

A Vibrant Tradition Goes Global



San José State University College of Business
and Lucas Graduate School of Business



San José State
UNIVERSITY

Global
Tradition
Diversity



**A HISTORY OF
SUCCESSFUL
SJSU GRADUATES**

1946
Rex Gardiner
President and Founder
Foothill Securities

1959
Peter Ueberroth
former Major League
Baseball Commissioner

1966
Gary Kalbach
Founding General Partner
El Dorado Ventures

For 80 years the San José State University College of Business has prepared future business leaders to deliver on their potential. Through their leadership and sheer numbers, our graduates have been at the center of Silicon Valley's remarkable growth.

Extending this proud tradition demands our full engagement with a world changing so fast that the pace is measured in megabits per second. That's why this year's report highlights how we give our students the skills and the perspective they need to thrive in an increasingly global economy.

It's just one example of how on this, our eightieth birthday, we are stronger and more vital than we have ever been.

1977

Constance Moore
President and CEO
BRE Properties

1981

Martin Brauns
former Chairman and CEO
Interwoven

1997

Theresa Townsley
former Sr. VP of Human Resources
Adobe Systems

TODAY

5,400 undergraduate
and 750 graduate
students—the next
leaders of Silicon Valley

Letter from Dean Fimbel

Dear Friends,

A walk around this campus is a wondrous thing. Here's a glimpse of what I see every day:

- A diverse student body, rich with real-world experience and authentic intellectual hunger
- A talented faculty that teaches, conducts research, and learns in domestic and overseas businesses and academic communities
- Renowned scholars and eager exchange students who join us from around the world
- A surrounding Silicon Valley business community that offers support in more ways than I can count and provides insights unavailable anywhere else in the world

Such things are a constant reminder of how this campus has become infused with a diversity that is its own form of renewable energy. It's an energy that keeps our 80-year legacy alive and well—and that allows us to nurture fresh ideas with wisdom and perspective.

Taking Care of Business In 2007 that energy spurred our reaccreditation by the Association to Advance Collegiate Schools of Business International (one of only 551 such business schools from around the world) and drove significant advances in the three-year operating plan Dean Bruce Magid laid out in last year's annual report. I'm pleased to report that despite Dean Magid's departure, we made significant advances in all five elements of that plan.

1. This year our global focus leaped to the forefront. In 2007-2008 our study-abroad program will have sent 32 students overseas for a year or semester to continents that range from Asia and Europe to Australia and South America; another seven will have attended short, faculty-led programs. In the summer of 2007, 26 students from the Gary J. Sbona Honors Program spent three weeks in China, while another two went to Salzburg, Austria. Exchange students enlivened our campus. In addition, many of our professors used their summers or sabbaticals to teach or do research at foreign universities, while here at home we hosted Lucas Global Scholars who brought new projects and fresh ideas to our campus.

2. We also continued putting in place the multidisciplinary research centers that are part of our strategic vision. Not only are we moving ahead with a Bay Area Retail Leadership Center, but a Bay Area Real Estate Center and a Banking and Financial Services Center are also taking shape. These will provide industry-specific programs for students, better preparing them for the workplace. They also will more tightly link the College



of Business with the local community, whose support for senior faculty enables them to maintain leadership in their respective disciplines.

3. Under the leadership of Associate Dean Michael Solt, the Lucas Graduate School of Business continued to act aggressively to achieve the vision set out and funded by Donald and Sally Lucas in 2006. From faculty fellowships to Lucas Global Scholars-in-Residence and a series of Lucas lectures by some of the business world's brightest lights, the Lucas School has truly become a place where thought leaders forge new ideas around today's critical business issues.

4. At the undergraduate level, after initiating the Gary J. Sbona Honors Program in 2006, this year Mr. Sbona generously donated another \$5 million to this program, which creates special learning opportunities for our best undergraduates. We also continued to increase our support for various student organizations.

5. Finally, we continue to diversify our funding support by growing our endowment income and program sponsorships as well as our fee-based programs.

Moving Ahead In 2008 we will continue to push ahead. We expect to hire 13 additional faculty members to meet the needs of a growing student body. We also will continue our nationwide search for a new dean and expect to have someone in place before fall semester 2008.

It has been both an honor and a pleasure to have this opportunity to help implement a compelling vision for the College of Business. As stated in last year's report, our goal is to become the model business school that employers look to for a new generation of professionals who can lead, innovate, and work together in the new global economy. This year—with the help of our many friends both on campus and in the surrounding community—I'm proud to say we advanced another step in that direction.

Nancie Fimbel

A handwritten signature in black ink that reads "Nancie Fimbel". The signature is written in a cursive, flowing style.

*Interim Dean of the College of Business
and the Lucas Graduate School of Business*

Names and Numbers

8.6%

The starting salary for College of Business undergrads is, on average, 8.6 percent more than that of their counterparts around the country.

\$10,000

First prize for the winners of the Silicon Valley Center for Entrepreneurship's Business Plan Competition

28.5%

The starting salary for Lucas Graduate School of Business graduates is, on average, 28.5 percent more than that of their counterparts around the country.

