

Kelley School of Business Indianapolis
Annual Report Highlights
2010-2011

Teaching and Learning

- The Kelley School of Business Indianapolis has established an **international, academic partnership** with Sun Yat-sen, one of China's top universities. The "2 plus 2" program allows Chinese students to study at Sun Yat-sen for two years and finish their degrees with two years of study at Kelley. Up to 25 Chinese students will begin studying at IUPUI in fall 2012, enriching students' experience and exposing them to real-world global perspectives.
<http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=645>
- A group of Evening MBA students studied in Russia for what has become an annual trip to explore emerging markets across the globe. The school's goal is to increase the students' **international** awareness and to help them understand the **economic environment** businesses are facing in a rapidly changing economy like that in Russia. Other study trips have taken students to China and Brazil.
<http://newsinfo.iu.edu/news/page/normal/17621.html?emailID=17621>
- In fall 2010, Kelley Indianapolis offered its first section of the hybrid I-Core, Kelley's marquee core classes combining **best practices** in marketing, operations and finance. The change allows students and faculty to meet in class twice a week, and a third meeting is conducted through online delivery and other **learning technology**. The online methods used various technologies to reach students and provide resources and materials. The preliminary response from students and faculty has been positive, with both groups reportedly enjoying the interactivity and mix of in-class and online sessions. For those students who attended the evening I-Core classes, the hybrid format allowed them to better balance their personal and professional lives, thereby increasing **retention** of knowledge and satisfaction with classes.

Research, Scholarship and Creative Activity

- Professor of Marketing Dena Cox received a \$99,600, two-year research grant from Merck to study factors influencing young women's adoption of the HPV vaccine. This work reinforces the efficacy of targeted messaging and may transform the way **health care** providers present information and communicate with their patients. Ultimately, the results of this study will have a real impact on **public health**, as more than 80 percent of U.S. women will have contracted HPV, the virus which causes cervical cancer, by age 50. Cox is the principal investigator. Her co-investigators are Tony Cox, professor of marketing, and Gregory Zimet, professor of pediatrics in the IU School of Medicine.
- The *Journal of Consumer Research* published the work of Alexander Fedorikhin, associate professor of marketing, who examined whether mood has a noticeable effect on the choices made by consumers. He found that the level of arousal accompanying a positive mood influences a consumer's self control. The results of this **research** could prove valuable to brand marketers and consumers alike.
<http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=546>
- Associate Dean of Indianapolis Operations Philip L. Cochran was the keynote speaker at the Academic Conference on Social Responsibility held at the University of Washington. He also presented an invited lecture on **corporate social responsibility** in Beijing, China. Cochran is a

professor of management and the Thomas Binford Chair in Corporate Citizenship. His professional interests include leadership, corporate citizenship, business ethics, corporate social responsibility and corporate governance.

Civic Engagement

- Grameen America, a global bank specializing in microloans to help the poor start businesses, used an in-depth analysis completed by Kelley Evening MBA marketing students to select Indianapolis as its third U.S. location. The students helped to identify five ZIP codes in the city that could most use the unique opportunities Grameen provides. The worldwide bank plans to open a branch in Indianapolis.
<http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=628>
- Ten groups of undergraduate, marketing students worked with area non-profits to produce marketing campaigns either to increase membership or **fund-raising**. The teams worked independently with leaders of local non-profits to develop the plans and facilitate the strategies. In total, nearly \$5,000 was raised, and an additional 700 donors were identified through their efforts. The Little Red Door Cancer Agency indicated the class efforts might have saved lives, as several women sought free mammograms as a result of the students' campaign.
<http://www.kelley.iupui.edu/ea/newsroom/news.cfm?storyID=595>
- To say we live in a global economy can no longer be overstated. That's why the Kelley School of Business Indianapolis brought together **international** business experts to discuss the need to build global talent in Indiana. The school is working to ensure students, as well as business leaders in central Indiana, are prepared to help Hoosier companies face the challenges of expanding and competing in new global markets.
<http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=642>
- The Randall L. Tobias Center for Leadership Excellence sponsored several leadership initiatives during the academic year. Included among those was an inspiring presentation at the Semler Lecture on Leadership, which featured Butler University basketball coach Brad Stevens and former player Avery Jukes. Both men work extensively in philanthropic projects, and their presentation touched on the importance of becoming inspired to help others through service and volunteerism. The center also hosted the Tobias Leadership Conference, which brings together scholars and practitioners from the entire spectrum of leadership, including corporate leaders, nonprofit leadership, religious leadership, educational leadership and medical and political leadership.
<http://www.tobiascenter.iu.edu/aboutus/SemlerLecture2009.html>

Diversity

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<http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=645>
- Undergraduate students traveled to Strasbourg, France, to study international business culture. The group toured manufacturing businesses with international operations and examined the business practices and regulation of operations in different countries. In fall 2011, the first two

students from France will visit the Kelley Indianapolis and attend business courses. Student exchange programs between the two countries are expected to expand in the future through this **international partnership**.

