

**The W. A. Franke College of Business  
Northern Arizona University**

**General Info 2011**

**Administrators:**

Dean: Mason Gerety x7355

Associate Dean: Eric Yordy x5633

Assistant Dean and Director of the Center for Business Outreach: Wayne Fox x7323

Director of Development: Christopher Studenka x6362

Home page: <http://www.franke.nau.edu/>

Main telephone number: 928-523-3657

**Area Coordinators:**

Accounting: Craig Bain x7383

Computer Information Systems: Sury Ravindran x7380

Economics: Ron Gunderson x7358

Finance: Lisa Majure x7400

Management: David Albritton x7390

Marketing: Nita Paden x7376

MBA Program Director: Jane Thompson x7387

Undergraduate Students: 1,914 (includes pre-business, does not include HRM)

(1,991 → BAILS included) =these numbers are fall 2010- can be updated in the fall

Graduate Students: 30- expected for 11/12- these students have put down a deposit

Faculty: 55

Staff and Professionals: 44

**FCB Program Highlights**

**Bill Franke's Transformational Investment**

In May 2007, the college announced a \$25 million pledge to support scholarships, faculty development and program development including a Business Communications Center. The funds will come in over time and Mr. Franke is interested in leveraging his contribution, so alumni donations are still very important and are used to support students (see two examples below).

The **Executive Job Shadow Program** provides students an opportunity to "shadow" a successful executive (most often Franke College of Business alumni) for several days. Executives from various industries and areas in the U.S. and Latin America host these students and provide them with a meaningful opportunity to learn firsthand their daily activities. This program (in its 11<sup>th</sup> year) √ sent to Tracy Haney is funded through alumni contributions.

In the 2011 fall semester, FCB students have will again have the extraordinary opportunity to meet with Mr. Buffet. This will be FCB's fifth trip to Nebraska. In November 2010, FCB students had the opportunity to meet **Warren Buffett** and visit Berkshire Hathaway's headquarters. Warren Buffett hosts small groups of college students in Omaha where they tour one or two of his companies and have a two-hour question and answer session with Mr. Buffett.

**Student Managed Investment Fund (SMIF)** The student fund is a competitively selected group of finance students (mostly undergraduate) who manage a portion of the NAU Foundation's endowed funds as an investment portfolio. SMIF members attend an annual competition and symposium funded through alumni contributions. In the 2010-2011 school year, FCB's team placed first at the regional competition and advanced to the America's Regional Final in Omaha, Nebraska where they had the opportunity to meet Warren Buffett.

### **Green Building – Gold Certified**

In December 2007, the U.S. Green Building Council awarded the Franke Business College building a "Gold" certification. This is the second highest certification possible for sustainability, and awarded to less than 20% of all certified buildings.

### **For MBA alumni:**

Northern Arizona University accelerated master's in business administration (MBA) program has once again earned a spot on the Princeton Review's *Best 300 Business Schools* guide for 2011. Editors describe the school as offering outstanding facilities, a professional atmosphere, and a scenic backdrop. In the 2008 *Best 290 Business Schools*, the MBA program ranked in three top-10 categories: No. 4 for Best Professors, No. 9 for Best Campus Facilities, and No. 10 for Greatest Opportunity for Minority Students.

### **For Finance Area Alumni:**

In March of 2011, five FCB students attended the G.A.M.E. (Global Asset Management Education) Forum at Quinnipiac University. At the forum, students participated in a portfolio competition, attended panels with question and answer sessions, and had breakout sessions with investment professionals.

## **Suggested Contribution Designations**

**Friends of Faculty Development Fund (#5066)** This fund allows the dean to financially assist professors with training expenses, publications, and other research activities critical to relating current business innovations directly to real business situations.

**FCB Dean's Fund for Student Innovation (#4661)** - This fund is used to support student travel opportunities such as the Executive Job Shadow program, annual conference, and competition for the Student Managed Investment Fund.