A FEW EMPLOYERS OF OUR 2006-2007 GRADUATES

Abbott, Stringham & Lynch
Adobe Systems
AMD
Apple Computer, Inc.
Applied Materials, Inc.
Bank of America
Bridge Bank

Charles Schwab
Cisco Systems, Inc.
Clorox
Comerica Bank
eBay, Inc.
EDS
Enterprise Rent-a-Car

Ernst & Young LLP
GAP, Inc. / Old Navy
Google, Inc.
Hewlett-Packard
IBM
Intel Corporation
Intuit, Inc.

Undergraduates

Bachelor's	SJSU Average Salary	National Average
Accounting	\$49,963	\$46,718
Accounting and Information Systems	\$53,107	N/A
Corporate Financial Management	\$53,062	N/A
Finance	\$51,614	\$47,239
Human Resources Management	\$47,475	\$41,680
International Business	\$40,750	\$41,371
Management	\$47,493	\$43,701
Management Information Systems	\$52,289	\$47,648
Marketing	\$45,273	\$40,161

Lucas Graduate School of Business

Master's	SJSU Average Salary	National Average
Accountancy	\$55,289	\$49,277
MBA	\$99,604	\$68,532
Taxation	\$66,667	N/A

1 endowed professorship

20 Lucas fellowships of \$10,000 per year (2 years)

38.2% average salary increase of our graduates

66 months average work experience of our entering students

63.9% courses taught by tenured faculty

76% completion rate

JC Penney
Kaiser Permanente
KPMG LLP
Lockheed Martin
Macy's West
Maxim Integrated Products
Micrel Semiconductor

Morgan Stanley
NASA Ames Research
Center
National Semiconductor
Nokia
Nortel
NUMMI

NVIDIA
Oracle Corporation
PG&E
PricewaterhouseCoopers
Seagate Technologies
Solectron
Sun Microsystems

Target Corporation
Walgreen's
Wells Fargo Bank
Yahoo! Inc.

Expanding Opportunities for Undergrads

In 2007 inside the classroom we continued our efforts to create an ideal balance between teaching business theory and imparting critical skills such as communication, teamwork, and leadership. Outside the classroom business students discovered more opportunities to study abroad and an expanding array of award-winning student organizations.

Studying Abroad

For 2007–2008, 25 undergraduate business majors and seven business minors will have completed a full semester or an academic year abroad in places that ranged from Austria and the United Kingdom to Hong Kong and Thailand. For 2008 we have instituted a requirement that will have all international business students completing an overseas experience.

In addition, many students took advantage of opportunities for short-term study-abroad experiences. Seven students went on faculty-led programs to Japan and Spain. In the summer of 2007, 26 students from the Gary J. Sbona Honors Program spent three weeks in Beijing and Shanghai, China; another two went to Salzburg, Austria. We are also exploring new study opportunities in South America, eastern Europe, India, and Switzerland.

Student Organizations

With the continued help of local businesses and alumni, in 2007 we expanded our financial and organizational support for our 14 undergraduate student organizations. While winning a range of national and local awards, these organizations serve important, often unmet needs for our diverse student body. From the Latino Business Student Association to the Spartan Investors and Financial Management Association, students who join these clubs learn new skills while networking with fellow students, alumni, and local professionals who share their interests and concerns.

Student Organizations

Latino Business Student Association
Spartan Investors
Alpha Kappa Psi Professional Business Fraternity
Beta Alpha Psi, accounting honor fraternity
Entrepreneurial Society
Information Systems Audit and Control Association

Management Information Systems Club
Institute of Management Accountants, SJSU Student Chapter
Delta Sigma Pi
Society for the Advancement of Management

Society for Human Resource Management
Financial Management Association
International Association of Students in Economics and Business Management
Marketing Association



Fostering Excellence: The Gary J. Sbona Honors Program

When he was 14, Gary J. Sbona read a story in *Fortune* magazine that so impressed him he wrote fan letters to the man profiled until, finally, the man responded. As Mr. Sbona made his way through San José State University, the Harvard Management Program, and the founding of a successful multinational company, the man from the article became his lifelong mentor and friend.

In that spirit—having the courage and the capacity to pursue your dreams and having people to help along the way—Mr. Sbona generously donated \$5 million this year to further a unique, interdisciplinary program for top students at the College of Business. Students in the program solve critical problems and complete necessary projects for Silicon Valley businesses and organizations. They also take advantage of travel abroad and unique networking and employment opportunities.

During an interview in his San Francisco office in October 2007, Mr. Sbona spoke passionately about his vision for the program.

“The goal is to instill integrity, have the students identify with excellence, and develop the habit of producing outstanding results in everything they do. We have established high standards for our students, which is why the projects students complete for Silicon Valley businesses and organizations produce measurable results and meet genuinely important needs.

“My hope is that by delivering on those projects, our students emerge with the understanding that excellence starts with them—and that they can achieve their dreams if they have three things. The first is capability: things like intelligence, education, training, and skills. The second is capacity: finances, time, and people willing to help. We don’t want any students to be left out because they don’t have the financial means. And third is a sense of responsibility. I especially hope students in the program will realize that if they achieve their dreams, it’s payback time. Even while they’re here, they should at least talk to other students about this program, encourage them to apply, and let them know they can do it.

