If you’re getting a graduate business degree at WSU's Barton School of Business, you’re earning your sheepskin from among the nation’s top business schools, according to The Princeton Review.

The New York-based education services company profiles the Barton School in its new 2006 Best 237 Business School book, which rated 237 AACSB-accredited MBA programs (AACSB is an international accreditation organization for business schools that ensures schools are maintaining business education standards).

The Princeton Review rated students’ academic experience based on student surveys. Participants were asked more than 50 questions about themselves, their career plans and the school’s academics, student body and campus life. Conducted during the 2004-05 and 2003-04 academic years, the surveys were done primarily online. The ranking is posted at www.princetonreview.com/mba/research/rankings/rankings.asp.
A Message from the Dean

As we begin 2006, the Barton School of Business is excited about our progress and the prospects for our future. Recently, our future got brighter due to the receipt of a landmark gift from the Barton Family. This $8.5 million enhancement will greatly benefit the school and help us to tackle our greatest need—future faculty funding. The three new distinguished endowed chairs will increase the prestige of our business school and help us to achieve our strategic vision “to be nationally recognized for developing entrepreneurial leaders for the global marketplace.”

Our strategic planning initiative over the past year has provided all of us with a greater focus on who we are and where we are going in the future. Through the involvement of representatives of all our constituent groups, we believe that our strategic plan is a strong indication of our collective future. The key elements of our strategic plan are shown in Exhibit I.

There are three aspects of our strategic plan that are especially noteworthy. First is the identification of Entrepreneurship as our key area of emphasis. Second is our focus on the global marketplace and internationalization. Third is the preparation for the upcoming review of all our business and accounting programs by AACSB – International for re-accreditation.

Collectively, we believe that entrepreneurship is our competitive advantage given our history, location and capabilities. Wichita is a very entrepreneurial place and our Center for Entrepreneurship has always been a leader in entrepreneurial education and outreach to the community. The Barton School is a participant in many initiatives in the community, the state, and in our Center for Entrepreneurship that will greatly expand our reputation in the field. We are integrally involved in the Entrepreneurship/Small Business Alliance of Visioneering Wichita. We are a partner in the new statewide initiative for entrepreneurship: “the Kansas Center for Entrepreneurship” where we

provide the location for NetWork Kansas and coordinate the educational outreach effort throughout the State. Under the new leadership of Tim Pett, our Center for Entrepreneurship is expanding the scope of its activities in entrepreneurship and striving for greater national recognition. These activities include aiding the National Institute of Aviation Research in commercialization, expanding research in entrepreneurship, revising our entrepreneur curriculum and implementing a business plan competition for our students. Across the Barton School, we are working to bring entrepreneurship into all our courses and programs. We strive to have entrepreneurship permeate everything that we do.

Our strategic plan clearly recognizes that we must prepare our students for the “global marketplace.” Local, regional and national thinking is no longer sufficient for success in business. Competitive forces from all over the world affect our businesses each day. Students need to have greater exposure to foreign languages and cultures. As a result, we continue to expand the study abroad opportunities for our students and we are currently in the process of revising our international business curriculum to be consistent with the best international business programs in the country. We are also sponsoring a symposium on the internationalization of the business curriculum to aid our faculty in effectively integrating international topics into courses of every business discipline. Dharma deSilva is coordinating this symposium as the final activity in our Center for International Business Advancement U.S. Department of Education grant.

We are in preparation for our upcoming AACSB – International accreditation review in 2007-2008. The key areas of focus are the continued development of our new assessment processes and the management of our faculty resources given fiscal constraints. Fundraising for faculty via the “We are Wichita State” campaign continues to be a high priority to meet the future needs of our students and the demands of the accreditation standards.

It truly is an exciting time for the Barton School as we face our future. With our plan in place, we are mobilized to achieve our goals and to continually improve. We look forward to partnering with you to make this a reality.

