

UNIQUELY UB:
KNOWLEDGE THAT WORKS

THE CAMPAIGN FOR
THE UNIVERSITY OF BALTIMORE

MERRICK SCHOOL
OF BUSINESS CASE
FOR SUPPORT

Uniquely UB: Knowledge That Works

THE CAMPAIGN FOR THE UNIVERSITY OF BALTIMORE:
MERRICK SCHOOL OF BUSINESS

The University of Baltimore's Merrick School of Business is a recognized leader in business and management education. We provide a rigorous learning environment with a student focus, a regional commitment and a global perspective. We achieve our mission by:

- delivering a relevant and innovative curriculum in partnership with the business community,
- attracting and supporting a recognized faculty who are committed to excellence in teaching and research,
- encouraging student, faculty and staff to engage in value-added service activities with business and the broader community, and
- adhering to our core values of teaching excellence, quality scholarship and community engagement.
- unveiling of a newly revised M.B.A. with greater focus on global; government, business and international economics; sustainability and corporate social responsibility; and project management,
- initiation of a new sustainability management specialization in the UB/Towson MBA program
- introduction of a new dean's speakers series that brings thought-provoking ideas to our campus and the Baltimore business community,
- enhanced opportunities for students to study abroad and develop their expertise through internships,

Serving more than 2,000 students, the Merrick School of Business is one of only a third of all U.S. business schools to hold AACSB-International Accreditation. The Association to Advance Collegiate Schools of Business is the professional accrediting body for business schools, and its mark of approval is a distinction that represents the highest standard of achievement in the field worldwide. Through rigorous and comprehensive peer review, this accreditation confirms our commitment to quality and continuous improvement.

Our record reflects our commitment to quality, as the Merrick School of Business strides forward with invigorated established programs and innovative new ones. Recent initiatives include the:

- launch of the region's only undergraduate program in real estate and economic development,
- launch of a new M.S. program in finance,

With your support for this Campaign, the Merrick School of Business will enhance learning opportunities for students, support the regional business community through new programs and initiatives, develop the skills of future global leaders, and attract and retain outstanding scholars.

Supporting Students – \$2 million

To sustain and expand our valuable student diversity and to provide opportunity to business students from across the economic spectrum, we must increase both merit- and need-based scholarships. Together, they boost both our access and institutional profile.

Merit-based scholarships reward academically talented students, who provide the intellectual spark for engaging discussions and elevate the level of all academic endeavors. As these bright students are in great demand, their choice to attend UB can be determined by a scholarship.



“The Merrick School of Business is well positioned to take the lead in education for a different kind of business climate, one that finds opportunities in a new age of social responsibility and economic challenge.”

Darlene Brannigan Smith, Dean



Need-based scholarships are increasingly in demand in this uncertain economic climate. Scholarship support is generally only one component of a student’s total financial aid package, and it helps make higher education affordable for those who would otherwise not have the opportunity.

Supporting Faculty – \$1.5 million

The Merrick School of Business professors are accomplished scholars and practitioners who bring real-world knowledge to the classroom, connecting theory to practice. Campaign support will ensure that we attract and retain the best faculty candidates.

PROFESSORSHIPS OR ENDOWED CHAIRS.

The business school has a critical need for additional faculty, particularly in the areas of accounting and entrepreneurship. Professorships in these areas would rely first on the state-designated salary—but to attract the best and brightest to these positions, UB will need to supplement the base salaries. This Campaign seeks such support. If so

inspired, a generous donor might wish to endow a named chair or professorship.

FACULTY RECOGNITION AND DEVELOPMENT.

Faculty members who are encouraged in their intellectual and professional growth infuse their teaching and research with energy and enthusiasm. A partnership with the Business Volunteer Network is creating faculty internships, which will help ensure that teachers remain on the leading edge of their respective fields. In addition, recognizing and supporting teaching and research excellence helps us build a superior faculty in the competitive national market. Income from an endowed fund can support salaries, research or innovative projects.

Strengthening Programs and Centers of Excellence – \$4.5 million

The Merrick School of Business creates innovative academic programs, pursues public and private partnerships, conducts applied research and provides local, regional and international business expertise to the greater Baltimore community. Our centers and programs serve as idea incubators and give students opportunities for real-world application of classroom content. This Campaign will strengthen established centers and add new capacities within the business school.

APPLIED FINANCE TECHNOLOGY LAB.

In conjunction with the rollout of our new Master’s of Science in Finance program, we are developing a state-of-the-art financial research and teaching center that bridges financial theory and practice. We are committed to creating an environment where academic theories are brought to life through real and simulated exercises. The lab will integrate technology into the learning experience, including financial and investment data, trading software and the advanced equipment available to corporate financiers and Wall



“The UB leadership is moving us forward with tremendous energy. Our enrollment is growing, and our facilities are expanding. Our students are committed and inspiring.”

Vernon Wright, MSB '69
Chair, Campaign for UB



Street traders.

ACCOUNTING HONORS PROGRAM.

This program will enhance UB's regional reputation by offering a select group of outstanding accounting majors the opportunity to participate in a progressive and enriched curriculum that incorporates active discussion of advanced topics. The program will provide challenging, stimulating and enriching opportunities, including small class sizes, customized co-curricular activities, and exceptional internship and full-time employment opportunities.

ENTREPRENEURIAL OPPORTUNITY CENTER (EOC).

