/3, 2/24, and 4/7 at the Graduate Center.

Trip Destination: London, England, Krakow, Poland and Berlin, Germany
Trip Dates: Spring Break, March 11-18, 2001
Trip Cost: Approximately $2,500 (subject to currency fluctuations)
For further details, contact Dr. Larry Bridwell at (212) 346-1214 or (914) 422-4156

NEW COURSE!
MAR 680 K: Seminar in Trend Tracking:
Mining Culture for Marketing Success
Mondays 6-8:50 p.m.
Midtown Center Campus
Permission of the Chair required
Professor Paul Kurnit, Adjunct Professor
President and COO, Griffin Bacal

Trend tracking is an innovative new special topics course that will explore the foundations of social and popular trends as they develop and take hold in society. This course examines fads versus trends in American and Global marketing. The seminar will delve into techniques and methodologies that social scientists, artists, designers, manufacturers, entertainment entrepreneurs, marketers and advertisers employ to stay in touch with cultural developments critical to successful new fashion, products and business building.

Major topics will include:
• Trend and Fad differentiation
• Pop culture: Fashion, Lifestyle and Cultural Trends
• The New Media and Evolution: past, present and future
• Internet and Trend Futures: Personal power and confluence
• The last 50 years: Baby Boomers, Gen X, Y and Echo Boomers
This seminar is open to both undergraduates (advanced standing) and graduates students.