

Friday, January 16, 2009

Message from the Dean of the SBA

Transforming business education

With the business world constantly shifting, changing and adapting to new models, it has never been more important than now to make sure business schools educate students in the important theories of business, as well as in the actual application of those theories and development of related skills, including cultivating global understanding.

That means business education has to change as often as— or even more than — than the business world. It is also imperative to the success of our students and the world economy that the core foundation remains steadfast. The education our business students receive must equip them with the framework to adapt and operate in a business climate that evolves daily.

That is just what Oakland University's School of Business Administration is focused on through its efforts to lead the transformation of business education. Here, the transformation into a school that integrates education with real-world application and skills, and research with business needs of today and the future, while providing an overarching global perspective is well under way. And, it is something that has remained constant in SBA's 40-year history, as highlighted on our 40th anniversary Web site.

Key to the future of the SBA's continued transformation is the involvement and support of our alumni, partners and friends. That's one thing that makes the recent Alumni Challenge gift from the Elliott's and Stinson's so significant. By joining together to give the SBA \$500,000 through a challenge match that began November 1, and runs through October 31, 2009, their gift provides a match for every gift that comes to the SBA from any donor during that time. This strengthens the power of any gift to the SBA and offers an opportunity for all donors to be part of the school's transformation.

I invite you to join us in our goals to create a new understanding of business student education by sharing your insights, talents and treasures with the SBA as we work to bring minds together to address organizational issues, share passions to educate professionals and future leaders, and reach out to partners to transform our economy.



SUMMARY

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Modified by Linda Bowers (bowers2@oakland.edu) on Monday, January 19, 2009
Article Start Date: Sunday, December 14, 2008