### **Area Specific Funds and Scholarships**

*Accounting* - Larry and Barbara Gardner Remembrance (1489), Dick Houser Accounting Student Development Fund (1433), Michael S. Dishner Memorial (1123)

*Computer Information Systems* -- Mac Bosse CIS Scholarship (1314), CIS Area Scholarship (4018), Lorents Family Scholarship

*Economics* -- Economics Area Scholarship Fund (4371)

*Finance* -- Finance Area Scholarship (4931)

*MBA* -- Doris Patton MBA Scholarship Endowment (4804)

*Management* -- Charles W. Baldwin Management (4654), Management Area Scholarship (4311), Wilma Stricklin Scholarship (1444), Jack Dustman Memorial (Human Resource Related)

*Marketing* -- Marketing Area Scholarship (4312), Robert Williams Family Marketing Scholarship (5232)

**The School of Hotel & Restaurant Management  
Northern Arizona University**

**General Information 2011**

**Administrators:**

Executive Director: Rich Howey x1734  
Arizona Hospitality Research and Resource Center: Cheryl Cothran x2132  
Internship Coordinator and Recruiter Contact: Suzanne Woods x1610  
Director of Development: Christopher Studenka x6362  
Home page: <http://www.nau.edu/hrm>  
Main telephone number: 928-523-8346

Undergraduate Students: 875

Faculty: 18

Staff and Professionals: 4

**Recent HRM Changes**

Below is a brief summary of recent events. Please call Bradi Rhodes (523-8278) if they have additional questions.

HRM East (formerly The Inn at NAU) at Northern Arizona University's School of Hotel & Restaurant Management underwent its first major renovation in more than 20 years, adding classrooms and clinical lab space while supporting an innovative curriculum and experiential learning opportunities.

HRM was awarded a seven-year renewed accreditation in spring 2010 by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). This significant achievement was the result of a 12-month self-study process and a three-day intensive site visit by a team of commissioners. HRM originally achieved accreditation in 1995 and will be up for renewal in 2016.

Four Seasons Trip—the college worked with a member of the HRM Advisory Board to organize a visit to the Four Seasons headquarters in Toronto, Canada. 16 HRM students had the opportunity to meet with top-tier management, have a one and a half hour discussion/ questions and answer session with Four Seasons founder

- A similar trip to Hyatt in (location) is planned for the 2011-2012 school year

**HRM East Renovation – Facts at a Glance**

- Demonstration kitchen with 8 work stations (for up to 32 students) and full instructor prep area
- Demonstration bar/dining room with seating for approximately 36, with the capability of converting to classroom usage
- Front office and housekeeping lab with approximately 32 computer workstations. This room can be converted to a classroom.
- Mock-up hotel room students can use to experiment with room configurations
- Classroom seating approximately 56 students
- Classroom seating approximately 48 students

- Seminar room with flexible seating for 24
- Fireside student area with soft seating. This area could also be used for meetings. We will have a limited coffee bar with café-style seating as well.
- Four faculty and one adjunct faculty office
- LEED certified (sustainability measurement)
- Advising Center
- Connecting corridor to current Hughes building

### **HRM Program Facts**

- Top 5 in enrollment for hospitality schools nationwide
- Robust internship program; nearly 50% of 2010 graduating seniors completed an internship for academic credit
- Ranked highly among the top 100 hospitality and tourism programs in the world for research in the industry by *Journal of Hospitality and Tourism Research*
- 10% International student enrollment, significantly higher than the 4% University wide international student enrollment
- In February 2010, the NAU Chapter of the National Society of Minorities in Hospitality attended the National Conference in Indianapolis, IN. Advisor, Kathleen Krahn accompanied the ten student members who entered many competitions and had two officers running for positions on the National Board.
- Ranked 11<sup>th</sup> in the world for research, including graduate programs, across the globe.

### **Placement Rates**

- We have a 60% placement rate for our students seeking employment. This is an exceptional rate in the current economic situation.

### **Suggested Contribution Designations**

**HRM General Fund (4131)** - This fund is used to support student travel opportunities (see below for examples).

**HRM Scholarship (4132)** - These funds are used to support students by providing financial aid. The funds can be used toward tuition and toward internships such as those in Hawaii described above. ✓

What are some **examples** of how HRM has used their NAU Fund dollars in the past year?

- Professor Gary Vallen traveled with another 8 students to the Las Vegas Hospitality Week shows in the spring and another 30 students in the fall to attend the Global Gaming Expo, also in Las Vegas.
- HRM funded travel for four students from HRM's Club Management Association to the annual conference in Anaheim, California.
- HRM provided over \$60,000 in 2011 in much-needed scholarships for HRM majors, through annual fund support from alumni and industry leaders, as well as via endowed scholarships.