As Baltimore has shifted from large corporate headquarters to small business and entrepreneurial enterprises, the Merrick School of Business has responded with expertise and assistance. Less than half of small businesses survive for more than four years after start-up—but when they receive coaching, the rate jumps to 87 percent. That difference is EOC's reason for being.

The center delivers coaching, counseling and support for new ventures in Baltimore. In addition to its hatchery and incubation program, the center offers an innovative Business Consulting Services program. Students employed as contracted consultants to area firms provide research, operational

and financial analysis, and business planning. To date, the EOC's outreach efforts have connected to more than 2,500 area professionals. With Campaign support, the EOC will :

- increase its support to student entrepreneurs,
- expand its coaching and support services to local companies, and
- enhance awareness of UB in the business community.

CENTER FOR GLOBAL BUSINESS LEADERSHIP (CGBL).

Creating sustainable value and global solutions is one of our greatest opportunities. To thrive in our 21st-century environment, the state of Maryland needs to prepare its business leaders, present and future, for a new and exciting world of global change and collaboration. Our aim at the Merrick School of Business is to enable students to become globally responsible leaders and to equip them with the knowledge, skills and competencies to succeed in this complex and dynamic environment. They will learn to respond to resource scarcity, a low-carbon economy and doing business in emerging markets; understand the business risks and opportunities of environmental and social trends; factor these trends into strategic decision making; and address the complex issues of sustainability and corporate social

How You Can Help

Our success at the UB Merrick School of Business increasingly depends on private financial support, and your gift is important. You can designate a gift for a particular business program or center. You may establish an endowed, named fund to honor someone or sponsor lectures and symposia. We would be delighted to discuss your ideas with you.

You can make a secure online gift now by going to UB's home page, www.ubalt.edu, and clicking on "Give to UB" at the top. Most donors make gifts and pledge payments by check, credit card or automatic bank drafts. Others, after consulting with their financial and tax advisors, take advantage of tax savings that come from giving appreciated stocks, shares of mutual funds or real estate. A growing number of alumni and friends incorporate gifts into their financial and estate planning.

Whatever means you choose, your gift will be warmly welcomed by UB and put to good use. Your generous support will strengthen the Merrick School of Business and ensure that future generations of talented, worthy business students will have access to this vibrant urban institution. Thank you!

responsibility.

With Campaign support, the Merrick School of Business will:

- develop a Global Sustainability and Social Enterprise Consortium,
- prepare an annual global activity report for Maryland businesses,
- expand educational programs and consulting services for Maryland businesses,
- organize conferences on issues related to globalization, sustainability and corporate social responsibility, and
- support faculty research projects with global partners.

CENTER FOR REAL ESTATE AND ECONOMIC DEVELOPMENT (CREED).

Never has the national debate been more ready to focus on issues of land use and development. As entire neighborhoods are shuttered from foreclosures, we need to analyze housing and commercial development within the center city/suburban/exurban configurations. We need to look at the successes and failures of "smart growth" policies, the opportunities inherent in microenterprise lending in our own nation and the creative partnerships that can renew communities using sustainable practices.

Given Campaign resources, the Merrick School of Business will develop a Center for Real Estate and Economic Development to serve as an educational and research center for these and related issues. It will:

- become a nexus for speakers, seminars, conferences and networking events,
- work with the Jacob France Institute to publish real data relating to commercial and residential construction, rental prices, sales, building permits, housing affordability, household income and population trends,
- participate in government and private research on economic development projects,

- analyze property tax effects and the impact of related public policy measures, and
- examine smart growth initiatives and other land-use issues.

JACOB FRANCE INSTITUTE (JFI).

The JFI is one of Maryland's most highly respected sources of research and statistical information for business and government agencies. The JFI's research and reports help ensure that policies and decisions are based on the most accurate and timely information. Key elements of the JFI's services include research focused on economic development, labor and employment trends, and outcome assessment of education and training programs. With Campaign support, the JFI will:

- produce and distribute the Business Climate Survey for Maryland, and
- continue its work with the Baltimore Neighborhood Indicators Alliance, a multi-institutional project to strengthen the city's neighborhoods and make them more livable.

SPEAKER SERIES.

At the Merrick School of Business, we seek to provide a forum for our students and the business community to reflect on current business trends and forge new tools for a changing business environment. To this end, we are establishing an annual speaker series, which will need ongoing support. To the extent that we can attract speakers with national and global reputations, we will enhance our reputation and visibility while providing valuable perspectives.

We are already off to a promising start, as *Muhammad Yunus* has agreed to speak at UB on social transformation. This 2006 Nobel Peace Prize winner is known for his innovations in microfinance and his observations on poverty and human resources. His work has had a positive impact on the lives of an estimated 31 million indigenous people.

Campaign at a Glance

PRIORITY	DESIGNATION	UNIT	GOAL
<i>Supporting Students</i>	Student Endowment: Need-based Scholarships	MSB	\$1,000,000
	Student Endowment: Merit-based Scholarships	MSB	\$1,000,000
<i>Supporting Faculty</i>	Professorships/Endowed Chairs/Development	MSB	\$1,500,000
<i>Strengthening Centers & Programs of Excellence</i>	Applied Finance Lab	MSB	\$1,000,000
	Entrepreneurial Opportunity Center	MSB	\$1,000,000
	Center for Global Business Leadership	MSB	\$500,000
	Center for Real Estate and Economic Development	MSB	\$500,000
	Jacob France Institute	MSB	\$500,000
	Accounting Honors Program	MSB	\$500,000
	Speaker Series	MSB	\$500,000
CAMPAIGN TOTAL			\$8,000,000