Mark your calendars


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A Message From the Dean

IT'S an exciting time at the Barton School of Business. We continue to make progress on all fronts. Our student leaders are winning national awards and our faculty members are winning university-wide teaching awards. We continue to recruit and retain excellent faculty and students due to our continual improvement efforts under the "We Are Wichita State" campaign.

Our focus continues to be on internationalizing our curriculum and improving our connection with our constituents including the Schwartz Memorial Lecture and establishing language centers. We have a new administration and research center in the Barton School called the Market- Based Management Center, which is a partnership with an Asian university.

We're proud to provide more than 400 students with the opportunity to study abroad each year. We're pleased that the University has awarded the Schwartz Memorial Lecture to John M. Beehler, dean. We are extending our international affiliations to new partners in Asia because of its growing economy.

The Asia Pacific is home to many of the world’s largest and best companies, with 260 million income-earning households.

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Mr. Reinemund will speak at a business luncheon at Wichita Marriott. Under Reinemund’s leadership, through October 2005, PepsiCo’s revenues increased by more than $3 billion and its earnings per share increased 28 percent. PepsiCo now also owns the company’s Quaker Oats.

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Pat McLeod was the founder and CEO of Koch Industries, and he had a significant impact on innovation and entrepreneurship within the organization. The Wichita State University (WSU) Innovation Center is a joint project between the university and Koch Industries, and it will be the first of its kind in the world. Researchers will study and conduct research on the market-based management philosophy, which is the economic theory that has been embraced by Koch Industries. This approach to management is referred to as “market-based management” or “MBM.”

Market-based management is based on the idea that market forces govern decision-making processes. It emphasizes the importance of competition, incentives, and disincentives in driving economic behavior. The goal is to create an environment where individuals and organizations are motivated to make decisions that are in the best interest of the market participants. This is achieved through the use of free markets, where prices and quantities are determined by supply and demand.

The Wichita State University Innovation Center is an example of how market-based management can be applied to higher education. The center will provide faculty and students with the opportunity to explore and conduct research on market-based management and its applications. The center will also serve as a hub for innovation and entrepreneurship, fostering collaboration between academia and industry.

Scholarships continue to grow
The Wichita State University Center for Entrepreneurship, within the marketing and management department, has awarded nearly four decades later to fulfill a dream of nearly four decades later to fulfill a dream of

New director, new home for CMD
A familiar face at both Wichita State and a training facility back on the WSU campus is a just a couple of things happening at the Center for Management Development (CMD). The center's former director, Michael Flores, has been named the new director of the center.

The center is a well-established program at WSU that offers a variety of training and development opportunities for individuals in the business community. With Flores' appointment, the center is poised for continued growth and success.

Wichita State University is a public research university located in Kansas, and it is known for its strong focus on entrepreneurship and innovation. The university's Center for Management Development (CMD) is a key component of this focus, and it is committed to providing high-quality training and development opportunities for individuals in the business community.

As a result, the center has continued to grow, both in terms of the number of students and the range of offerings. This growth is a testament to the center's commitment to providing high-quality training and development opportunities for individuals in the business community.

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