

Sixth Street Journal 2.0

The Official Newsletter of the Illinois MBA

NEWS



Winning team Laserline, GmbH hard at work during Global Tycoon.

First-Year Students Stake Their Claims as Global Tycoons

By Rahul Kalsi, Class of 2007

For the past ten years, first-year Illinois MBA students have capped off the 503 Module with Global Tycoon, a week-long global strategy software simulation. Students this year met during the week of March 5 for four intense days of strategy meetings, round-the-clock decision-making, and wheeling and dealing at the hands of the VPs of External Affairs.

In the end there could only be one victor from each industry: MegaSound from Industry A and Laserline, GmbH from Industry B.

Building and sticking to a sound strategy were the keys to winning the simulation. Teams constructed elaborate spreadsheet models to forecast product demand, manage employee hiring, and gain a leg up on the competition. MegaSound chose to build up capacity early on in the simulation, and then they watched as their stock price soared.

Aaron Smith, president of MegaSound, explained: “We decided upon a dual-advantage strategy building on our high-quality products and leveraging low raw material costs to lower cost of goods sold.”

Despite all the strategic planning, decisions often came down to trusting gut instinct. Many groups failed to adapt quickly enough as unexpected industry events, including acts of sabotage and strikes, wreaked havoc on game planning. When

all was said and done, the team members enjoyed the simulation. In fact, many students were ready for another week of the simulation so that they might improve their ranking.

“My team and I had a great experience with Global Tycoon,” said Donald Bart. “There was always an air of exciting tension as we ran trials or turned in the results. Competing against real people instead of the computer really added an aspect of unpredictability.”

Winning teams included the following:

- **MegaSound – Industry A:** Matthew Cuff, Li-Anne Foo, Tso-Jui Lu, Piotr Rewerski, Yi-Shan Wu, Seung Back, Jonathan Brown, Lieh-Hui Liao, Aaron Smith, and Gizem Yazici.
- **Laserline, GmbH – Industry B:** Shih-Hsuan Chiu, Paul Johnson, Zachary Rushing, Peewara Tarasak, Shu-Chien Wang, Donald Bart, Nadeem Mehar, Dusaporn Nilayon, Chiao-Wei Wang, and Wei-Ling Wu.

Illinois MBA Introduces New Scholarship Program

By Ben Moreland, Assistant Director of Admissions

The Illinois MBA is starting a scholarship program that names select students as Presidential Scholars. Incoming students who are selected as Presidential Scholars will receive free tuition for the two-year duration of the program. These students must demonstrate leadership qualities, academic excellence, and extensive community involvement. Most importantly, students will be selected who express a commitment to enhance the Illinois MBA by involving themselves in the broader Illinois MBA community.

We hope this scholarship will reward those students who show promise as lifelong representatives of the Illinois MBA. If you know of any future or current applicants who fit the Presidential Scholars profile, please email your nomination to Jackie Wilson at jjwilson@uiuc.edu.

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UPCOMING EVENTS

- April 7:** WiB Talent Show
- April 11:** LABS Spa Day Fundraiser
- April 21:** OTMA Strategy Tournament Games
- April 27:** Second-Year Finale
- April 28:** Groundbreaking Ceremony (story on p. 2), Champaign
- April 28:** Spring Gala, Champaign Country Club

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Message from the Associate Dean

By Mary Miller, Associate Dean

March was a busy month for the Illinois MBA. First-year MBAs continued to look for summer internships while completing MBA 503 (formerly MBA 403) and facing the challenges of competing in Global Tycoon.



Second-year MBAs began to panic if they did not have a permanent job offer and started counting the days to graduation (May 13 & 14). As a release for the stress, March Madness was in full swing on the UIUC campus, as students headed out to enjoy Spring Break on March 18.

As the students focused on their activities, the College and MBA staff continued to plan for the visit by the Turkish Minister of Trade, Kürsad Tüzmen (1991 graduate of the College), on March 31. In addition, we assisted the students in planning Career Quest in Chicago—also scheduled for March 31—where current students will interact and learn more about industries and job options from alumni (look for a recap in next month's newsletter). Also, planning for the groundbreaking ceremony on April 28 (all alumni invited) continues to receive top priority by everyone!