John M. Beehler
Dean
Kate Kung-McIntyre is still getting used to the fact that some of the WSU business faculty she considers her mentors are now her colleagues.

Kung-McIntyre, who did adjunct teaching in the management department for four years, joined the Barton School’s dean’s office as assistant dean for undergraduate student support services and director of advising this fall.

For Kung-McIntyre, who had been working with Bombardier’s Business Aviation Services, the opportunity to increase study abroad opportunities and help revamp the international business major at WSU as well as conduct academic research, was just too enticing to pass up. She had planned to spend more time in the corporate field.

Kung-McIntyre’s background gives her plenty of experience to draw from as she undertakes a curriculum review of international business and looks toward increasing study abroad programs.

Fifteen years ago, Kung-McIntyre came to Wichita from her native Taiwan to study at Newman University. After earning her bachelor's degree, she returned to Taiwan, working for a company that created technology used in movies such as “Back to the Future.”

She returned to Wichita to open a Dippin’ Dots franchise, which she later sold. She then earned her MBA from WSU in 2000 and gained more experience in sales and marketing through Bombardier.

She expects her Asian background—she speaks Chinese and has family in China—plus her corporate interactions with Air China will help the Barton School develop exchange agreements with various Chinese universities.

Her familiarity with Berlin, thanks to Bombardier’s partnership with German airline Lufthansa, will also help increase exchanges in Germany and elsewhere.

Kung-McIntyre, who is interested in research geared toward increasing creativity within businesses, entrepreneurship and in cross-cultural comparisons, plans to earn a doctorate in WSU’s human factors psychology program.
Another East High student earns Clay Barton Scholarship

Timothy Wilson has won the $44,000 Clay Barton Scholarship, which was established in 1988 by the late co-founder and chair of Rent-A-Center, W. Frank Barton, as a memorial to his son.

Wilson said he was impressed with the genuine interest WSU business faculty showed in him while competing for the scholarship. “Everyone was friendly,” said Wilson, who had been considering the University of Minnesota and the University of Chicago. “WSU is a major university with a great business school and the professors I met seemed to take a personal interest in me. I liked the fact that I wouldn’t be a number.”

Wilson, a 4.0 student, is on track to graduate as valedictorian of his class. In addition to the National Honor Society and Spanish National Honor Society, Wilson is involved in the marketing club DECA. Through DECA, Wilson won an e-commerce state championship and went on to compete at the international level. He is also president of a peer leadership class, which functions as a youth court for East High during which peers solve problems with teachers and fellow students.

When he’s not helping fellow students, Wilson helps fellow community members through volunteer projects, serving as volunteer coordinator for East High’s National Honor Society and student council.

Jones gift pushes business fellowships into double digits

A $100,000 gift from alumnus and former Coleman Co. CEO Larry Jones and his wife Anita, has established two new business faculty fellowships in the Barton School of Business, helping push the number of new fellowships created in the past few years to 10.

Perhaps just as important, the fellowships are in two areas that have received a lot of attention because of big-business scandals in recent years—corporate governance and business ethics.

“It’s important that we deal with these issues in our curriculum and in our research,” said John Beehler, dean of the Barton School.

Tim Nohr, a visiting senior lecturer, will hold the Larry Jones Faculty Fellowship in Business Ethics, and Sam Beldona, an associate professor, is the recipient of the Larry Jones Faculty Fellowship in Corporate Governance.

Jones’ gift will provide each recipient with a $10,000 annual stipend for the next five years. Jones, a 1953 alumnus, has served on the boards of many large corporations and was a business executive at the Coleman Co. for many years. He’s also familiar with the academic world, having taught at WSU from 1957 until 1964.

‘From Backpack to Briefcase’

In addition to attending sessions on resumes, careers, networking and listening to various business executives, business students taking part in this year’s Barton School Business Week will hit the road, so to speak, as part of a new activity planned for this annual event.