“We are particularly proud of the study-abroad piece of our program. Last summer [2007] we sent 26 students to China; this summer we’re planning a trip to eastern Europe. That exposure to culture and diverse global business practices is paramount in developing the business acumen necessary for the business leaders of the future. We believe that our top College of Business students will see the unique opportunities the program offers and put their heart and soul into turning their dreams into reality when they are given the opportunity to do so.”

Student Profiles

Megha Patel

2007 Alumni Dean's Scholar
Award Winner

An undergraduate accounting major, Megha Patel won second place in the 2006 PricewaterhouseCoopers (PwC) Case Study Competition and will intern at PwC in the summer of 2008. On campus she has served as the Associated Students director of faculty affairs, chaired the Academic Senate University Affairs Committee, sat on the Professional Standards Committee, and was an Academic Senate student senator. Off campus she helps with fundraising and publicity efforts at the Swaminaryan Hindu Temple. Upon graduation she plans to become a certified fraud examiner and work as a forensic accountant.

"I was just a sophomore, but people gave me the opportunity to be a director [in student government]," says Ms. Patel, who will graduate spring 2009. "I've also had the chance to be in the Leadership Today program at the Mosaic Cross-Cultural Center, which really opened my eyes to the effects of things like racism and gender roles. There are just so many organizations, scholarships, leadership positions, and career opportunities here for students who are willing to seize them."

I've had the chance to be in the Leadership Today program at the Mosaic Cross-Cultural Center, which really opened my eyes to the effects of things like racism and gender roles.



I truly believe San José State is the college of opportunity.



Tae Mi Hwang Gary J. Sbona Honors Program

Tae Mi Hwang, an international business major who graduated in December 2007, was born in Seoul, South Korea, but grew up in Asuncion, Paraguay, where her mother was involved in an international trading business. In addition to a semester abroad in fall 2006 at Chulankorn University in Bangkok, Thailand, Ms. Hwang traveled to China in June as a member of the Gary J. Sbona Honors Program.

“I truly believe San José State is the college of opportunity,” says Ms. Hwang, who arrived here after an unmotivated high school career and two years at De Anza College. “In the professors at San José State, you can see their passion for teaching—they know who you are, and they are the ones who recognized my hard work and encouraged me to apply for the honors program. I don’t think I would have done it without the encouragement of my professors.”

I think it is extremely important to get to know and understand other cultures and differences among countries.



Gustavo Kawakami Exchange Student

Gustavo Koiti Kawakami was an exchange student in the fall of 2007 from the Federal University of Itajuba in Brazil. In addition to his native Brazil, Mr. Kawakami has lived all over the world, including the United States, Australia, Japan, and Argentina. “I think it is extremely important to get to know and understand other cultures and differences among countries,” he says.

During his time here, Mr. Kawakami also completed an internship at the Girvan Institute of Technology, a nonprofit organization that helps startup companies. “This is the main thing about the United States,” he says. “There are a lot of opportunities; you just have to look.”

Student Profiles



Once I was here, I got impassioned about things like management strategy, industry lifecycles, and strategy analysis and decided to pursue management as well.

