

NEWS

Illinois MBA Innovates with a Customizable Brochure

By Ben Moreland, Assistant Director of Admissions

The Illinois MBA is leading the way among MBA programs by creating the *Prospectus*, an online, customizable e-brochure for prospective MBA students. Anyone may go to the Illinois MBA website (www.mba.uiuc.edu) and select aspects of the Illinois MBA that they want to know more about, whether it is about our curriculum, our professors, a specific club, or to find out what the UIUC campus and Urbana-Champaign area have to offer.

After submitting a request, you will be sent an email with a link to your personalized *Prospectus*. Each page has been professionally designed with pictures and graphics that provide colorful glimpses of the Illinois MBA.

In reference to the *Prospectus*, Associate Dean Mary Miller stated, "This is a tremendous tool that will allow the Illinois MBA to capture the interest of potential MBA students. Previously, we mailed out lengthy brochures that were the same for every person, but with *Prospectus*, individuals will receive information that is personalized."

Current students and alumni are encouraged to go online to see the *Prospectus* for themselves. We will regularly update this e-brochure with new profiles of students and alumni. Please let us know if you are interested in having your own profile included in the *Prospectus* by emailing Jackie Wilson at jjwilson@uiuc.edu.

Illinois MBAs Dominate Motorola Case Competition

By Donald Bart, Class of 2007

Donald Bart and Emily Yeh, Class of 2007, won the Motorola Intern Apprenticeship Case Competition together during their internships at Motorola's Schaumburg, Illinois, headquarters this past summer.

Using knowledge learned in the Illinois MBA, Don and Emily worked to create a viable and implementable business plan and marketing proposal that would decrease long-term health care costs at Motorola. They combined knowledge from three separate MBA courses in the final project proposal: incentive structures learned from Prof. Michael Pratt; brainstorming management learned from Prof. Joe Broschak; and branding management, marketing strategy, and break-even analysis from Prof. Abbie Griffin.

Their unique approach included market research to understand current consumer perspectives on health care, branding the proposal to match current Motorola internal and external marketing initiatives, cost/benefit sales presentation, complete financial viability analysis, and success metrics.

Don and Emily also presented the panel with techniques and incentives to encourage family participation in the program and recommendations to encourage long-term corporate buy-in and cultural change. The materials presented to Motorola became protected proprietary materials as Motorola considers implementation of the best ideas. Don and Emily were each rewarded with a new Motorola Q.



Emily Yeh and Don Bart used knowledge gained from their Illinois MBA classes to outperform their competitors in the Motorola Intern Apprenticeship Case Competition.

SEPTEMBER 2006

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UPCOMING EVENTS

- Sept 7:** MBA Fair in Tokyo, Japan
- Sept 7:** MBA Programs Reception, Salt Lake City, Utah
- Sept 9:** MBA Fair in Seoul, South Korea
- Sept 14:** MBA Fair in Shanghai, China
- Sept 16:** MBA Fair in Taipei, Taiwan
- Sept 19-20:** Business Career Fair
- Sept 22:** IBC Golf Outing and Happy Hour

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NEWS

Message from the Associate Dean

By Mary Miller, Associate Dean

Another year, another class. The new MBAs (all 105 of them) began PreTerm on August 16. We are looking forward to getting to know them better.



At the same time many second-year MBAs returned to help with PreTerm, and we anxiously listened to them recount their summer internship experiences. Finally, on August 21, PreTerm culminated with a lovely boat cruise on Lake Michigan for MBA students, faculty, and staff. It was a night that was much enjoyed and will be long remembered.

September will be very busy. Students settle into their classes. The admissions staff starts recruiting for the next full-time MBA class and begins to evaluate applications for the next Part-time Evening MBA class. Student Affairs will be working with clubs to organize events and facilitating the new MBA Academic Council election. And Career Services will be teaching the new MBAs how to prepare for their job search, scheduling on-campus recruiter interviews, and advising second-year MBAs on strategies for their permanent job search.

This year, we will also be hosting recruitment and alumni lunches in various U.S. cities. We need alumni assistance encouraging prospects to apply to and attend the Illinois MBA, and we are hoping these networking events will increase applications and enrollment. To find out where we are recruiting and to join us, go to our website at www.mba.uiuc.edu/m/admissions/admissions%20events/.

We also encourage alumni to hire Illinois MBAs for permanent and internship positions. It is easy to post jobs, review résumés, or schedule interviews by visiting www.mba.uiuc.edu/m/career%20services/Recruiter%20Resources/.

It is going to be another busy year. Keep reading the *Sixth Street Journal 2.0*, and stay informed and engaged.

