

Sixth Street Journal 2.0

The Official MBA Student Newsletter of the Illinois MBA Program

NEWS



First-year MBAs Kapil Rajurkar, Zivar Hallaji, Cody Boyd, and Matthew Cuff (left to right), winners of this year's Internal Case Competition, will represent the Illinois MBA at the Big Ten Case Competition. The competition will be at Ohio State University's Fisher College of Business on April 13-15.

First-Year IMBA Students to Compete in Big Ten Case Competition

By Dion Soetadi, Class of 2006
Sharon Yoon, Assistant Director of Student Affairs

Congratulations to Cody Boyd, Matthew Cuff, Zivar Hallaji, and Kapil Rajurkar for winning this year's Internal Case Competition. These talented first-year students will represent the Illinois MBA in the Big Ten Case Competition at Ohio State's Fisher College of Business on April 13th-15th.

The Graduate Finance Association (GFA) and Graduate Marketing Association (GMA) held the competition on February 3, 2006. Several teams competed in this year's event for a chance to represent the Illinois MBA at the Big Ten Case Competition. Each team did a 15-minute presentation and 10-minute Q&A, which was followed by a feedback discussion from the judges: Professor Griffin (Marketing), Professor Northcraft (Business Administration), Cory Crusier, Brian Precious, and Dion Soetadi.

Thanks in part to Stig Lanesskog, director of Illinois Business Consulting (IBC), who conducted a "how to crack a case" session, and Christine Gozdziaik, who lead a presentation slides training session, all the competitors received praise for their presentations.

In the end, Cody Body was named Best Speaker, with Don Bart receiving Honorable Mention for Best Speaker.

Message from the Associate Dean

By Mary Miller, Associate Dean

I am pleased to introduce the resurrected, revived, and rejuvenated "The Sixth Street Journal 2.0," the e-newsletter for current Illinois MBA students and alumni. The alumni will recognize and remember this name fondly (I hope), and the current students are looking forward to our new "home" in our new building on Sixth Street and to connecting with MBA alumni. It is our goal to distribute The Sixth Street Journal 2.0 on the first of every month when classes are in session. This form of communication will also enable you to send this newsletter along to MBA alumni who may not be on our distribution list, and hopefully they will join. The best way to strengthen our program is to encourage current students and alumni to communicate and get to know each other.

Special thanks and recognition should go to Rahul Kalsi, current MBA student, for coordinating all the student articles and for newsletter design, and to Ben Moreland, Assistant Director of MBA Admissions, for his expert proofing and editing.

To add your email address to the distribution list or to share your thoughts and ideas regarding this newsletter, contact me at mmiller0@cba.uiuc.edu.

MARCH 2006

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UPCOMING EVENTS

- March 7: Women for Hire Career Fair, Chicago
- March 9 at 6:00 P.M.: IBC Professional Development
- March 13-17: IBC Leadership Team Interview/Selection
- March 18-26: Spring Break
- March 31: CareerQuest, Chicago

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Sixth Street Journal 2.0 is a publication of the Illinois MBA, 1407 W. Gregory Dr., Urbana, IL 61801 USA.

Your (Re)Introduction to the Illinois MBA Alumni Association

By Ann Randall, Vice President of Illinois MBA Alumni Association

Although the Illinois MBA Alumni Association has been in existence for a number of years, it has been rejuvenated in the last year with a recommitment to help both alumni and the Illinois MBA. We would like to take this opportunity to re-introduce ourselves to you (or introduce ourselves to those of you not familiar with the Association).

The Board of the MBA Alumni Association meets regularly in Chicago, spearheaded by our current president, Matt Gerdes (Class of 1994). Our board has representatives from a number of MBA classes, with professional backgrounds varying from the military to insurance to consulting.

The Illinois MBA Alumni Association's mission is to:

- Represent the alumni of the Illinois MBA
- Advance the standing, reputation, accomplishments, leadership, and visibility of the Illinois MBA
- Foster the graduate professional self-improvement process
- Promote the participation of the MBA alumni in the affairs of the program and the University of Illinois

To support our mission, there are four permanent subcommittees with specific goals and responsibilities: Networking/Professional Development, Membership, Student Services, and Student Recruitment. Each board member is asked to participate in one of these committees.

Our organization holds several activities each year in the Chicago area. Co-sponsored by the College of Business Alumni Association, we have "Second Tuesdays" Happy Hour events at a Chicago bar to promote networking (and to have fun of course!). We hold at least one educational event each year in Chicago to provide another vehicle for alumni to meet. Our group co-sponsors various other events with the College of Business Alumni Association.

We also work with the Illinois MBA Career Services Office to facilitate interaction between current MBA students and alumni and to participate in new student recruitment activities as well.

Membership in our organization is open to all Illinois MBA alumni, even though our activities are held in the Chicago area at the moment. If you have any questions about our organization or wish to participate in any of our activities, please contact us at alumni@business.uiuc.edu.