We are also, with the help of students, in the detailed planning process for next year's PreTerm. We have modified the schedule to allow for a one-day trip to Chicago on August 21. The day's activities will culminate with a boat cruise, where new MBA students and MBA alumni can get to know each other in a relaxed atmosphere while cruising on the river/lake. We hope this will become an annual tradition. Interested alumni should save the date; more details from the MBA Alumni Board will follow in the months ahead.



Architect's rendering of the new College of Business Instructional Facility.

Groundbreaking Ceremony to Be Held for New Instructional Facility

By Mary Miller, Associate Dean

On Friday, April 28, 2006, at 4 p.m. the College of Business will host the Groundbreaking Ceremony for the new instructional facility. All alumni, faculty, staff, and current students are invited to this once-in-a-lifetime event! University dignitaries will be in attendance as well as the chairs of the campaign committee.

The event will be held under a tent on the southwest corner of Sixth Street and Gregory (the parking lot across from Wohlers Hall). You will not want to miss this event. Please indicate your intention to attend by sending an email to development@business.uiuc.edu or by calling (217)333-6434.

Mark Your Calendars for the New "Second Tuesdays"

By Matt Gerdes, President of Illinois MBA Alumni Association

For the past two years, the MBA Alumni Association, in conjunction with the College of Business Alumni Association, has been hosting regular after-work gatherings for its alumni from 5:00 to 7:00 p.m. in the downtown Chicago area.

Coined "Second Tuesdays," the event takes place on the second Tuesday of each month and offers MBA and College alums a common time to gather in a casual setting after work. Second Tuesdays is open to any alumnus of the College of Business and his or her guests.

Beginning April 11, Second Tuesdays will move to the Elephant & Castle Pub and Restaurant, located at 111 West Adams St. (312-236-6656; www.elephantcastle.com) in the heart of Chicago's Loop. The move will provide a more casual atmosphere for alums to catch up and renew old friendships.

Watch your email for a reminder and any last-minute details. We look forward to seeing you on April 11, between 5:00 and 7:00 p.m., at the new location. Look for the Illinois MBA table signs!

Report on Spring Recruiting Season

By Julie Sweet, Assistant Director of Career Services

The Illinois MBA Career Services team is completing its on-campus spring recruiting season and has had the opportunity to bring some new employers to campus, including Anheuser-Busch, Honeywell, and MasterCard. Career Services has hosted 13 MBA-focused companies for on-campus internship interviews and has posted over 20 internship positions since January 1. Career Services is pleased to report that its internship placement percentage is up from last year at this time.

If your company would like to consider MBA students for internship or full-time opportunities, please contact mbacareer services@uiuc.edu or log onto EASE, our online recruiting system (<http://www.easemba.com/mbaiiuc/>), to create an account and post a position.

PROFILE



Charles Kahn, the Bailey Memorial Chair of Money, Banking, and Finance, keeps his class discussions lively.

The Money Man

By Mary Miller, Associate Dean

Charles Kahn, the Bailey Memorial Chair of Money, Banking, and Finance, knows how to keep his classroom a lively place. To reward participation, he hands out money to his students. However, the “bills” are so badly counterfeited that no one would mistake them for the real thing!

No course is ever taught the same way, because Kahn is constantly searching

newspapers and magazines for relevant articles on topics currently being discussed in class. “The real way to ensure the relevance of teaching is to constantly use real-world examples,” said Kahn, who has won many teaching awards.

Kahn is also a prolific researcher, with a special focus on payment systems. “With all the changes in technology, new kinds of Internet arrangements, and the disappearance of old methods of doing payment—like checks—understanding payment systems is pretty exciting,” said Kahn. He continues, “It gets even more interesting when you start talking about abuses—identity theft, money laundering, and frauds of various sorts.”

When Kahn is not teaching or doing research, you may find him serving as a consultant to the Federal Reserve Bank of Atlanta, spending time with his wife, Virginia France, who also teaches in the finance department, or with his two children. Current MBA students will remember him singing bass in the Bottom Line (an MBA a cappella singing group who performed last year) and as a key performer in the Women in Business musical review fundraiser that was held in December 2005.

NEWS



Brian Precious, Stephan Seyfert, and Zak Horn founded Illini Professional Services.

Illinois MBA Students Start Consulting Service

By Stephan Seyfert, Class of 2006

Entrepreneurship has become a hot topic at the University of Illinois during the past few years. Resources such as the Office of Technology Management and the University Research Park and business incubator, EnterpriseWorks, reveal an emphasis on technology transfer, in particular.