FACULTY PROFILE

Cele C. Otnes

By Mary Miller, Associate Dean

You might not expect that **Cele C. Otnes**, a professor in the Department of Business Administration, is co-author of the book, *Cinderella Dreams: The Allure of the Lavish Wedding*, but it is true. But the relevance of the wedding to consumer behavior is clear when you consider that:

The rite of the lavish wedding is increasingly popular because it glorifies both romantic love and love of "romantic" consumer goods, promises transformation to its participants, provides a repository of memories of this magic and romance, and offers the promise of perfect (e.g. boundless and guilt-free) consumption. (*Cinderella Dreams*, p. 19)

Professor Otnes, who also holds a joint appointment in the Advertising department, and is a member of the Campus Honors faculty, primarily teaches courses in consumer behavior and promotions management. She studies how advertising, marketing, and consumers themselves shape ritual-based consumer behavior (e.g. gift giving, weddings, holiday planning). In her MBA courses, she demonstrates the importance of rituals to marketing strategists, in addition to providing a foundation in consumer- and promotion-based marketing management issues.

Professor Otnes took a liberal-arts based route into the College of Business. She holds a BA in English Literature from Louisiana State University, an MA in Advertising from the University of Texas at Austin, and a PhD in Communications from the University of Tennessee.

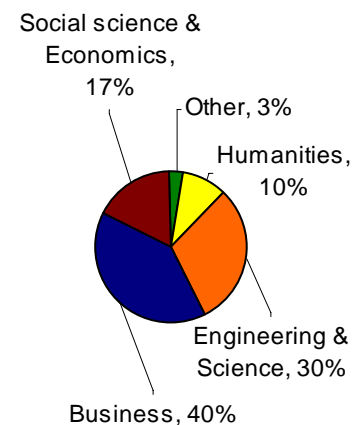
She is co-editor of *Contemporary Consumption Rituals: A Research Anthology and Gift Giving*. She has also served on the editorial boards of the *Journal of Consumer Research*, *MarketTrak*, *Journal of Interactive Advertising*, *Journal of Advertising*, and *Tourism Research and Analysis*.



Professor Cele C. Otnes examines consumer behavior in regards to the rite of lavish weddings in the book she co-authored, *Cinderella Dreams: The Allure of the Lavish Wedding*.

2006 ADMISSIONS PROFILE

| | |
|-------------------------|-----------|
| Class Size | 105 |
| Women | 33% |
| Minority | 14% |
| Average Age | 27 |
| Average Work Experience | 4+ years |
| Average GPA | 3.4/4.0 |
| Middle 80% Range GPA | 2.7 - 3.9 |
| Average GMAT | 652 |
| Middle 80% Range GMAT | 560 - 710 |



Students' Undergraduate Majors

IBC NEWS

Illinois Business Consulting: A Perfect 10!

By Sarah Zehr, Associate Director of Illinois Business Consulting

It's hard to believe, but Illinois Business Consulting (IBC) is ten years old! Founded in 1996, IBC is a student-managed consulting firm within the College of Business that provides students with opportunities to work with clients to address real business problems. We started small, but have grown steadily—and last year alone, IBC completed 43 engagements with more than 200 students participating. Over the past ten years, IBC has completed over 650 projects for more than 350 clients.

To celebrate our success, IBC is planning a 10th Anniversary Weekend of events, and you are invited to join us! On Friday, September 22, IBC will host its first-ever golf tournament at Ironhorse Golf Club in Tuscola. That evening, we'll unwind at the IBC Happy Hour from 5 to 8 p.m., which will be held at Bar Louie, the newest addition to the campus bar scene. Stop in to say hello or stay for the entire time and meet other IBC participants and alumni.

September is football season, and we are hosting a tailgate on Saturday, September 23 (time to be announced based on the kickoff time). Catering will be provided by Hickory River Smokehouse (formerly Longhorn Smokehouse), a local favorite, and discounted tickets to the game are available for those who want to witness the Illini fight for the win against Iowa. Join us for these excit-

ing events—for details and to register, visit our website at www.ibt.uic.edu.

Introducing Illinois Consulting Club

By Sarah Zehr, Associate Director of Illinois Business Consulting

If you are interested in consulting, but the idea of a case interview seems intimidating, then Illinois Consulting Club (ICC) may be the answer you're looking for! ICC is a new registered student organization that prepares students for case interviews by practicing with other students at regularly scheduled case practice sessions.