The current Illinois MBA Association Board consists of: Matt Gerdes, President, '94; Ann Randall, Vice President, '98; Todd Labinsky, Treasurer, '97; and Don An, '99; James Anderson, '98; Laura Bounds, '02; Ian Brodsky, '02; Aaron Brooks, '99; Bryant Evans, '00; Barry Federici, '00; Paul Lubbers, '01; Scott Nielsen, '91; Leah Pettit, '03; Heath Port, '03; John Seagraves, '01; Brian Sok, '03; Tom Trail, '97; and Mark Utlaut, '03.

PROFILE



Professor Greg Northcraft and loyal companion Mulligan.

Get Paid What You're Worth: The Expert Negotiator's Guide to Salary and Compensation

By Mary Miller, Associate Dean

Did that title get your attention? It usually does. Greg Northcraft, one of the most popular MBA professors, co-authored this widely referenced book. Over the years, MBA students have fought to get into Professor Northcraft's classes, and the case is the same today.

Professor Northcraft has a joint appointment in the College of Business and the Institute of Labor and Industrial Relations (ILIR). It is not surprising that Professor Northcraft is so popular; he has breadth of knowledge (degrees in social psychology, Russian language and literature, and psychology and philosophy from Stanford University, Dartmouth College, and Oxford University respectively) and experience (taught at his alma maters as well as in Australia, Bulgaria, Israel, Thailand, and the People's Republic of China). His research interests include conflict management and negotiation, collaboration in teams, managerial decision-making and employee motivation, and job design.

This semester, in addition to teaching his "regular" MBA 505 elective in Negotiations, he is teaching the Leadership and Teams course to our new Part-time Evening MBA students. The part-time students will be able to put the theories they are learning in his class into practice immediately—for themselves and for their company—as they return to the work place.

When Professor Northcraft is not teaching, doing research, or serving on many College of Business and University committees, he likes to spend as much time as possible on the golf course working on his game or riding his bicycle through the corn fields west of Champaign. And for anyone who visits his office, you can't miss noticing the photo on the door of his loyal and rambunctious companion, Mulligan!

NEWS

Illinois Business Consulting: Ten Years of Targeted Business Solutions

By Cory Crusier, Class of 2006

In ten years great things happen, and change is inevitable. For OSBI Consulting, the most recognizable change is its name. The firm, having its external communications clarified, is now Illinois Business Consulting (IBC). Although the name has changed, the firm is still providing the effective business solutions that prepare UIUC students to tackle the challenges of the professional world.

This year IBC experienced phenomenal growth. The firm staffed over 40 client projects ranging in size and scope from small, regional start-ups to Fortune 500 companies. In its ten-year history IBC has served over 30 Fortune 500 companies through its consulting practice.

To meet this growing client demand IBC increased its recruiting efforts across the university campus at large. In fact, the firm added an additional Engagement Manager (EM) to the leadership team to assist with the increased client demand. Together the firm's six EMs lead more than 175 consultants from different fields of study across the campus. Although the Illinois MBA still represents the majority of IBC consulting teams (43%), IBC's undergraduate numbers increased from 7% in 2003 to over 31% this year. This presents an ideal opportunity to recruit top undergraduate student talent for the MBA program.

Externally, IBC is working closely with BearingPoint, offering a new class focused on issue decomposition. Led by IBC Director Stig Lanesskog, the curriculum also includes the valuable experience of BearingPoint EVP and Chief Global Strategy Officer, Michael Lyman, and Director of the Institute for Executive Insight, Kathy Iverson.

On April 7, IBC will host the second annual INSTITUTE conference in Chicago, Illinois. The goal of INSTITUTE is to bring the best practices of professional consulting firms to the consulting models of leading MBA programs. After

its initial success, INSTITUTE looks to host over 300 MBA students, consulting professionals, and industry executives from across the United States this year.

IBC is moving at an accelerated pace, providing the very best practical experience for its students. The firm is always looking to engage its alumni population in a number of capacities. Visit www.ibc.uiuc.edu and become part of a firm where business is focused.

Career Services Reports Job Placement Success for Fall 2005

By Julie Sweet, Assistant Director of
Career Services

The University of Illinois MBA Career Services is pleased to announce that our 2005 fall recruiting season was very successful. Our current full-time placement rate is 47%, up from 44% reported at this time last year. We have recently implemented an online Placement Survey to improve job placement tracking. The survey provides more information about whether students are seeking employment, not seeking employment, and/or have received offers. Completion of the survey is required for both full-time and internship candidates. Not only will this allow us to better serve our students, but it will also increase the accuracy of our reporting statistics.

We have seen major growth in the opportunities we can provide to our students during our spring recruiting season. We are hosting 12 MBA-focused companies for on-campus internship interviews, which is twice as many as last spring. Our online job postings have also increased, tripling in number since last year.

If your company is hiring and would like to consider MBA candidates for internship or full-time opportunities, please contact mbacareerservices@uiuc.edu or log onto EASE, our online recruiting system (www.easemba.com/mbauic/), to create an account and post a position.