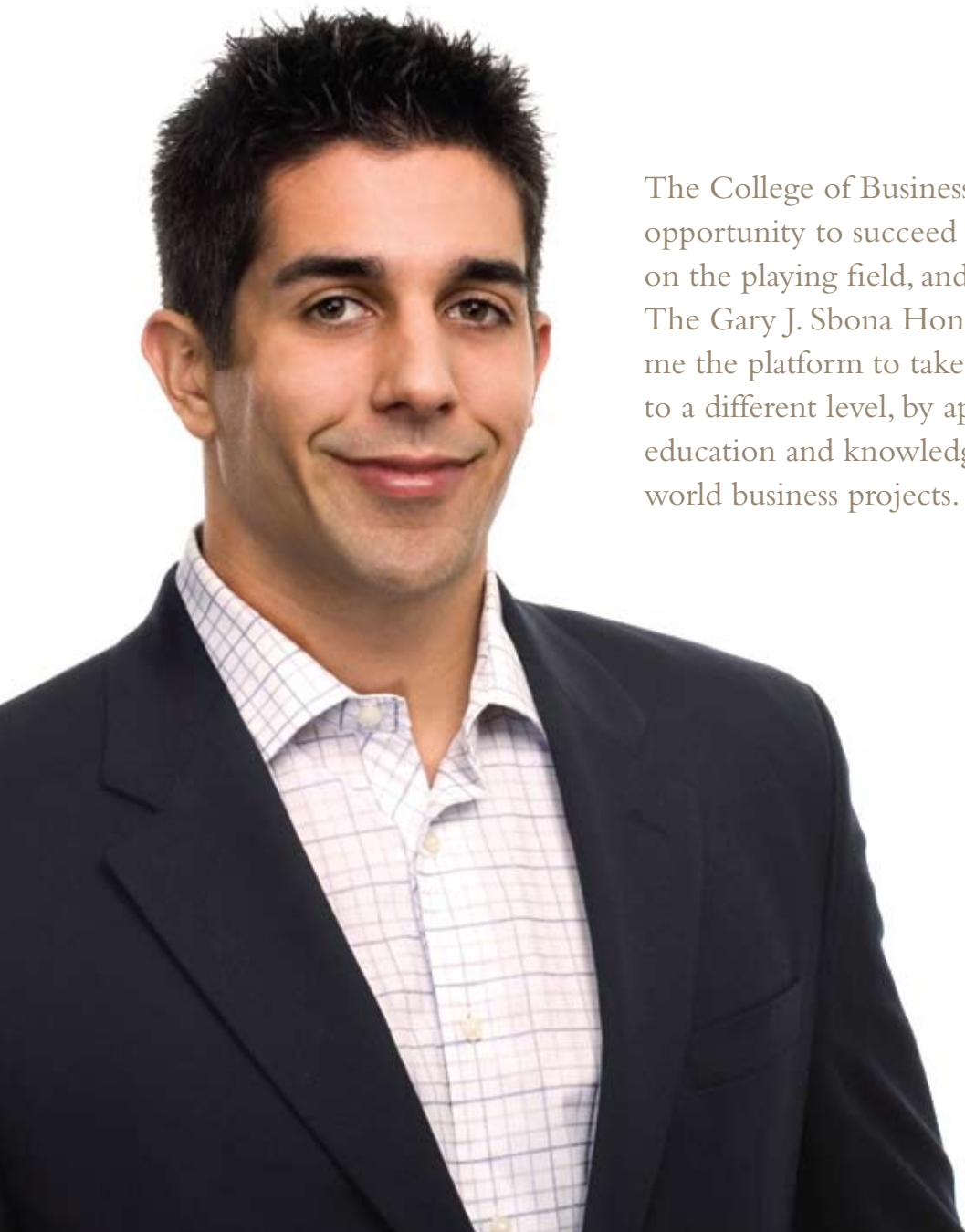
Faisal Gowani President, Entrepreneurial Society and Executive Leadership Council

Faisal Gowani's journey to San José State says a lot about his restless, entrepreneurial spirit. Born in Pakistan, he spent his early childhood there, in Africa, and in the Middle East before moving to San Jose for his teen years. After a brief stint at De Anza College, he got himself certified to do desktop support and worked his way up to director of information technology for a small startup company. Then, after the dot-com bubble burst, he spent two and a half years as one of San Francisco's top club promoters. Finally, in the spring of 2006, he decided it was time to return to school to get a degree in marketing while joining the family business.

"Once I was here, I got impassioned about things like management strategy, industry lifecycles, and strategy analysis and decided to pursue management as well," he says. When he graduates in 2008, Mr. Gowani will do so with honors in both marketing and management and a minor in economics. His cv résumé also will show a Certificate of Entrepreneurship, membership in the Gary J. Sbona Honors Program, time as a Dean's Scholar, and active presidencies of both the Entrepreneurial Society and the Executive Leadership Council, the latter a coalition of all 14 student organizations at the College of Business.

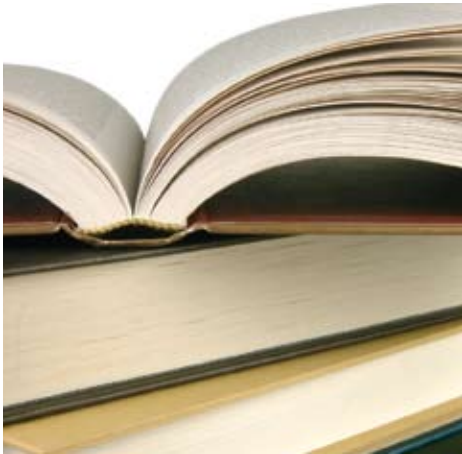
Corey Cabral Graduate, Scholar-Athlete

In August 2007 the Western Athletic Conference named Spartan baseball player Corey Cabral its recipient of the 2006–2007 Stan Bates Award, which recognizes the top individual male and female scholar-athletes based on academic record, athletic performance, character, sportsmanship, leadership, and community service. A pitcher and three-year letter winner in baseball, Mr. Cabral received his bachelor of science degree in business administration, with a concentration in marketing and a minor in philosophy. He graduated with a 3.376 GPA and was a member of the Gary J. Sbona Honors Program.



The College of Business gave me the opportunity to succeed in the classroom, on the playing field, and in my future. The Gary J. Sbona Honors program gave me the platform to take my education to a different level, by applying my education and knowledge towards real-world business projects.

The Faculty: Influential Thinkers, Dedicated Teachers



New Faculty

Left to right:

- Shu Zhou
- Nitin Aggarwal
- Camille Johnson
- Leslie Albert

Not pictured:

- Freddy Coronado
- Steven He
- Iris Xiaohong Quan
- Lauren Ramsay



Energized by an infusion of administrative and financial support that included research grants and fellowships as well as eight new colleagues, the faculty responded with a remarkably productive 2007. Long known for their dedicated teaching and influential research, faculty members published widely in both academic and general-interest forums and forged new partnerships with industry and overseas colleagues.