Now in its sixth year, Business Week, which will be held March 6-10, will feature tours of local businesses such as Coleman Co., Big Dog Motorcycles, advertising agency Sullivan Higdon & Sink, and the Cessna Training Center.

It’s an opportunity to literally get students into the business world, in between the numerous sessions that focus on preparing them to go “From Backpack to Briefcase,” which is also the theme of this year’s Business Week.

Professionals and alumni lead the sessions, which are open to all students and the WSU community.

In addition to the tours, alumni and former Coleman Co. CEO Larry Jones will be the keynote speaker for this year’s Business Week. Jones has crafted a stellar reputation in business, having served on the board of directors of more than a half-dozen corporations, including Cessna, Union Pacific and Anadarko Petroleum. He cemented his standing as a savvy business executive while at Coleman, joining the company in 1964 as corporate treasurer and going on to serve in various executive positions before being elected its president and CEO in 1971. Jones is a 1953 graduate of WSU and of Harvard University, and he also taught at WSU from 1957 until 1964.

Jones’ talk, which is open to the public, will be held at 7:15 p.m., Wednesday, March 8, in 208 Hubbard Hall on the WSU campus.

Business student grabs top scholarship

Sheerst Rhodes, a senior from Remington High School won this year’s $48,000 Harry Gore Memorial Scholarship, which recognizes leadership and academic skills and is the largest annual scholarship in the state.

As a high school student, Rhodes has participated in sports, music, drama, forensics and debate while volunteering at the El Dorado hospital, Whitewater Memorial Library and with the Youth Leadership Butler program. Rhodes was one of two Gore Scholarship recipients, having competed against more than 260 students for the coveted scholarship. 
Record $8.5 million Barton bequest to fund three business chairs

This past fall, Wichita State received the largest outright gift in school history, with an $8.5 million contribution from the estate of the business school’s namesake, W. Frank Barton. The money will fund three distinguished faculty chairs in the Barton School.

Mr. Barton’s son Craig announced the gift during an October news conference for the WSU Foundation’s $35 million “We Are Wichita State” campaign, which is raising money to support faculty and students at WSU. The Barton bequest is the campaign’s lead gift.

“It’s a real significant gift, not only in the amount, but in what it will enable us to do,” said John Beehler, dean of the business school, noting that the money will help the Barton School recruit and keep the best faculty.

“Any time you add more endowed chairs, it adds to the prestige of the school.”

For Craig Barton, announcing the gift was a bittersweet moment. “I was excited to announce the gift from my father but at the same time I was wishing he was here to see it. It was sad to realize Dad isn’t around,” said Barton, a 1983 graduate of WSU’s business school. Mr. Barton passed away in September 2000.

Barton said his father, who believed strongly in the entrepreneurial spirit and that people were an important part of a business’ success, would have been particularly pleased about the gift’s use.

“Dad didn’t get jazzed up about brick-and-mortar projects,” said Barton. “This gift will help to recruit and retain top-flight faculty members who will strengthen the school for decades to come.”

The Barton family has been very generous to the business school in the past. In 1987, the school was named the W. Frank Barton School of Business as a result of a $12 million commitment by the Barton family. This amount includes a special fund for the largest business scholarship in the state of Kansas in memory of their son, Clay. The current gift is in addition to the original naming gift.

The Barton School’s executive committee, made up of department chairs, assistant and associate deans and Beehler, will determine whether current or new faculty members, or a mixture of both, will be named to the new chairs.

The $8.5 million gift will be supplemented by the state’s Faculty of Distinction program. In the faculty of distinction program created by the Legislature, the state supplements a gift annually with the interest earned on the same amount of the original gift.

Innovation is focus of new entrepreneurship director

Tim Pett, the new director of WSU’s Center for Entrepreneurship, is no stranger to innovation—he’s helped start a new product competition among WSU students for an area business, worked with a team of American and German students to develop plans for introducing products into new markets, and has worked with WSU’s well-respected National Institute for Aviation Research (NIAR) to study commercializing its research.