- The first recipient of the Citizens Energy Group **Diversity** Scholarship enrolled at Kelley Indianapolis as a direct admit student in fall 2010. The scholarship offers full tuition and fees for a diverse student in business. The scholarship continues the strong partnership and **engagement** with the utility and IUPUI. Citizens CEO Carey Lykins is a two-time graduate of Kelley Indianapolis.

Best Practices

- The Kelley School of Business Indianapolis presented the 2010 Access Award to CIK Enterprises in November 2010. The local printing and marketing company was honored for providing continued involvement and guidance to Evening MBA students who participate in the Discovery, Innovations and Ventures Enterprise (DIVE) program. Through these types of interactions, students get an understanding of the challenges and cultures associated with startup businesses and are allowed to critically analyze issues facing the company in the future. <http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=580>
- Online teaching technologies helped many courses at the Kelley School of Business Indianapolis continue as scheduled during a February ice storm that shut down the entire IUPUI campus. Kelley instructors used a range of **information technology** to allow instructors and students to communicate and interact through video presentations, spreadsheets, presentation software and other high-tech tools. Faculty and students were thankful the technology was in place, and both faculty and students were well versed in how to use the systems during the crisis. <http://www.kelley.iupui.edu/ea/newsroom/news.cfm?storyID=606>
- In an effort to reach and engage more alumni connected to Kelley Indianapolis, the school created the Young Alumni Council, which met for the first time in January 2011. More than a dozen new alumni comprise the council, which will work on professional development, educational and social opportunities for the many alumni who live in the Indianapolis area. <http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=604>
- Academic advisors Maureen Kinney and Jamie Clougher were selected by the National Academic Advising Association to present at the association's national conference, where they spoke about the school's business learning community. Fondly known as the "Road Trip" course, X103 immerses first-year students in leadership activities, visits with local companies and a **community-based** service project. The course provides first-hand exposure to work environments and industries connected to majors in the school. Kinney and Clougher shared **best practices** and resources to help other universities establish similar programs at their own institutions. Kinney also serves the school as director of undergraduate programs.

External Awards and Appointments

- Marjorie Lyles, professor of international strategic management and the OneAmerica Chair in Business Administration, became the first Kelley Indianapolis faculty member to receive the John W. Ryan Award for Distinguished Contributions to **International Programs** and Studies. She is recognized for building **international partnerships** and developing hands-on learning experiences in global markets. <http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=641>

- *U.S. News and World Report* has ranked the Kelley Evening MBA program one of the top, part-time programs in the country. The program ranks 11th nationally, fifth among public universities and first among part-time programs in the state. No other part-time MBA program in Indianapolis ranks in the top 100.
<http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=618>
- Competing against both undergraduate and **graduate**, MBA-level students from universities across the world, five undergraduate business students finished second in the profit round of the global Capsim Simulation Experience. The exercise simulates an eight-year business cycle where students direct the strategy, finance, production and marketing methods to help the business thrive. This is not the first time undergraduate students have fared well against **international** talent; more than half the Kelley Indianapolis teams rank each year in the top 10 percent of all participants. <http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=646>
- The Kelley School of Business earned a first-place finish in the annual Kelley-Krannert Business Case Competition held in October 2010. The winning team hailed from the Kelley Bloomington campus and was one of three Kelley teams to make the final round. The team from Kelley Indianapolis took home the second-place award. The competition asks students to analyze a business situation for a company, formulate an appropriate response and enact solutions beneficial to the company. They were given less than 24 hours to complete the process.
<http://www.kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=573>
- Robert Grimm, clinical associate professor of management, was appointed to the board of directors for the Cornea Research Foundation. Grimm will serve as a guide as the board seeks to raise funding for research for cornea transplant technology. He is the recipient of two cornea transplants himself. Grimm also serves as president of the Indiana 4-H Foundation, for which he leads **fund-raising** and **development campaign** efforts to support 4-H programming across the state.