Many entrepreneurial start-ups are led by competent technical experts, but those people often lack the time or expertise to develop and manage the businesses. Illinois MBA students Brian Precious, Stephan Seyfert, and Zak Horn hope to address that need through their new company: Illini Professional Services (www.IlliniPS.biz).

The trio started the business while finishing their final year in the Illinois MBA program, and the need for their services quickly became apparent. “We each have areas of expertise that complement each other,” said partner Brian Precious. “We are able to combine our skills to add substantial value to our clients and we work really well together. We often immerse ourselves in the client’s company and function as an internal group rather than an external consultancy.”

After graduating in May, they will focus on the business full time and hope to expand their service area. “Our primary focus is on helping UI-based technology companies and other small businesses in Central Illinois,” partner Zak Horn said.

“However, our location here allows us to expand our area to Chicago, Indianapolis, and St. Louis without needing to charge the higher rates common in the larger cities. We can add value to the companies at a great value.”

PEOPLE

IMBA Alum Finds Success at Home after International Odyssey

By Mary Miller, Associate Dean

Eduardo L. Wurzmann arrived in Illinois from Brazil in 1989 as a very young man. His undergraduate degree was in economics, but the Illinois MBA exposed him to areas and ideas that expanded his knowledge and opened his eyes to new opportunities.

After earning his MBA, Eduardo returned to Brazil where he worked in investment banking for ten years, first in Brazil, and then in Russia, where he was the head of Crédit Agricole Indosuez, a French bank.

In 1999, he returned to Brazil, and in the beginning of 2001 he co-founded Veris Educacional, a for-profit higher-education institution. Eduardo and his co-founder started from zero, but they bought another school in the following years. Today Veris Educacional has about 7,000 students in undergraduate and graduate courses, showing revenues of about \$40 million in 2006.

For more information, please visit the websites of the schools that are operated by Veris Educacional: www.ibmec.br and www.ibta.com.br. Eduardo may be contacted at ewurzmann@veris.com.br.

CLUB ROUNDUP

The MBAA Corner

By Rahul Kalsi, VP of Social Programs

Balancing a social life with academic responsibilities is sometimes difficult, but the MBAA tries to reserve time to celebrate milestones. Whether it's Women in Business setting up an informal coffee-shop gathering to learn about the benefits of diversity, or the upcoming Spring Gala, social programs provide a unique setting for students to build networking skills and learn more about each other.



April's "Club Roundup" section showcases the lighter side of our MBA Association as many organizations joined in the campus-wide celebration of International Week. Articles from the International Business Society (IBS), Asian Business Society (ABS), and MBA Latin American Business Society (LABS) highlight MBA students' involvement in the week's festivities.

With the prospects of warmer weather, we will be planning more outdoor activities, including tailgates to support spring athletics, barbecues, and a spring golf outing. The MBAA will also sponsor a week-long celebration for our outgoing second-year students that will include the Second-Year Finale and the annual Spring Gala at the Champaign Country Club.

As Vice President of Social Programs, I look forward to supporting my fellow MBA students to help create social programs that strengthen our knowledge and appreciation with respect to the following six areas:

- Cultural Diversity
- Alumni Relations
- Career Building
- Art, Theatre, and Music
- Food and Dining
- Athletics

By offering social events that focus on these areas, I truly believe the MBAA can provide activities and experiences that complement the classroom and enhance the Illinois MBA experience.

Asian Business Society

By Tammy Stern, Class of 2007

During International Week, the Asian Business Society (ABS) sponsored an event which saw students break into song—regardless of whether or not they could carry a tune. ABS hosted Karaoke Night, an evening of entertainment and competitive singing at the Baytowne Clubhouse on Tuesday, March 14.

More than a dozen singers (a.k.a. IMBA students) took to the microphone and belted out their favorite tunes. Voting was judged by round-of-applause with first place going to Shu-Chien Wang and Eric Wang. Second place was awarded to Anyu Chang, and Takashi Kozuka received third place.

Other awards were handed out to Jiuyue (Christina) Xu (Best Dressed Award) and Floyd Lewis who proudly accepted the Worst Singer of the Night Award. Everyone had a great time, and ABS appreciated the enthusiasm shared by participants and audience members alike!



