May 2013

As the academic year comes to a close, I offer my congratulations to the Class of 2013. As I look back, our students, faculty and staff have made amazing accomplishments.

At Binghamton, we are proud of the quality of education we deliver - and others take note. Recently, Bloomberg BusinessWeek ranked the School of Management 4th on its list of the Top Undergraduate Business Schools for return on investment (ROI is $10.23 of salary earned for every dollar of tuition spent). In addition, the publication ranked us 25th among public undergraduate business schools. On the graduate side, our MBA program received its highest rankings ever from U.S. News & World Report, which listed it at 47th among public institutions. These rankings reflect the success of our students and alumni.

This year, our students have had unprecedented success in experiential learning competitions at the regional and national levels. Our Binghamton team placed first nationally in the Ernst & Young "Your Vision, Your World" competition, and, for the second year in a row, one of our teams was one of five national finalists - out of about 500 teams - that competed in the PricewaterhouseCoopers xTAX competition. In addition, our chapter of ENACTUS won the Northeast regional competition and advanced to the national finals.

This year ZenithOptimedia, one of the largest media firms in the country, engaged student teams from Binghamton in developing media strategies for two products. When the finalists pitched their media plan to ZenithOptimedia's senior leadership, CEO David Penski '97 offered them jobs on the spot because they had made the best presentation he had ever seen.

We continue to develop programs that challenge outstanding students and respond to the demands of the marketplace. For example, leading companies in the business world are increasingly using big data to make decisions, so this fall we will offer a business analytics focus in our MBA program. In fall 2014, we will introduce the business analytics focus to undergraduates, making us one of the few schools in the country to offer this opportunity at the undergraduate level.

Our introduction of new teaching formats that leverage technology will also keep our students engaged and make the most of our professional connections in New York City. As part of our new tax concentration, professionals from PwC and E&Y will offer specialized classes in International and Transactions Tax using video-conferencing facilities. Our freshman class will now have an option to learn Excel and Statistics, either via online self-paced modules or in the
traditional classroom setting. We also plan to offer a seminar series that engages thought leaders in their respective fields with our students via video-conferencing.

A few weeks ago, our school sponsored the 26th annual Abraham J. Briloff Lecture on Accountability and Society. David Sloan Wilson, distinguished professor of biological sciences and anthropology at Binghamton University and director of the campus-wide evolutionary studies program, was the featured speaker. We were very pleased that Professor Briloff, the Presidential Professor of Accounting and Ethics at Binghamton University, was able to join us for this event.

I hope you share the sense of pride that I feel in reflecting on the past year and the strides we are making as we move forward. Thank you for your support of the School of Management. I hope you will choose to continue to invest in us. Have a wonderful summer!

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