Among the grants was a \$250,000 gift from alumna Linda F. Morasch, chief financial officer of Ponderosa Homes, a home builder based in Pleasanton, California. For the past 25 years, Ms. Morasch has worked at Ponderosa Homes; she has also served as president of the Home Builders Association’s Eastern Division and has been a member of the College of Business Alumni Association board. Her gift will provide grants to be awarded annually to two faculty members who excel in teaching. Tim Hill, PhD, chair of the Management Information Systems Department, received the first of these awards.

Accounting Advisory Council: Industry Support for Faculty and Students

A nationwide shortage of accounting faculty and competition with better-funded private schools spurred Chair of Accounting and Finance Janis Zaima, PhD, to engage with 12 Bay Area accounting firms to establish an Accounting Advisory Council (AAC) at the College of Business. Through membership fees, the AAC will provide merit grants for faculty, sponsor on-campus and off-campus events, and connect students and faculty with the 12 firms through a series of networking programs. In turn, the firms will have multiple opportunities to recruit the school’s top students and engage in expert discussions with the school’s leading faculty.

One of the firms, Abbot, Stringham & Lynch, provided a \$20,000 leadership gift, part of which established a faculty fellowship for Professor Howard Turetsky, who conducts researches in the area of Sarbanes–Oxley legislation and corporate governance. Moving ahead, the AAC hopes to sponsor additional faculty fellows

**The Council
comprises
the following
12 firms:**

- | | | | |
|---|---------------------------|---------------------|--------------------------|
| { | Abbott, Stringham & Lynch | Deloitte | KPMG |
| | BDO Seidman | Ernst & Young | Mohler Nixon & Williams |
| | Berger Lewis | Grant Thornton | Petrinovich & Pugh & Co. |
| | Burr, Pilger & Mayer | Ireland San Filippo | Pricewaterhouse Coopers |

Faculty Profiles

Mary Yoko Brannen Unique Insights into a Multicultural World

The Spansion Chair of Multicultural Integration, Mary Yoko Brannen, PhD, has taught at some of the world's most prominent business schools and continues to teach three times a year at the world-renowned INSEAD in Fontainebleau, France. She also works frequently as a consultant for numerous Fortune 500 companies, concentrating on “multinational integration, global leadership, and strategic alignment across distance and differentiated contexts,” she says. Her current research examines the role that “biculturals”—people who have a deep cultural knowledge of two cultures—can and do play in business. Often misperceived as having in-depth knowledge of their countries of origin, biculturals actually possess a real strength in their inherent understanding of how to bridge cultures—a skill of considerable value in a global economy.

“Throughout my career I’ve researched topics that resonate with my inner being as well as my academic being,” says Dr. Brannen, who was born and raised in Japan, the child of American missionaries, and educated on three continents. “That’s why I love it at San José State. I think the Department of Organization and Management is a hidden jewel, with strong researchers, support, and feedback, which enables me to follow my research trajectory and for all of us to produce very relevant work.”

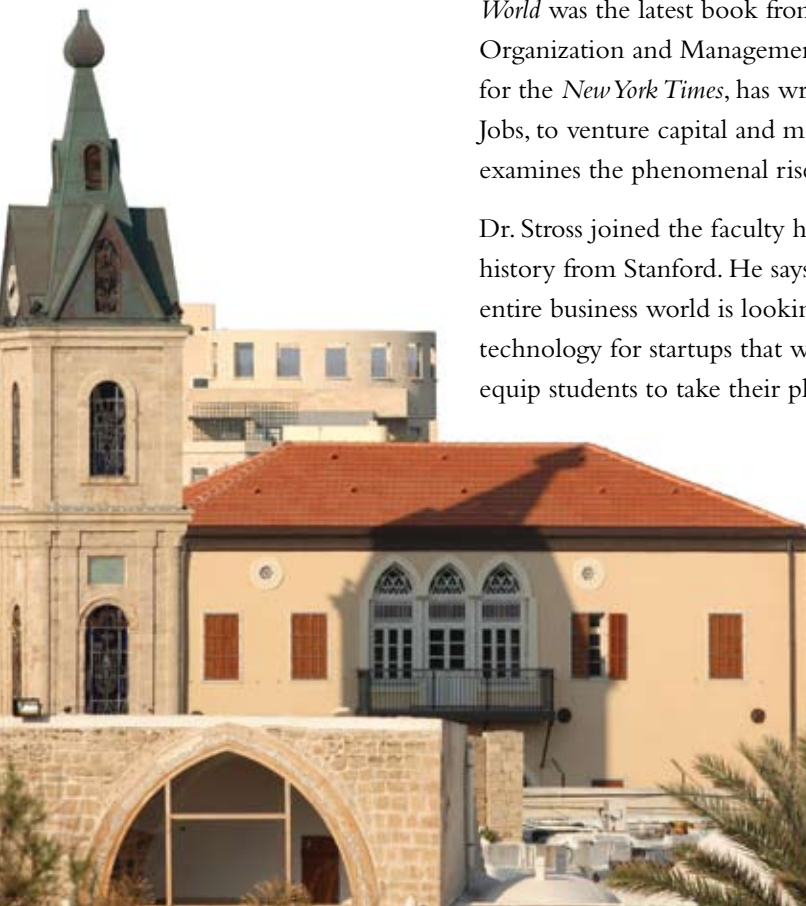
Randall Stross The Bard of One Washington Square