International Food Night, hosted by the International Business Society, featured cuisine from 15 countries and featured presentations about six countries.

International Business Society

By Raphael Susanto, Class of 2007

The International Business Society (IBS) hosted its annual International Food Night on Sunday, March 12. Students, faculty, and administration celebrated the rich culture represented within the Illinois MBA by sampling international cuisine from 15 countries.

Guests were also treated to presentations on Egypt, South Korea, and Iran. Mona Haggag spotlighted popular tourist destinations in Egypt, and Chung-Beom (Tony) Nam showcased a video on South Korea's economic progress. Rounding out the presentations was Zivar Hallaji who spoke on Iranian art, food, and culture.

"International Food Night was a tremendous success," said Raphael Susanto, president of IBS. "We had a great turnout and support from the IMBA community. People were so excited to participate in the event and are anxiously awaiting our next event."



Swapna Kulkarni dances with Floyd Lewis at Salsa Night, sponsored by the MBA Latin American Business Society.

MBA Latin American Business Society

By Clara Spaanstra, Class of 2007

The MBA Latin American Business Society (LABS) held Salsa Night on March 15.

MBA LABS decided to make this event different from previous years by adding a two-hour salsa lesson taught by Mrs. Eliana, one of the most famous salsa teachers in the Champaign-Urbana community. The salsa lesson was held at La Casa Cultural Latina and was followed by an evening of salsa dancing at Joe's Brewery.

More than 40 MBA students danced salsa, merengue, and bachata, a form of music and dance that originated in the countryside and rural marginal neighborhoods of the Dominican Republic. MBA LABS thanks all MBA students and guests for joining in this wonderful event!

LABS is planning another social event for April 19. "Un Café, Por Favor" will offer MBAs a chance to improve their conversational Spanish.

MBA Service Association

By Mark Lockwood, Class of 2007

Members of the MBA Service Association will be lending their talents to local nonprofit organizations, under an initiative recently launched by the group.

The MSA (formerly the Military Service Association) established a fundraising committee whose members outsource their marketing and fundraising services to nonprofit organizations in the Champaign-Urbana community. Already two organizations have enlisted the MSA to assist with their charitable activities.

"The purpose of the MSA is to strengthen ties between the Illinois MBA student body and the C-U community," said Mark Lockwood, MSA president.

"We believe the Fundraising Committee will help provide an immediate impact to local charities and improve the community in which we live. As we move forward, we appreciate help from both current students and alumni in our ongoing service efforts."

MSA will be co-sponsoring volunteer assistance in conjunction with the Christie Clinic's 23rd Annual Run for the Health of It on April 8. Plans are also underway for next year's Toys for Tots program, in cooperation with the U.S. Marine Corps.

Operations and Technology Management Association

By Zivar Hallaji, Class of 2007

The Technology Management Association recently changed its name to the Operations and Technology Management Association (OTMA), expanding its focus to include business process management. OTMA will continue to support programming to further student understanding of IT and the application of technology to business.

Additionally, OTMA will host events for students interested in managing operations or business processes in general. To that end, OTMA held a panel discussion on operations management on February 23. Pedro Castañeda, Shawn Hammond, and Amber Tsun, all second-year students with a concentration in Operations Management, joined Nick Petruzzi, Associate Professor of Business Administration, to talk about the field of operations management, the hot jobs in 2006 and 2007, and the Operations Management concentration within the Illinois MBA.

"I am particularly impressed by the leadership," said Professor Petruzzi. "I am looking forward to working with OTMA, and I'm encouraged by the future prospects of this organization to support students of both Operations and IT concentrations."

Women in Business Society

By Margretta Angdjasrin, Class of 2007

After a successful leadership conference in February, the Women in Business Society (WiB) reconvened on March 15 to preview upcoming events in 2006. Margretta Angdjasrin, WiB president, was pleased to announce the society's membership in the National Association of Women MBAs (NAWMBA), an organization dedicated to promoting women in business and increasing the opportunities of women MBAs.

"We believe membership in NAWMBA will help to increase national awareness of the Illinois MBA WiB Society," said Angdjasrin. "We plan to take an active role in NAWMBA activities, including attending their annual conference and career fair."

In other news, WiB will host an MBA talent show on April 7, featuring musical and dance performances from students, faculty, and administration.