

Kelley School of Business Indianapolis
Annual Report Highlights
2011-2012

Teaching and Learning

- The Kelley School of Business was reaccredited by the American Association of Collegiate Schools of Business (AACSB). AACSB International is the premier agency granting accreditation to business schools worldwide. AACSB accreditation ensures that business schools manage resources to achieve a vibrant and relevant mission, advance business and management knowledge through faculty scholarship, provide high-caliber teaching of quality and current curricula, cultivate meaningful interaction between students and a qualified faculty, and produce graduates who have achieved specified learning goals.
<https://www.aacsb.net/eweb/DynamicPage.aspx?Site=AACSB&WebKey=5E69A86E-6455-457E-A159-D89A31C7FF73>
- A group of Evening MBA students travelled to China as part of a course that allows them to work as consultants for a Chinese company seeking a solution to a business issue. Marjorie Lyles, professor of management and international business, led the group in the 10-day visit of the country. She also took six Evening MBA students to South Africa in March 2012 to learn about emerging economies first-hand by visiting Capetown and Johannesburg, where they met with business, government and community leaders to discuss doing business in South Africa.
<http://kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=730>
- Associate Professor of Accounting and Katz, Sapper & Miller Faculty Fellow William Kulsrud was selected by the international accounting firm Deloitte and Touche LLP to teach a month-long program in Hyderabad, India. Kulsrud was one of only ten professors nationwide chosen for the program, in which he taught the fundamentals of US tax law to hundreds of Indian students so that they may better serve international partners.
- Through a partnership with the International Leadership Association, the IU Randall L. Tobias Center for Leadership Excellence examined key turning points in the careers of leaders in business, education and politics using an oral history methodology. Of particular interest is leadership during times of crisis. As more stories are gathered, the histories will be examined for commonalities and differences. <http://www.tobiascenter.iu.edu/oralhistory/>
- Kelley undergraduate students shared a lesson in negotiations with business students at Indiana State University. Using a three-dimensional virtual environment called Second Life, ISU students acted as the sellers and Kelley students the buyers in a virtual negotiation exercise, the goal of which was to arrive at the best deal for the procurement of a fictitious product. Peggy Daniels Lee, clinical assistant professor of operations and supply chain management, is an avid supporter of the educational benefits of technology. Without face-to-face interaction, students were challenged to arrive at a win-win solution.
<http://www.indstate.edu/news/news.php?newsid=2993>

Research, Scholarship and Creative Activity

- Kelley marketing professors Anthony and Dena Cox presented their research on the “self-prediction effect” on consumer behavioral responses at a conference at Utrecht University in the Netherlands. They delivered their insight to a group of researchers at the Utrecht Psychology

Department's Self-Regulation Lab. Their research deals with how the likelihood of healthy behaviors increases when people have been asked to predict how they might behave in a hypothetical situation. <http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=671>

- Associate Dean of Indianapolis Operations Philip L. Cochran presented three lectures on various leadership values displayed by Sir Ernest Shackleton, whose 1914 journey to the South Pole was the subject of an exhibit at the Indiana State Museum. *The Endurance: Shackleton's Legendary Antarctic Expedition* ran for four months and Cochran's lectures included topics such as leadership vision, building the right team and maintain morale. Having a local university as a contributing sponsor to an exhibit is rare for the museum, but the content of the exhibit fit perfectly with qualities developed by Kelley students, who came to hear Cochran's lectures. <http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=672>
- Associate Professor of Accounting William Kulsrud celebrated his 30th year of publication, editing and co-authoring three textbooks on taxation. These books have been adopted at schools across the country: *Individual Taxation; Corporate, Partnership, Estate and Gift Taxation* and *Federal Taxation*.
- Professor of Operations Management Barbara B. Flynn took two undergraduate students to the 2011 Decision Sciences Institute Annual meeting in Boston in November to present their research on consumer perceptions of product recall strategies.