Randall Stross’s *The Wizard of Menlo Park: How Thomas Alva Edison Invented the Modern World* was the latest book from this prolific author and professor in the Department of Organization and Management. Dr. Stross, who writes the “Digital Domain” column for the *New York Times*, has written books about everything from Microsoft and Steve Jobs, to venture capital and modern Chinese history. His next book, due in 2008, examines the phenomenal rise of Google.

Dr. Stross joined the faculty here more than 20 years ago, after receiving his PhD in history from Stanford. He says, “We are fortunate to be located in a place where the entire business world is looking for the future. Silicon Valley supplies talent, capital, and technology for startups that will shape economic history; this faculty does its best to equip students to take their place in this fascinating business ecosystem.”

Incubating Companies in Israel

In 2006–2007, Aharon Hibshoosh, PhD, professor of marketing, spent his research leave in Israel. He used that time to write a case study on the process Israel uses to incubate new companies. The study examined the incubator environment, managerial models and strategies for selecting companies, and the impact of the incubator on the company’s success.





Anne Lawrence



David Mease



Annette Nellen



Joyce Osland

Honors

2006–2007
Faculty Recognition

Anne Lawrence, PhD, from the Department of Organization and Management, won the 2007 “Dark Side” Case Writing Competition, co-sponsored by the Critical Management Studies Interest Group and the Management Education Division at the Academy of Management. Dr. Lawrence developed the case, titled “Google, Inc.: Figuring Out What to Do About China,” with the support of a Lucas Fellowship. The case will appear in the Harvard Business School case collection.

David Mease, PhD, from the Department of Marketing and Decisions Sciences, was featured in the *Silicon Valley/San Jose Business Journal’s* “40 under 40” feature, an annual list of 40 up-and-coming dealmakers and innovators in Silicon Valley under the age of 40.

Annette Nellen, JD, CPA, published widely in both professional and general-interest publications, and used her appointment as a Fellow at the New America Foundation’s California Program as an opportunity to discuss important tax and budget issues. In addition to pieces in the *Los Angeles Times*, *San Francisco Chronicle*, *San Jose Mercury News*, and *AICPA Tax Insider*, Professor Nellen writes a tax reform blog at <http://21stcenturytaxation.blogspot.com>.

Joyce Osland, PhD, won the Management Education and Development Division’s Global Forum Best Symposium Award for a showcase symposium titled “The Brutal Facts of Global Leadership Development.” In addition, Dr. Osland’s article on globalization remains the most-read article in the *Journal of Management Inquiry*.



Books

Many of our faculty members write books that influence college education across the nation and the world. Here are a few examples.

Mark Casson, Bernard Yeung, **Anuradha Basu**, and Nigel Wadson, eds., *The Oxford Handbook of Entrepreneurship* (Oxford University Press, 2006).

Anne T. Lawrence and James Weber, *Business and Society: Stakeholders, Ethics, Public Policy*, 12th ed. (McGraw-Hill, 2008).

Sak Onkvisit, *International Marketing*, 4th ed. (Routledge, 2004).

Joyce Osland, David A. Kolb, Irwin M. Rubin, I., and Marlene E. Turner, *Organizational Behavior: An Experiential Approach*, 8th ed. (Prentice-Hall, 2007)

Joyce Osland, Marlene E. Turner, David A. Kolb, and Irwin M. Rubin, *The Organizational Behavior Reader*, 8th ed. (Prentice-Hall, 2007).

Randall Stross, *The Wizard of Menlo Park: How Thomas Alva Edison Invented the Modern World* (Crown, 2007).

Robert P. Vitale and Joseph J. Giglierano, *Business to Business Marketing* (South-Western/Thomson Learning, 2002).

Janis K. Zaima and Douglas Hearth, *Contemporary Investments: Security and Portfolio Analysis* (South-Western/Thomson Learning, 2004).

Research and Training Centers

Advance the Mission

Last year's annual report envisioned new research and training centers that would enable faculty, students, and local industry to leverage the considerable strengths of both the College of Business and the Silicon Valley business community. These centers would provide industry-specific programs for students and more tightly link the College of Business and the local community.

In 2007 we began to fully realize this vision. Through our Bay Area Retail Leadership Center and a focused effort in technology and innovation, we began sponsoring programs and research projects while planning began for a Bay Area Real Estate Center and a Banking and Financial Services Center. Our Silicon Valley Center for Entrepreneurship continued its successful student competitions.

