

# School of Business

*Reinventing Business*



Endowed Chairs (Finance, Marketing, Entrepreneurship, Management, Accounting, Supply Chain and Real Estate): **\$10 million**

## Background

The reach of School of Business professors goes far beyond the classroom. The faculty members are more than inspiring teachers. They are also researchers, mentors, practitioners and innovators. The School of Business is seeking \$2.5 million to **establish endowed chairs — in finance, marketing, entrepreneurship, management, accounting, supply chain and real estate.**

This endowment, which will add a noted thought leader to our faculty in perpetuity, is critical to the School of Business, allowing it to:

- Enhance the school's ability to reach out to other faculty for collaborative research and program building;
- Advance the discipline of business education;
- Provide student access to nationally recognized experts;
- Attract top quality students;
- Continue to enhance the school's reputation and maintain its national and international rankings;
- Compete with other nationally recognized business schools; and
- Attract and retain top academic professionals in these fields.

Each endowed chair will help grow an already vibrant faculty. The chosen chair will be a leading scholar with proven expertise in the field. He or she will maintain a teaching load of two courses per semester, along with an active research program. In addition, he or she will mentor younger faculty. He or she will also:

- Research, teach and develop programs and curricula;
- Work to increase external awareness and understanding of the School of Business;
- Prepare students for successful careers; and
- Create a network of scholars to visit campus as guest lecturers.

## Objective

Investing in the future of tomorrow's business leaders and helping shape their education is an honor.

Endowing a chair means that position will exist as long as the university exists, providing prestige and resources for recruiting and supporting faculty of distinction and students of promise. An endowed chair is a way of ensuring, in perpetuity, that students will be exposed to the latest research and practice at a business school that is emerging as a national leader and a model for others to emulate. For the funder, it offers an opportunity to frame the future in a very positive and personal way.

By comparison, the University of California, San Diego's Rady School of Management has six fully funded endowed chairs. San Diego State University (SDSU) has four endowed chairs in its College of Business Administration. In contrast, USD's School of Business at USD has only one endowed chair. Nationally, our peer schools average 20 chairs. Establishing an endowed chair will significantly raise the profile of USD's School of Business, allowing it to encourage even more creativity in the classroom, in research and in the business community.

## Impact

An endowed chair enables USD's School of Business to attract exceptional faculty and to build a powerful curriculum. The endowed chair, in conjunction with the current faculty, will insure a rigorous and relevant level of training that will produce exceptional graduates. These elements, in turn, attract recruiters and job opportunities, resulting in supportive and committed alumni leaders and funders. The prestige of such a chair attracts students from around the globe and improves our reputation, rankings, community and ability to create positive change in the world.

## For More Information

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