Civic Engagement

- Kelley students gave new meaning to civic engagement by conducting a marketing plan for the Homeward Bound 2011 annual walk and demonstration to raise funds to fight homelessness in Indiana. Senior students in Professor Kim Saxton's marketing strategies class researched the target audience and designed effective promotions in order to gain corporate sponsorship and community support. With just a few days before the event, the student-run campaign raised more than \$40,000 to combat homelessness. The experiential learning opportunity gave students indelible insight into the non-profit sector. <http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=682>
<http://magazine.iupui.edu/12Spring/impact/hope.shtml>
- Kelley partnered with the NFL and the 2012 Indianapolis Super Bowl Host Committee to deliver a series of business development workshops designed to educate, engage and empower local business leaders as part of the NFL's Emerging Business Program. Presenting seminars on subjects including social media marketing, entrepreneurship and cost reduction were: M. Kim Saxton, clinical associate professor of marketing; Kim Donahue, senior marketing lecturer; Curtis Wesley, assistant professor of management and entrepreneurship; Todd Saxton, Indiana Venture Center Faculty Fellow and associate professor of entrepreneurship and Barbara Flynn, the Richard M. and Myra Louise Buskirk Professor of Manufacturing Management.
- The IU Randall L. Tobias Center for Leadership Excellence sponsored several leadership initiatives during the academic year. A military leadership exercise at Camp Atterbury in spring 2012 gave Hoosier Fellows lessons in adaptive leadership. 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.

- Evening MBA students played a key role in the launch of a new restaurant concept by local business Hubbard and Cravens Coffee and Tea Company. Kelley students created a unique marketing and promotional plan for the company's newest venture to use customer-specific data to position the business as a desirable eatery after nearby events. They completed a marketing analysis, budgets and integrated marketing communications plan to leverage the strong brand and establish its new identity. Student teams presented their findings and recommendations to the company in December 2011. <http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=678>
- Kelley students volunteered with Indy's Campaign for Financial Fitness, helping prepare tax returns for the 2012 tax season and providing real-life experience to students studying accounting or tax. ICFF has partnered with Kelley to provide talented students an opportunity to give back to the community and help the campaign, whose goal is to help Indianapolis residents and their families manage their finances through education and targeted programs. <http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=674>
- Kelley finance and marketing student Gagan Dhillon spearheaded the innovation and mobile engagement efforts for new technology startup Cause.it. The smartphone online application functions as a central hub for non-profits to recruit volunteers and raise support for their cause. Indianapolis Mayor Greg Ballard already signed on to support Cause.it as part of the city's Engage Indy campaign, and similar discussions are underway in cities such as New York City and Chicago. <http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=684>

Diversity

- Darrell Brown returned to Kelley Indianapolis as the new director of the school's Office of Student Diversity. Having served as a Kelley faculty member from 2003-2010, Brown returned to the school to increase diversity initiatives for the recruitment of minority students, both internally and externally. Brown has experience in diversity training for large corporations like Kroger as well as local organizations like the Indiana Blood Center. He plans to initiate prospective student programs such as college days, student ambassadors and overnight stays at the Kelley House. <http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=693>
- This was the first year that Kelley Indianapolis independently sponsored the Indiana Black Expo. The school supported the Black Business Conference, which offered networking opportunities to give minority- and women-owned businesses the tools and resources to thrive in a competitive marketplace. Kelley staff, alumni, faculty and student volunteers staffed the Kelley booth during the Expo, speaking on behalf of both campuses to potential students and parents.
- Undergraduate Travis Gwyn was selected to be one of only 14 students from all IU campuses for an internship at the University of Sydney, Australia. This offered the finance and international studies major the opportunity to experience a nation and culture experiencing significant growth. After completing a very competitive process of interviews, qualifications and recommendations, Gwyn had to be accepted separately into IU and the University of Sydney. Gwyn, who became a licensed realtor at age 18, transferred to Kelley Indianapolis after two years at Ivy Tech Community College. <http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=675>
- 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, two students from France visited Kelley Indianapolis and attended business courses.

- Kelley Professor of Operations Management Barbara B. Flynn took two Kelley undergraduate students to the 2011 Decision Sciences Institute Annual Meeting in November 2011 in Boston, Massachusetts to present the results of their research in product development.