Judging by Pett’s vision for the center, the center is on its way to incorporating innovation in its teaching, research and outreach mission.

Pett, who had taught in WSU’s management department since 1998, took over WSU’s nationally ranked Center for Entrepreneurship in July. He replaced Don Hackett, who returned to full-time teaching after 11 years as the center’s director.

While the center has been lauded for its curriculum and innovative efforts, as well as its outreach education efforts in such towns as Phillipsburg, Kan., Pett believes the time is right to connect more of the center’s research to students and the business community.

“With all the changes in Wichita and the changes in entrepreneurship and the new faculty, this is an opportunity to harness the resources of the college to do research and outreach in the region and improve the education for our students,” said Pett.

Two new faculty members—Derek Ruth and Allen Broyles—joined the faculty this fall, bringing the total number of entrepreneurship faculty to five. While directing the center, Pett will continue teaching.

“I really want our program to be a top-tier program and one facet we’re missing is research. But now we have enough folks doing research” to incorporate that aspect, Pett said. Shortly after being named the center’s director, Pett brought together both experienced researchers in WSU’s business school and younger scholars to get to know one another and to start sharing ideas about possible research in entrepreneurship and small business.

He’d also like to see the center work more with other areas at WSU—both with students and faculty—for more interdisciplinary exchanges. Such efforts are already underway, including one Pett started before taking over the directorship.

This summer, he and four MBA students did a pilot study for NIAR on whether the institute can commercialize some of the new technology and basic research it has produced in the aviation field. This spring the center will co-sponsor an entrepreneurship and technology student competition with the newly formed Center for Research in Arts, Technology, Education and Learning (CRATEL), run by violinist John Harrison who spent more than a year doing research at MIT’s media laboratory.

“I want to contaminate our majors with scientists, engineers, fine arts and other areas, to get them thinking outside the box,” said Pett.

This spring, Pett and his fellow entrepreneurship faculty will begin reviewing the entrepreneurship curriculum. Our new faculty Broyles and Ruth, have already expanded the curriculum by developing new courses. Broyles is working with adjunct lecturer Sam Moyers to start a lecture series in 2007 that would focus on different business topics, such as franchising. The series could possibly lead to developing classes in those topics, if there’s enough interest, said Broyles.
Lights, camera, action on new ‘set’

It’s not exactly a television studio, but a newly renovated conference room, updated from its 1960s orange color scheme and outfitted with the latest technology, served as the set for new WSU ads that feature business education. The conference room on the third floor, which can accommodate 14, was completed in October. The ads are part of WSU’s new “This is Wichita State” recruitment campaign, which focuses on experiences that are possible at WSU.

NetWork Kansas to help current, future businesses statewide

The small staff of former, current and budding entrepreneurs that make up the Kansas Center for Entrepreneurship housed at Wichita State are planning to give entrepreneurs and small business owners access to resources that can foster entrepreneurship and help grow businesses in Kansas.

The Kansas Center for Entrepreneurship was created by the state Legislature through the Kansas Economic Growth Act. Its purpose is to promote an entrepreneurial culture throughout the state by connecting entrepreneurs and small businesses to the expertise, education and economic resources they need.

The center is getting ready to launch its clearinghouse service, known as NetWork Kansas, which will provide the expertise. A call center, staffed by five WSU business students, and a Web site are expected to be up and running by February, said Steve Radley, a former business owner who directs the Kansas Center for Entrepreneurship.

Through an online resource navigator program, current or potential business owners can secure help on topics such as writing a business plan or securing financing. They can also be connected to organizations in their areas that can help them in a variety of ways.

Josh Free, a senior in entrepreneurship, is one of the students who will answer phones in the call center.

“When I first heard about this I didn’t know how big of a deal it would be,” said Free about being involved in helping Kansas’ economic future. “Being here to watch it launch is awesome,” said Free, who thinks the experience he’ll gain from the job will be “priceless” as he plans to start his own business.