

April, 2004

The MBA Program

It took a lot more than good luck to settle the West. You had to be quick, adventurous and inventive. You had to recognize opportunity when it knocked, and search around for it when it didn't. And the only thing that stood between you and catastrophe was how well you managed risk.

We think those skills still come in handy in today's business world. That's why we built our graduate business programs to emphasize leadership, innovation, creative thinking and global understanding – values synonymous with the Northwest.

Our MBA program was designed and is delivered based upon three guiding principles.

Guiding Principle #1: *A true leader knows when to lead...and when to follow.*

We were told by employers and

entrepreneurs that great technical skills in business (i.e., marketing finance, etc.) were necessary but were not sufficient to be successful in business. A successful leader needs to have the technical skills and the ability to use these skills to communicate, influence, lead and think. We are committed to the student's leadership development. That is why we are the only program in the Pacific Northwest that has a full-time MBA coach to work with students on developing their leadership skills.

Guiding Principle #2: *Outsmart. Out-sweat. Out-think.....because the future is filled with innovation.*

You need to master the basics. Many MBA programs will provide you the basics from the standpoint of managing a business. Our belief is that in today's business, the basics include innovation. Regardless of the size of your organization or your role

within an organization, understanding the role of innovation is critical for your long-term success. Thus, our core MBA program will make sure that you have the necessary technical and foundational skills to start, develop and lead innovation within business organizations.

The MBA faculty are made up of a group of individuals who have been educated at the top business schools and whose full-time job is to provide you with the very best educational experience possible. You will find the courses challenging and you will need to invest a great deal of sweat equity in your development. However, when you are finished you will have the necessary skills to out-think the competition.

Guiding Principle #3: *The catch 22 exists everywhere but here.* More on this guiding principle in the next newsletter.

Business Connections Spotlight:

John V. Harker, Chairman, President and CEO, InFocus Corporation

Maintaining connections with the local and regional business community is extremely important for any business school. There are many things that these connections provide, including advice regarding curriculum and internship/job opportunities for graduates. The School of Business Administration (SBA) at Portland State University maintains several advisory boards. The Business Advisory Council (BAC) is a group of senior business leaders from the Pacific Northwest that meet regularly to provide their advice and input into the direction of the SBA.

We would like to spotlight the current chairperson of the BAC, John Harker, Chairman, President and CEO of InFocus. Mr. Harker has been President and CEO of InFocus Corporation since April 1992, and was appointed Chairman of the Board in 1994. From 1984 to 1992, he was Executive Vice President and a member of the Board of Directors of Genicom Corporation, a manufacturer of computer printers. Before that, he served as Senior Vice President for Marketing and Corporate Development of Data Products Inc. (1982-1984), and as Vice President and partner of Booz-Allen & Hamilton (1979-1982). He has a BS from the University of Colorado.

Faculty Spotlight:**Donna Philbrick, Ph.D**

Donna R. Philbrick, CPA, has an M.B.A. and Ph.D. from Cornell University. Dr. Philbrick

teaches courses in financial accounting and financial statement analysis at the graduate level. Dr. Philbrick has taught at several universities

including the University of Chicago and Duke University. She has just returned from her sabbatical where she spent the past year teaching and researching at Duke University. Her primary research interests are in the areas



of financial analysts' forecasts and securities litigation. Her articles have appeared in such journals

as *The Accounting Review*, *Journal of Accounting Research*, *Journal of Accounting and Economics* and *Contemporary Accounting Research*. Dr. Philbrick is

also an Associate Editor of *Accounting Horizons*, a leading academic accounting journal.

Course Spotlight:**Accounting 511
Financial Reporting**

Have you looked at a financial statement and wondered what you were looking at? Sure you might understand the basics but what do these statements really tell the user about a business enterprise. Accounting 511: Financial Reporting will provide you with the background and depth to begin to understand the complexity of financial reporting. Understanding and analyzing the numbers, the footnotes, and other financial disclosures are some of the key takeaways. With all of the scandals in the news over the past year, a deep understanding of financial reporting is a necessity.

**Graduate
Open House**

**Wednesday,
April 14, 6pm**

Scholarship Opportunities for 2004-2005

Portland State offers a number of scholarships for new and current graduate students, ranging from \$2,000 per year to full tuition remission. In particular, the PSU Laurels Graduate Tuition Remission scholarship is a significant opportunity for a PSU graduate student to receive full tuition remission, and its deadline is April 15.

Information and applications for these scholarships may be found at the PSU Graduate Studies website at http://www.gsr.pdx.edu/ogs_funding_scholarships.html

Also, the School of Business at Portland State University still have some scholarship opportunities available for the 2004-2005 academic year. One such scholarship is the Ames Scholarship. It is a significant way for PSU business students with an

interest in technology to receive full tuition remission, and its deadline has been extended to April 16.

Be sure to check out <http://www.sba.pdx.edu/resources/scholarships/index.html>.

Good News!

We have recently been informed that the Portland State University MBA program has been selected to appear in the 2005 edition of *The Best Business Schools* published by The Princeton Review. This publication will appear September of 2004. Unlike other listings of business schools, this publication considers evaluations provided by current students of the program.

Events**Graduate Open House**

Wednesday, April 14, 6:00—8:00 pm
SMSU Browsing Lounge (SMSU 238)

Open to all people interested in pursuing a graduate business degree from Portland State University.

To find out more about this event, please contact Pam Mitchell, pamm@sba.pdx.edu.