Bay Area Retail Leadership Center

In the shadow of Silicon Valley, it's sometimes hard for students to remember that high tech is not the only industry that presents genuine opportunities for graduates. "For some students retailing may be a better career fit: entry-level jobs are well compensated, and you quickly become responsible for sizeable budgets and have rapid promotion opportunities," says Kenneth Gehrt, DBA, who has already secured the sponsorship of some of the area's leading retailers.

The Retail Center has three primary goals:

1. Educate students about career opportunities
2. Develop leadership, communication, and teamwork skills
3. Create networking opportunities among students and retail executives

The Bay Area Retail Leadership Center began operating in the fall of 2007 by sponsoring periodic networking opportunities and piloting a Retail Study Tour—a field trip through Bay Area retailing, from the stores and the suppliers, to the warehouse, and the distribution centers. In October, in partnership with the Lucas Graduate School lecture series, the Retail Center sponsored a talk by Naomi Cramer, director of human resources, Western Region Target Corporation. Prior to the talk, top-ranking Target executives and representatives from the College of Business exchanged ideas about developing students' leadership and communication skills and creating internship and career opportunities.

In addition, Dr. Gehrt has a Retail Internship Forum and a one-day Retail Conference on his yearly calendar and has created a matching service between university faculty and sponsor companies that would put more retail executives into the classroom. "Retailers want to develop leaders," says Dr. Gehrt.

Silicon Valley Center for Entrepreneurship

In late 2007 the Silicon Valley Center for Entrepreneurship hosted its fourth annual Silicon Valley Neat Ideas Fair. Ninety-four teams competed to win cash awards for Best Exhibit, Elevator Pitch, Written Summary, People's Choice, and Social Innovation.

This year the fair also gained some well-deserved nationwide attention. In the United States Association of Small Business and Entrepreneurship (USASBE) 2008 awards competition, it was selected as one of the two entries in the final round of the Innovative Pedagogy for Entrepreneurship Education competition. The USASBE is an eclectic group of more than 800 government officials, directors of small business development centers, and academics from around the world united by their common interest in entrepreneurship and small business.

A New Discipline Is Born

In the past few years, a new academic discipline known as services science management engineering has taken shape. A response to the economy's need for managers who not only possess in-depth knowledge of a specific field, but also understand emerging best practices for services, San José State is in the forefront of shaping this exciting new discipline.

In collaboration with some of the world's leading businesses and business schools, Stephen Kwan, PhD, has brought together an interdisciplinary team (management information systems, computer science, hospitality management, and industrial engineering) to create this program of study at San José State. In the fall of 2007, the group piloted a course through industrial systems and engineering; the Lucas Graduate School of Business will offer an identical course in 2008. And in early 2008, the group will bring an innovative Service Systems Lab online. The lab's physical design facilitates collaborative projects and supports simulations, social-networking groups, video conferencing, and virtual interactive environments—the types of things that are integral to emerging work patterns in a service-based economy.



The Donald and Sally Lucas Graduate School of Business

In its second full year, the Lucas Graduate School of Business continued implementing the compelling vision of Donald and Sally Lucas.

The Lucas lecture series featured a diverse group of leaders, including Carl Guardino, president and CEO of the Silicon Valley Leadership Group; Naomi Cramer, director of human resources, Western Region Target Corporation; and renowned San José State football coach Dick Tomey. A few of the Lucas lectures were co-sponsored by the Silicon Valley Center for Entrepreneurship and the newly created Bay Area Retail Leadership Center at the College of Business. In addition, Lucas Global Scholars-in-Residence from Europe helped expand global thinking on campus and enhanced research opportunities for faculty.

The school also implemented some exciting new courses: a required class for MBA students on the global business environment; an elective on economic sustainability that also addresses global concerns; an elective on mergers and acquisitions taught by William E. Rhodes III, president of Cell Analysis, BD Biosciences, the largest biotech employer in Santa Clara County; and, finally for students for whom English is their second language, a professional writing skills workshop taught by the Communication Studies Department.

Perhaps the combination of these factors and the continued excellence of both faculty and students are what prompted the *Princeton Review* to again recognize the Lucas Graduate School of Business as one of the top business schools in the country.



Juergen Deller: Global Scholar Brings New Understanding to a Changing Workforce

Juergen Deller, PhD, an expert in human resources management, is one of this year's Lucas Global Scholars-in-Residence. On leave from his position at Leuphana University of Lueneburg in Lueneburg, Germany, Dr. Deller draws on his academic credentials in business psychology and his years as a senior executive at DaimlerChrysler to examine how companies can get the most from a changing workforce. He is spending the 2007-2008 academic year at Lucas, working on a joint research project with Joyce Osland, PhD; continuing an existing multinational study; presenting the results of prior studies; and connecting Lucas with local professionals in the corporate human resources community.

Dr. Deller's work casts a wide net. Early research looked at ways to successfully prepare managers for mergers and acquisitions. More recently, "Joyce Osland and I initiated a study that examines the ways people who work overseas can transfer what they learn to their home company—an idea known as repatriate knowledge transfer," he says. In a similar vein, Dr. Deller has an ongoing study that identifies personal characteristics that predict success in a given cultural environment. Yet another focus is how companies can get the most from an aging workforce, with work that includes a recently completed study that interviewed more than 140 still-active retirees and projects with companies like Computer Sciences Corporation and German Rail. He is completing a book on the topic.