Consulting firms typically use case interviews at some point during the recruiting process. At the beginning of the semester, ICC will provide an initial session that outlines the case interview and how it is used, including the common types of questions you might expect and how to tackle them. ICC members will meet throughout the semester on a weekly basis to practice case interviews in pairs or teams, which is the most effective way to prepare.

To supplement case interview practice, ICC will also offer professional development and social events each semester so that you can relax after stressful interviews and exams. To cover the costs of these events and activities as well as administrative expenses, members are required to pay annual dues of \$20, and they must also attend at least two case practice sessions per month.

Join us for our initial social event on Sunday, August 27, at Legends at 5 p.m. and our initial case practice session on

Sunday, September 3, at 3 p.m. (location to be determined). You can also visit our website at www.uic.edu/ro/icc to learn more about ICC. We look forward to helping you prepare for the consulting job of your dreams!

STUDENT AFFAIRS

International Students Successfully Complete PEP 2006

By Damian Lay, Assistant Director of Student Affairs

The 2006 Preparatory English Program (PEP) was a success! Fifty-one students from all over the globe, including countries such as Brazil, Japan, and Turkey, participated in PEP this year. Most students, before enrolling in the program, thought PEP was only intended to help improve their English abilities. However, after three weeks of classes and activities, they realized they got much more.

From learning to write business memos and practicing English pronunciation to memorizing their 30-second pitch and fine-tuning their résumés, our international students were stretched to their limits so they were not only prepared for the rigorous school year, but able to gain valuable insights toward career development.

One of the highlights of the program was the "Public Speaking Nights". Each week students had a chance to speak on various topics in front of the staff, their teachers, and classmates. Each student anxiously awaited their turn behind the podium to showcase how much they had improved their English and presentation skills.

The program culminated with the students' first case competition where they had to put their learning into practice, impressing the judges not only with their presentations but also with their ability to communicate and work together as teams.

We are proud to say that the "graduates" of the 2006 PEP are primed and ready to embark on their IMBA journey!

Participants in the PEP program look pleased after having completed their first public speaking night.



STUDENTS

Summer Internships in Review

Upon the second-year students' return to campus, it is always good to hear about their summer internship experiences. We are proud of their accomplishments, and we would like to report some of their experiences in the *Sixth Street Journal 2.0*.

This summer four IMBA students interned for Motorola in Schaumburg, Illinois, where they served in high-level marketing roles in different technology-driven groups.

Monica Belalcazar joined the Global Marketing and Communications team within the Mobile Devices department. Monica researched the process of featuring music from independent and emerging artists in music service websites such as Yahoo! Music, Napster, and Urge.

Don Bart and Emily Yeh won internships in Motorola's mission-critical two-way radio systems product management group. Don analyzed markets for size and sales opportunities, while Emily's assignments included supporting life cycle management, implementing the product feature prioritization process, and investigating competitors' pricing strategies.

Daniel Remsen landed in the Wi4 group responsible for broadband wireless infrastructure. The newly created Wi4 group has raised eyebrows recently with its Earthlink partnership to create Municipal Wi-Fi networks. Daniel's assignments included research on four Wi4 market segments.

Aaron Smith spent his summer at Delaware Investments, an asset management firm in Philadelphia. He worked as a research analyst in the Fixed Income Research Department where some of his daily responsibilities included constructing models, following Wall Street Analyst opinions, and attending earnings calls.

Scott Ashbaugh spent his summer

building his entrepreneurial experience through his company, *PixelSolution*. *PixelSolution* (www.pixelSolution.us) is a design consulting firm that offers businesses a low-cost way to handle graphic projects.

Some of the other recognizable companies IMBA students interned at this summer include BearingPoint, Ford, AT&T, Intel, Mastercard, GE, Shell Oil, and Samsung. We wish all our second-year students the best of luck as they seek to secure their dream jobs in the upcoming year.



The winning team of the PEP Case Competition (from L to R): Pat Thontirawong, Penny Chu, Stella Liao, Christina Kim, and Ken Miyake.

PEP Case Competition: One Step Toward Business Leadership

By Monica Belalcazar, Class of '07

As a second-year international MBA student who attended PEP last year, I am delighted to write about this year's PEP Case Competition. After my first year as an MBA student, I can see how worthwhile it is to be part of this outstanding program.

I was encouraged by several things regarding the new students who participated in this case competition.

Firstly, the PowerPoint presentations were really clean, easy to follow, and to the point. This is an important matter in business, because conciseness is one of the keys to success in the professional world.

Secondly, I was pleasantly surprised by the assertiveness of many of the students. The students did not hesitate in their presentations even though they were speaking in a nonnative language. Because most businesses work internationally now, it is important to be confident in communicating our ideas, even if we are speaking in a secondary language.

