

R2R

The newsletter for the staff & faculty of the Rotman School of Management

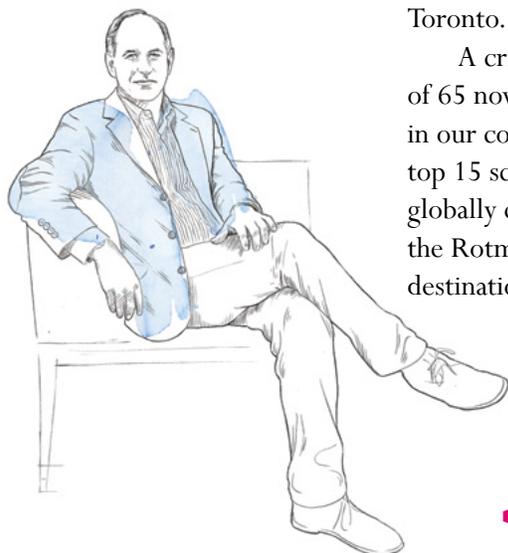
March 2 2011. 1. 1



SCHOOL STRATEGY

Welcome to the first edition of our new staff and faculty newsletter. With the opening of the new Rotman building just over a year away, I would like to take this opportunity to comment on our upcoming expansion plans. Much to my delight, the construction site to our south is looking more and more like a building every day. As I watch our new home come into being, I am reminded of just how fortunate we are to have use of the property beside us. The allocation to the Rotman School of 'site 11' (in U ofT parlance), negotiated during my reappointment as Dean six years ago, provides a rare opportunity for a full-scale expansion on a contiguous site. Since the addition is fully integrated with our existing building we will be able to bring all of our graduate programs, research institutes and offices under one roof. The result: a greater opportunity for collaboration, a stronger sense of community, and new access to state-of-the-art spaces. The planned 400-seat event box, for example, will enable us to build on our growing reputation as a significant content provider and thought leader. The Rotman expansion is key to our continued effort to build a globally relevant, world-class business school at the University of Toronto.

A critical component of that effort is the expansion of our MBA cohort, from 4 sections of 65 now, to 5 sections by 2014-15, and 6 sections by 2017-18. With just under 400 students in our core MBA program, Rotman will be in the same category as Stanford, Sloan and Stern – top 15 schools with the kind of reach and throw-weight in recruiting that we need to be truly globally competitive. This slow migration upwards to a relevant size and scale will position the Rotman School as an important supplier to global firms, and an increasingly attractive destination for ambitious and innovative students from around the world.



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the best way to describe how it feels to be here today is

THINKING with WINGS

Thi Khuat, MBA candidate and participant in DesignWorks' Business Design Bootcamp > watch the video on RotmanTV

MBA Research Ranking: 2011 - 16, 2010 - 11, 2009 - 20, 2008 - 18 | EMBA Research Ranking: 2010 - 13, 2009 - 15, 2008 - 17, 2007 - 15 | Executive Education New Skills & Learning Ranking: 2010 - 11, 2009 - 20, 2008 - 12, 2007 - 16

INTRODUCING

Everyone agrees that Rotman has some of the best faculty in business education today. For the past four years, the *Financial Times* rankings have placed them in the top 20 for **Research** and **New Skills & Learning** in the Global MBA, EMBA, and Executive Education portions of the rankings.

Another big indicator of how accomplished our faculty members are? The number of awards they receive. From lifetime achievement awards to industry-specific accolades, and research grants, their contribution to creating management knowledge is outstanding. We've created a new section of the Rotman website to showcase these terrific achievements. You'll find it in the **News + Events** section, under – you guessed it – the aptly titled **Faculty Awards and Honours** page.

When you have a chance visit www.rotman.utoronto.ca/news/awards.asp for a listing of awards won by faculty members since January 2010.

Keith Ambachtsheer: Award for Professional Excellence from the CFA Institute
John Hull: Lifetime Achievement Award from *Risk Magazine*

NEW INITIATIVES

Laura Wood, Director for the new International Programs and Services Office (IPSO), and her team have been working some new programs and initiatives. Here's a snapshot:

- **MBA Pre-Program Assessment** Students take a set of non-credit online tests before they start the Pre-Program in August, providing them and us with feedback and insight into where they could improve their skills before embarking on their MBA.
- **English Proficiency Program** An intensive English bootcamp has been designed for outstanding MBA candidates who are non-native English speakers. Successful completion of the program will give candidates the English requirements they need to meet the U of T English facility requirements.
- **International Consulting Projects** The IPSO, in partnership with various companies in Canada and overseas, has developed an internationally-focused independent study project. Students conduct an in-depth study of a specific country or region under the supervision of a faculty member.
- **Doing Business Internationally (DBI) Intensive Program** Offers a hybrid international experience – containing aspects from both the International Exchange Program and the International Study Tours. Based at one of Rotman's international partner schools, DBI is an intensive course that focuses on how to do business in a specific country.