Best Practices

- The Kelley Indianapolis Undergraduate program continues to expand its offerings of hybrid I-Core with the conversion of the evening section to a hybrid model.
- Now in their tenth year, the Kelley Women's MBA Alumni Advisory Board kicked off a personal branding series. With a goal to connect female students and alumnae while teaching valuable professional lessons, WMBA completed two branding events: "Define Your Brand" and "Your Image Inside, Out." The events were very popular with both alumnae and students, offering everything from creating your own brand and developing your 30-second elevator speech to image consultation and understanding behavior assessments.
<http://kelley.iupui.edu/ea/newsRoom/news.cfm?storyID=728>
- Since its launch, the newly minted Young Alumni Council spent its first year beginning work on professional development, educational and social opportunities for the many alumni who live in the Indianapolis area. The group served as young professional panelists in X103 and X320 courses and represented the school at school and community events. Additionally, they volunteered for a number of student events and served as alumni mentors to Kim Saxton's marketing strategy class. The YAC also assisted recruitment with a prospective direct admit calling session. These alumni celebrated graduating students with Creating Connections events.
<http://youtu.be/NfPvY6piGi4>
- A new program through the Center for Research and Learning's Innovation-to-Enterprise-Central (ITEC) took advantage of IUPUI's academic diversity by partnering undergraduate Kelley School of Business students with Purdue biomedical engineering students from the School of Engineering and Technology to bring a faculty member's patent to market. The group investigated various routes to bring to market IU School of Medicine Vascular Surgeon Dr. George Akingba's dialysis invention. <http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=721>
- Online teaching technologies helped many courses at the Kelley School of Business Indianapolis continue as scheduled when the campus shut down during Indianapolis Super Bowl XLVI. 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 able to continue teaching and learning without interruption.
<http://www.kelleybizblog.com/blog/kelley-leadership/kelley-classes-continue-through-super-bowl/>
- Here at Kelley Indianapolis we prepare students to move from evolving scholar to skilled professional. To facilitate that transition the school offered a Backpacks to Briefcases event last spring to offer students insight into how to maximize each year and resource available at the business school. Kelley faculty and staff offered several stations at the event to teach students about financial planning, academic programs, career planning, campus involvement and a "Chat with the Chiefs of Kelley," where students could directly engage with Kelley faculty leaders.
- For academic year 2011-2012, the Career Planning Office (CPO) provided students with more opportunities to connect with employers. Through strategic marketing, the CPO saw a 32% increase in internship and a 27% increase in full-time job postings compared to the previous

academic year. The Career Planning Office in conjunction with the Kelley School of Business Indianapolis Student Government also increased employer participation in the Kelley Career Fair by over 61% with 63 employers in attendance.

External Awards and Appointments

- Kelley accounting professor John Reed Smith received a Fulbright grant to improve the school's MBA program in Croatia. For eight years professors from both campuses of the Kelley School of Business have taught in a U.S.-style MBA program at the Economics Institute of Zagreb. The school needed stronger ties between its research and teaching missions so Smith applied for and was named a Fulbright Specialist Grantee to work as visiting staff during summer 2012 to find ways to integrate the two missions.
<http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=726>
- Competing against both undergraduate and MBA-level students from universities across the world, two teams of undergraduate business students finished at the top in two categories of the global Capstone Simulation (Capsim) Experience. Over four hundred teams compete in the global exercise, which simulates an eight-year business cycle where students direct the strategy, finance, production and marketing methods to help the business thrive. The top Kelley teams ranked first in the return on equity and return on assets rounds. 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.
- Longtime faculty member Bill Kulsrud, associate professor of accounting, was named the inaugural Katz, Sapper & Miller Faculty Fellow. The largest Indianapolis-based accounting firm notes that 19 of its 34 partners are Kelley graduates and at least 17 more Kelley Indianapolis graduates have joined the firm since 2005. A Kelley faculty member since 1979, Kulsrud was inducted into the IUPUI Intercollegiate Athletics Hall of Fame for meritorious service for his efforts to move the school's athletics into Division 1. Kulsrud also serves as the faculty chair of the Master of Science in Accounting (MSA) and Master of Science in Taxation (MST) graduate programs. The latter is the only one of its kind in the state.
<http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=669>
- The Indianapolis Bar Association Hall of Fame inducted Kelley Master of Science in Taxation (MSA) 2012 graduate, Oni Harton. The organization recognizes members who volunteer their time for the association's Ask a Lawyer and Hospice programs. Members like Harton give more than \$2 million worth of their time each year.
<http://kelley.iupui.edu/ea/newsroom/news.cfm?storyID=724>