And finally I was amazed by the great teamwork. I'm convinced that the Class of 2008 will get along with each other very easily. Considering all the group projects that are done in this program, at internships, and in the business world, this group is well on its way to having a large number of business leaders.

Therefore, I congratulate all students who joined PEP for the effort they put into this program. Your efforts will be rewarded during your first year as mine were when I was a first-year MBA.

ALUMNI

An Introduction to Your New Alumni Board President

Greetings from Chicago's landmark skyscraper in the East Loop: the Aon Center. My name is Paul Lubbers (Class of '01), and it's my honor to serve as the new MBA Alumni



Association Board president. Under the previous leadership of Matt Gerdes, the MBA Alumni Association Board evolved to become a dynamic mechanism for strengthening the alumni community's relationship with the University, business, and Illinois communities at large.

In my current role as the director of the Aon Affinity Global Practice Group for Aon Corporation, my responsibilities require a significant amount of travel and time working abroad. Therefore, I am very thankful for the experience of working in international teams during my time at the Illinois MBA.

Although we have graduated from the Illinois MBA and have started our careers around the world, we may still benefit each other through the "network effects" of the MBA Alumni Association. Much like a telephone's value increases with each telephone added to the network, so does the value of the MBA Alumni mechanism increase with each active member. As we increase in number, we will have greater opportunity to further our own career development through social networking, to enhance our ability to interact with the local business community, and to leverage our collective voice with the University. As such, our initial focus for the Board will be to increase the number of actively involved members.

In closing, I'd like to once again thank Matt and everyone who has played a part in the development of the MBA Alumni Association up until now. I look forward to continuing along the path that they have set.

CAREER SERVICES

MBA Career Services Hosts PreTerm CareerQuest in Chicago

By Julie Sweet, Associate Director of Career Services

On Monday, August 21, Illinois MBA Career Services hosted 14 alumni, 5 recruiters, and 105 students at the annual PreTerm CareerQuest event held at the Illini Center in Chicago. The purpose of the event was to kick off the career-search process for the incoming MBA Class of 2008.

The IMBA alumni provided great advice to the new students regarding résumé content and networking expertise. The afternoon featured a panel of top IMBA recruiters from AT&T, BearingPoint, General Electric, Mercer Human Resources Consulting, and The Walgreen Company, who provided invaluable information on the recruiting and selection process that takes place at the MBA level.

Students appeared to enjoy the event and were inspired to start the journey that will guide them toward full-time employment.

As MBA Career Services begins its fall recruiting season, please remember that we offer free résumé referrals and job posting services to all employers. If your company is hiring and would like to consider IMBA candidates for internships and/or full-time opportunities, please contact MBACareerServices@uiuc.edu or call 217-244-8019. You can also create an Employer Account in EASE (www.easemba.com/mbauic/) and post an employment position.

CLUB ROUNDUP

IMBA Students Plan to "Get Fit"

By T.J. Houren, Class of '07

The MBAA will be starting a new registered student organization this year called the Get Fit Club that will promote nutrition, health, and fitness within the Illinois MBA. The purpose of the program will be to help busy MBA students realize the important benefits of nutrition and fitness on their personal health and help them to achieve balance within their time-crunched lives.

Get Fit's first event will be a health competition with two events: a Fitness track and a Nutrition track. Students will be paired in teams and track their exercise or diet during the week and compete for monthly prizes.

At the monthly awards presentations, the Get Fit program will have speakers who will discuss nutrition and fitness topics in relation to busy students and professionals. Two professors from the department of Kinesiology and Community Health, Dr. Stephen Notaro and Dr. Susan Farner, will be assisting with this program.

Mixing Business with Pleasure: IMBA Introduces Golf Association

By Rahul Kalsi, VP of Social Programs

The sport of golf and business go hand in hand. It's not unlikely to hear of a major business deal borne out of a round of golf between two company executives. Even if you are not an executive, you will likely be invited to participate in golf outings as many companies hold these events to thank their employees or vendors, or to raise money for a charitable organization.

To answer the growing interest at the Illinois MBA, we have established the Illinois MBA Golf Association (IMBAGA) to our list of registered student organizations. Starting this fall and returning in the spring, IMBAGA will offer golf lessons taught by PGA professionals through our local golf clubs as well as seminars on the rules of golf and golf etiquette.

Plans are also in the works to start a weekly nine-hole league and a spring golf outing. For more information on the Illinois MBA Golf Association, please email IMBAGA president, Matthew Arient, at marient@uiuc.edu.