

# ACCESS

## Real World Business Opportunity.



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### “LIVING EXPERIMENTS” ACCELERATE STUDENT PREPAREDNESS, CONTRIBUTE TO INDIANA ECONOMY

#### FEATURE ARTICLE

**“Delivering relevant, real-world business education”** depends on a variety of factors. Faculty members who are eager to innovate and students who are willing to engage are two of the most fundamental. Both are plentiful at Kelley Indianapolis. Often all that’s required to turn an idea into a firsthand “living experiment” is an investment—one that in the long run benefits both the state’s business community and economy.

“More than 70 percent of Kelley Indianapolis graduates stay in the state and work in Indiana businesses,” says Cherí O’Neill, director of development for Kelley Indianapolis. “Enhancing students’ education with practical, hands-on experiences they can apply in the workplace ensures a more highly skilled workforce and contributes to a stronger Indiana economy.”

O’Neill says bringing such living experiments to fruition usually requires outside financial support. Described below are some of the programs for which Kelley Indianapolis currently seeks funding.

#### **MBA International Experience—China in Transition**

Unequaled among MBA programs nationally, Kelley Indianapolis’ China in Transition program transports students beyond the classroom and into the realm of international business. Together with students from a Chinese university, Kelley MBA students conduct a live business-consulting project for a state-owned Chinese enterprise.

Students begin the project with extensive study of the client’s industry and relevant issues. Training in Chinese culture and business practices prepares students for the course’s second phase: an intensive, 10- to 14-day on-site study. The experience, which culminates in a bilingual presentation to the client, immerses Kelley MBA students in issues facing businesses of all types as China transitions from a command economy to a market economy.

“China in Transition is unique among the top business schools in the country in that it combines a real consulting project with immersive, on-site study in a foreign country,” says Marjorie Lyles, OneAmerica Chair in Business Administration and professor of international strategic management. “Students participating in this program gain valuable experience in conducting business outside the United States and extensive knowledge of issues faced by firms operating in emerging countries.”

A prototype from which Kelley Indianapolis will develop other international outreach programs, China in Transition not only benefits students and Kelley faculty, but also serves as a valuable resource for Indiana companies looking toward international partnerships and emerging markets to create growth.

#### **Student Managed Investment Fund**

Raising finance education to a new level in Indiana, Kelley Indianapolis’ Student Managed Investment Fund (SMIF) seeks to

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Like “living experiments,” the Global Classroom—with its state-of-the-art teleconferencing technology—offers innovative learning opportunities for Kelley students.

provide Kelley students with real portfolio management and security analysis experience. This initiative is the first comprehensive partnership of undergraduate and graduate students in actual portfolio and security analysis and management.

Comprised of Kelley faculty members and students, a SMIF board offers oversight of and decision-making authority over investment proposals recommended by student investment teams. The teams base proposals on quantitative analysis and research of financial models, industries, and market sectors.

The fund's primary objectives are to preserve contributed capital and enhance the overall returns of the fund's portfolio. Additionally, any surplus generated through wise, student-managed investments is used to fund scholarships for Kelley students.

### **Indiana Center for Supply Chain Logistics**

With its long and distinguished history in transportation and logistics, Kelley Indianapolis is developing an experimental laboratory dedicated to supply chain control and management. This facility—the first of its kind in Indiana—is a unique venture, bringing to bear the intellectual capital of a top-tier business school to solve supply chain logistics questions facing companies throughout the state and nation.

The Indiana Center for Supply Chain Logistics will explore and verify the technical effectiveness and the management implications of new supply chain control technologies—such as radio frequency identification (RFID)—which are being developed to track and trace inventory. This laboratory also will showcase new technologies and serve as both a training ground for companies and a venue for teaching students how the new technology works and what its implications are.

In addition, the center will act as a catalyst, bringing researchers and companies together to learn from one another and develop insights and innovations to maximize the impact of new control technologies. The center plans to partner with Purdue schools and several Indiana companies, including FedEx, Roche Diagnostics, Eli Lilly and Company, The Finish Line, and Group Athletica.

To learn more about these and other Kelley Indianapolis fundraising priorities, contact Cherí O'Neill at (317) 274-2478 or [coneill@iupui.edu](mailto:coneill@iupui.edu).



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