MBA Successes



As local companies interview new graduates, it is important that they continue to see SJSU students as high-potential candidates.

Graduate of the Last Decade: **Annette Finsterbusch**

After receiving her MBA in strategy and finance in 2004, Annette Finsterbusch received our Graduate of the Last Decade (GOLD) Award. The award honors a remarkable person who in 2007—in the midst of a schedule that includes family, a high-pressure career, board memberships, and philanthropic work—found time to mentor San José State students and judge our business plan competition.

Prior to her time at the College of Business, Ms. Finsterbusch was already an accomplished professional. In her early career, she did everything from leading Applied Materials' business development efforts in Russia, Belarus, and Armenia to serving as CEO at MindShadow.com, a technology spinoff of DaimlerChrysler's Research and Technology Center. Since her graduation she has been a director for applied ventures at Applied Materials, responsible for identifying, recommending, and managing venture capital investments. She also is a Kauffman Fellow, serves on the board of the Strategic Venture Association, is a member of the Corporate Venture Group of the National Venture Capital Association, and is a founding member of Women Leading Change with the United Way.

"I hope the university continues to work hard to make sure the leadership angle is nurtured and fostered," she says. "As local companies interview new graduates, it is important that they continue to see SJSU students as high-potential candidates."

Wayne Wollesen, President, MBA Association

After spending five years as a sales manager for a medical equipment company, Wayne Wollesen decided it was time to take the next step up the career ladder. That's why in 2006 he entered the College of Business to get his MBA. In 2007 he was elected president of the MBA Association.

Born in the Philippines, Mr. Wollesen arrived in the Bay Area at the age of eight, and he retains a deep interest in other parts of the world. He's lived in Hawaii, has traveled to Europe, and plans to go to Asia next year. As president of the MBA Association, he's increased membership and helped members use the group as a way to add value to their degree. He has forged or strengthened alliances with faculty, the Career Center, leading Silicon Valley companies, and the Lucas Alumni Association.

"I want to create networking and informational events that are truly relevant to MBA students," he says.

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Diversifying the Funding Base

We have long recognized that to realize our strategic vision, we cannot rely solely on our general fund. That's why over the past five years we have worked hard to grow our endowment income and our program sponsorships as well as our fee-based programs. The figures below demonstrate our considerable success in doing so—and we expect that the progress we've made in diversifying will continue.

Endowment Income and
Program Sponsorship

+
605.5%

Fee-based Programs

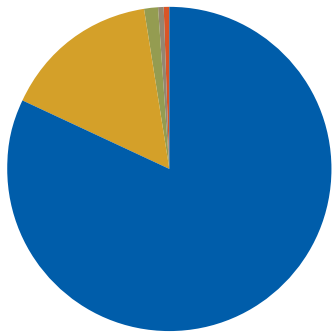
+
49.3%

Off-campus Graduate
Programs

+
23.7%

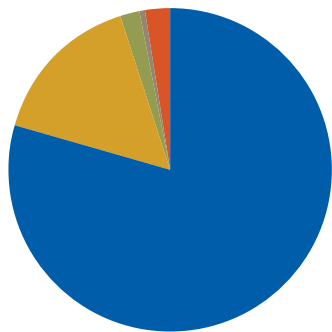
Contracts and Grants

+
4.9%



Academic Year 2001–2002

● General Fund	\$ 9,495,746
● Off-campus Graduate Programs	1,777,791
● Fee-based Programs	178,439
● Contracts and Grants*	55,286
● Endowment Income and Program Sponsorship	48,676
	\$ 11,555,938



Academic Year 2006–2007

● General Fund	\$ 11,200,859
● Off-campus Graduate Programs	2,199,762
● Fee-based Programs	266,493
● Contracts and Grants*	8,000
● Endowment Income and Program Sponsorship	343,453
	\$ 14,018,567

* Does not include MTI Awards

Reaching Across Cultures

There are reasons both practical and principled that we made “expanding our global focus” one of the five key items in our action plan. Certainly, we recognize that in a global economy the professional success of our graduates depends at least in part on how well they understand other cultures and the way a global economy works.

It’s also true that how diverse cultures conduct business with one another can play a critical role in how entire societies interact. In business, cultural understanding must go deeper than a few obligatory nods to multiculturalism. If we can imbue our students with a deep intellectual and emotional understanding of other cultures, we can make them successful in ways that reach far beyond their professional lives.

In the Bay Area, in Silicon Valley, at San José State University College of Business, we are uniquely well positioned to deliver this type of education. Our students and faculty live and work in a remarkably diverse environment. Already a top business school in so many ways, our ability to deliver a diverse and global perspective truly sets us apart, making us everything the business world wants and needs from a college of business.



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The Dean's Circle is an honorary donor group recognizing the college's most generous alumni and friends. Membership is given each year to contributors of \$1,000 or more to the college between July 1 and the following June 30.

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