For more information on the IPSO visit: www.rotman.utoronto.ca/intlExperience

REMINDER

14th Century Gothic catherdrals are filled with Books typed in the font Antiqua.

A fact you may not know is that Antiqua typefaces (there's more than just Book Antiqua) were designed between 1470 and 1600. The series of fonts were modelled on a synthesis of Roman inscriptional capitals and Carolingian writing. Century Gothic is a geometric sans-serif typeface designed for Monotype Imaging in 1991 and was modeled on the highly successful Futura font. Futura was designed in 1927 – the same year the Faculty of Management was created at U of T. Together, the two represent a lovely combination of old and new.

All this to say: Please remember to use Century Gothic as the text for all your headlines, leading text or stand alone text & Book Antiqua for any body text or informative text.

I hope this helps you remember.

GIVING BACK

"Many people in the community have great ideas for businesses but are unsure of how to put their ideas in action."
-ANN ARMSTRONG, DIRECTOR ROTMAN SOCIAL ENTERPRISE INITIATIVE & ACADEMIC DIRECTOR OF THE SMALL BUSINESS PROGRAM

Did you know Rotman offers a program for budding entrepreneurs free of charge? And we've been doing it for six years! The **Small Business Program for Residents of Regent Park and Neighbouring Communities** has been helping potential entrepreneurs who have a business idea but lack the knowledge and resources to develop a structured business plan and pitch it to potential investors.

The program runs Tuesday and Thursday evenings for the month of April. Participants get the opportunity to learn from faculty members and industry experts – presenting their ideas and getting immediate feedback, helping them to transform their business ideas into reality.

One of the key features of the program is that it is completely *pro bono*. Everyone involved – Rotman faculty, guest speakers and administrative staff – has volunteered their time to make the program possible. This year the program has been able to secure a record number of sponsors, including: Enterprise Toronto, United Way, YMCA, Canada Business Ontario and others.

If you'd like to learn more or even volunteer, please contact Peter Scott, who has been the program's long-time champion: peter.scott@rotman.utoronto.ca.

COMPETITIVE ANALYSIS

"The idea of design as a visual or formal practice – what things look like – is no longer the greatest potential of design. Design is the method of producing desired outcomes, whether that outcome is a process, an event, a form of governance, an educational experience, or an object. ..We live in a designed world, and we need to design the world in new ways to meet the needs of an ever-increasing population in a sustainable way." -BRUCE MAU, MASSIVE CHANGE NETWORK

Business Design™, trademarked by Rotman in Canada, is an idea championed by Roger Martin, Heather Fraser and the DesignWorks team. Many business schools around the world are bringing design into their curricula, while business is being incorporated into design schools. Here is a quick overview of some other schools also exploring business design.

Parsons The New School for Design New York Have a undergraduate degree in design and management, and are developing a Design Business Management Masters of Science for the Fall, 2011. www.newschool.edu/parsons	Haas School of Business University of California, Berkeley Business programs offer courses in design as strategy, design thinking, and labs in innovation and technology. www.haas.berkeley.edu	Rhode Island School of Design Providence Has a partnership with MIT's Sloan School to work on product development and business models. www.risd.edu	Stanford Graduate School of Business, Palo Alto Developing knowledge in design thinking into some of their entrepreneurial, and other, business courses. www.gsb.stanford.edu	A nice overview of business and design schools is found at Bloomberg Businessweek 
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Scan to get there on your mobile phone or do it the old fashioned way and visit: www.businessweek.com/magazine/toc/06_41/B40040641dschool.htm

MASTHEAD

Thank you for voting! R2R beat out Rotman Thread as the official name of the newsletter – 61:21

As the editorial board for R2R we represent diverse areas of the School. If you're interested, please join us. We are: Monica Bodurka, Courtney Brownell, Pym Buitenhuis, Steve Bujas, Sharon Doopan, Rummy Gill, Kamila Grigo, Claire Gumus, Ann Henhoeffler, Jan Kloosterhuis, Ron Levy, Sasha Lucas, Kimberley Neutens, Simone Paget, Lynda Paterson, Deanne Saunders, Kimberly Silk and Stephen Watt.

Is there something you want to tell us or do you have a question you want answered?
Are you involved in something really interesting, know something that could come in handy or just have something to share? Let us know! Conversely, if you want a question answered send it over, we'll do our best to find it. Call, email or drop by: Courtney Brownell, courtney.brownell@rotman.utoronto.ca, 416.978.8056, Room 316 Rotman Central

FUN

WHERE'S THE R? It's hidden somewhere in this picture.