Reaching New Students with a New Look

By Ben Moreland, Assistant Director
of Admissions

The admissions team of the Illinois MBA is always striving to find better ways to reach out to prospective students. Changes will soon be made to the website to further enable prospective students to get the information they require immediately. Working with a local web design firm, the Illinois MBA is giving a fresh, modern look to the website. Additionally, the changes will offer a simpler, more user-friendly site that emphasizes the most relevant information for prospective students. Look to the April newsletter to get an update on when these changes will take effect.

In relation to these changes, an online chat option has already been added to our website that enables prospective students to get immediate answers to their questions. Although this feature is available specifically to answer prospective students' questions, anyone can join by following the directions at the website. You may also download the new Illinois MBA buddy icons. Information on the buddy icons may be found on the front page of the website. Feel free to visit the chat room and say hello. Perhaps you can help persuade prospective students that the Illinois MBA is the program to enter.

The MBA admissions team is always looking for ways to involve alumni in our recruiting efforts. If you are willing to help with admissions in any capacity, please e-mail Jackie Wilson at jjwilson@uiuc.edu or call the admissions office at (217)244-7602.

IMBA Students Qualify for Late Rounds of International Marketing Competition

By Monica Belalcazar, Class of 2007

One of the most interesting opportunities students of the Illinois MBA had this school year was competing in the L'Oréal e-Strat Challenge. L'Oréal launches this competition every year. Undergraduate and graduate students from all over the world gather in teams of three to put their business and marketing abilities to the test.

The game consists of playing a marketing simulation in which each team acts as brand managers responsible for the development of new L'Oréal product ideas. The goal is to manage the brand so that the simulated share price index of L'Oréal rises.

In December 2005, five Illinois MBA teams chose to participate in this annual event. Among the five IMBA teams and 15,000 teams worldwide, two teams from our school made it to the second round under the guidance of marketing professor Abbie Griffin. The teams, Worldwisers (Clara Spaanstra, Chim Chin, and Monica Belalcazar) and Luminosity (Vito Wu, Raphael Susanto, and Radhika Makhija), gained a place among the 1,800 teams accepted. These two teams remained in the simulation for the subsequent four rounds.

Only 300 teams are selected to participate in the sixth round in which a business plan is to be developed regarding the decisions taken during the simulation. Unfortunately, Worldwisers and Luminosity did not make it to the finals. Their final positions were 725th and 864th, respectively, from a pool of 1,080 teams still in the game.

The top two teams from each of eight geographical zones are invited to spend three days and nights in Paris, with all expenses paid, to participate in the International Finals. Even though the Illinois teams fell short of the finals and the trip to Paris, it was an exciting experience in which IMBA students were able to apply the knowledge they had gained from the Illinois MBA.

For more information, visit www.e-strat.loreal.com/

Unlocking Your Potential – WiB Leadership Conference Held on February 17

By Margretta Angdjasrin, Class of 2007

The Women in Business has once again held a successful conference. This year's conference featured Pamela Strobel, former CEO of Exelon, and Beth Donovan from Ford Motor Company. Both women shared inspiring insights on how to unlock your potential in the business world. Another highlight of the conference, which was covered by the News Gazette, was a panel discussion about balancing your professional and personal lives.

This year's panelists included Norma Lauder, former Tax Director of Bank One; Joy Thomas from Baxter; and Karen Kurek, a partner at RSM McGladrey's Great Lakes practice. Attendees had to choose to attend one of two workshops, "Overcoming Obstacles to Success" by Wanda Costen and "The Art of Political Maneuvering in the Workplace" by Christine Merdon. Both women received good reviews for their workshops in which they offered their inside views for how to get ahead in a competitive work environment. Stay tuned for information on next year's conference!

CLUB ROUNDUP

The MBAA Corner

By Chris Mulh, 2006 MBAA President

I am very excited to report all of the progress the 2006 MBAA Executive Board has made throughout the past two months. As stated in my campaign speech, a main priority for our Board is to improve alumni relations. To this end, the Alumni Committee, led by Executive Vice President Savva Amusin, has been formed with representatives from all nine MBAA clubs.

This committee has already planned a CareerQuest event in Chicago on March 31, drafted plans for the Distinguished Alumni Awards Banquet to be held in the fall, and is working with Career Services to help create a more accessible and useful alumni database. The Committee will also be working hard to contact alumni individually to update them on IMBA events and news.

Another goal of our Board is to do more with less. A fundraising committee has been put together by Vice President of Finance Grace Lo to establish lasting corporate relationships, develop unique internal fundraising methods, and work with the MBAA clubs as a resource for event funding.

The MBA Social Committee has been established by Vice President of Social Programs Rahul Kalsi to initiate social events that are appealing to all IMBA students. The committee is also responsible for contributing to this newsletter, arranging upcoming speaker series, and developing a relationship with the College of Business's undergraduate students. All of these activities aim to enrich the IMBA experience, while elevating the program's visibility to external audiences.

Vice President of Programs Radhika Makhija is working diligently to improve MBAA club event frequency and quality. With a talented and dedicated group of club officers, Radhika has assembled a 2006 calendar filled with events aimed toward cultural awareness, academic exploration, and the enhancement of international/domestic relations.

I hope you share our anticipation of the year ahead! As always, please feel free to email or approach us with ideas or suggestions.



Chris Mulh