

FOR IMMEDIATE RELEASE



**UConn School of Business
Breaks into Business Week's Elite**

STORRS, CT (October 11, 2002) – The University of Connecticut School of Business is now ranked by *Business Week* as one of the best in the nation – an outstanding achievement in the very competitive field of graduate business education. Out of over 1,200 business schools nationwide, UConn is the only public business school in New England to be included, and joins Yale as the only Connecticut schools to be ranked.

"We are delighted to share company with the most elite business schools in the country," says C.F. Sirmans, Interim Dean of the UConn School of Business. "It pleases us to have *Business Week* validate what we, our students, and stakeholders already know -- that a UConn School of Business education is exceptional."

Business Week's rankings of the nation's top business schools, published every two years, are one of the most closely watched barometers among business schools. This is the first year UConn's School of Business has been ranked among the best in the nation, and reflects the upward trajectory that the School has been on over the last several years.

U.S. News & World Report also cites the UConn School of Business as the number one public business school in New England. *Forbes* magazine ranks UConn's MBA program as having one of the highest return-on-investments in the nation. And, most recently, the *Wall Street Journal* elevated UConn to its list of Top Business Schools for 2003. This latest ranking by *Business Week* places the UConn School of Business among the top 30 at public universities nationwide.

Notes Sirmans: "While rankings do not drive our educational and research mission, they do help us to fulfill it by strengthening our ability to attract the best faculty and recruit the brightest students. Prospective MBA students do

consider rankings in their choice of an MBA program, consequently we are very pleased to be recognized by *Business Week* as one of the best business schools in the nation."

The UConn School of Business now occupies one of the most technologically advanced research and learning facilities in the nation. Its brand new, state-of-the-art, home opened its doors in fall 2001 and includes nearly 1800 network connections available in the facility's classrooms, research labs, café, and student kiosks.

"The School is known for its innovative curriculum design that incorporates 'learning accelerators' to leverage traditional teaching with high profile corporate partnering that works to solve real-time business challenges," explains Associate Dean Richard N. Dino. "Students have chosen UConn over other schools, in particular because of these accelerators that provide unparalleled, experiential learning opportunities," he adds.

"The true benefit of our learning accelerator is that the student experience is broad and deep, requiring acquisition of knowledge that goes beyond what can be learned in a classroom," says Dino. "For a long time we have been developing a pipeline of talented and energized professionals who excel in the marketplace. The cutting edge skills acquired through our curriculum has helped our business school develop graduates who have become the next generation of leaders in corporate America."

One of the Business School's learning accelerators is the School's *edgelab* partnership with General Electric launched in fall 2000. *edgelab* co-locates UConn business students and research and teaching faculty with corporate executives who work together at the intersection of e-Business and information technology. Student teams solve business transformation problems using IT to enhance business processes, and generalize those solutions across an array of 27 different profit-centered GE business units.

Chris Kalish, GE's chief technology officer at *edgelab*, reports that "students work on live, high-profile, strategically sensitive projects in areas such as biometrics, process innovation and transformation, data-mining methodologies, mobile computing initiatives, venture financing, change management, and other problems in a custom-designed, on-campus facility loaded with research technology and capabilities that currently have no match in the nation."

UConn's Student Managed Fund is another of the School's learning accelerators. The fund is a \$1,000,000 investment portfolio underwritten from the School of Business endowment. The fund is one of the largest in the nation and is completely controlled by UConn business students under the

guidance of a faculty advisor and a mentor network of top financial professionals.

Another learning accelerator is the MBA program's "integration project." As part of the first-year curriculum, the integration project provides a challenging high-profile consulting project where students produce solutions to real-time business problems faced by a the participating corporate partner. As the term implies, MBA students "integrate" their significant pre-program work experience (an average of six years) with the knowledge and skill set developed in the curriculum, working closely with faculty and corporate executives toward a set of problem solutions, often with bottom-line improvements in the tens of millions of dollars. Corporate participants have included SS&C Technologies, Pratt & Whitney, Xerox Engineering Systems, and most recently, GE.
