

W. P. CAREY

- 1996** • **ASU MBA High Technology program**, a result of synergy between the College of Business, the College of Engineering and the Valley's high technology firms, enrolls its first class of working professionals.
- 1997** • The **Institute for Manufacturing Enterprise Systems** forms to focus the energy and resources of the College of Business, the College of Engineering and Applied Science and industry to the advancement of manufacturing worldwide.
- 1998** • AACSB awards high scores to the college in its **reaccreditation** report.
 - **Business Week** includes the College of Business in its ranking for the first time, placing it among the top 50 programs in the country.
 - College exports its ASU MBA High Technology program to **China** in partnership with Motorola.
 - Dean Penley forms the **E-Business Task Force** — a partnership of business faculty and corporate leaders — to determine what the college must do to stay ahead of the technology-transformed business landscape. Recommendations for curriculum and infrastructure changes are implemented in the next two years.
- 2000** • College becomes one of a select few business schools to install **wireless** access points for computing. The addition of Citrix Thin Client servers gives students **access** to complex database programs, allowing students to unplug from hard-wired computer labs.
 - Deere & Company provides seed money and the first class of students, helping to create the **ASU MBA Online**.
- 2001** • The Campaign for Leadership is hailed as the most successful fundraising initiative in Arizona history, with gifts totaling over \$50 million to the College of Business. The College now has **14 endowed chairs** and **11 endowed professorships**.
- 2002** • **The Center for Advancing Business through Information Technology** launches an interdisciplinary research initiative to explore the impact of technology on business.
 - **Michael Crow** is inaugurated as the 16th president of ASU.
 - Dean Penley announces university approval to plan and raise funds for a **new College of Business building**.
- 2003** • **Built on a sound foundation, the W. P. Carey School of Business begins its history with an endowment of \$50 million from New York real estate investment banker Wm. P. Carey, directly benefitting faculty, students and special initiatives.**



- 1885** • **The 13th Legislative Assembly of Arizona Territory passes John Samuel Armstrong's bill establishing the Territorial Normal School in Tempe — known today as Arizona State University. In 2003, Armstrong's grandson, Wm. P. Carey, endows the W. P. Carey School of Business.**
- 1898** • **Old Main**, former classroom building that is now the home of the ASU Alumni Association and the heart of ASU tradition, is dedicated on February 4.
- 1918** • The letter "N" for Normal School is constructed on Hayden Butte. This letter becomes an "A" in the 1930s, reflecting the institution's name change to Arizona State Teachers College. **"A" Butte** remains a focal point on campus.
- 1946** • An artist in the Walt Disney studio designs a mascot for Arizona State College, and **Sparky** is born.
 - The Board of Regents authorizes Arizona State Teachers College to grant the **first business administration degree**.
- 1951** • The Bureau of Business and Economic Research opens. Re-named the **Center for Business Research**, it remains a public service research unit that specializes in applied research relating to the economics and demographics of Arizona and the metropolitan Phoenix area.
- 1954** • The Board of Regents **establishes the ASU College of Business Administration** under the leadership of Dr. Emil J. Hilkert.
- 1956** • Glenn D. Overman is appointed dean of the College of Business Administration.
- 1957** • The Board of Regents approves the **first master's degrees** for the new College of Business — the master of science in business administration and master of science in accounting.
- 1958** • Sun Devil Stadium is built.
 - A hotly-debated statewide referendum passes, conferring **university status** on ASU.
- 1961** • The **master of business administration** — the MBA — is established.
- 1962** • The College of Business wins its first undergraduate AACSB accreditation.
- 1963** • The first **Economic Forecast Luncheon** occurs, later renamed the Bank One/ASU Economic Outlook Luncheon, which draws more than 1,500 business people yearly.
- 1964** • The ASU MBA program earns its first **AACSB** accreditation.

SCHOOL OF BUSINESS

W. P. CAREY
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ARIZONA STATE UNIVERSITY

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ASU ARIZONA STATE UNIVERSITY

- 1965 • The **doctor of business administration** degree program begins, with the first candidates admitted in September.
- 1968 • College moves into **Business Administration Building** fronting on Lemon Street. This is the first building at ASU dedicated solely to business — the beginning of the current College of Business campus.
- 1971 • The north addition to the Business Administration Building is finished, completing what is now known as **BA**.
- 1972 • The **Business Administration Alumni Association** is formed with 100 charter members. Bob Bulla is its first president.
- 1976 • The **master of health services administration** program is separately accredited by the ACEHSA (Accrediting Commission on Education for Health Services Administration).
- 1980 • The Arizona Real Estate Institute (now the **Arizona Real Estate Center**) is founded.
- 1981 • The **ASU MBA for Executives** graduates its first class.
- 1982 • **L. William Seidman** becomes dean.
• The **Hispanic Business Association**, now a nationwide organization, is founded by a group of Hispanic graduates of the College of Business.
- 1983 • The **Dean's Council of 100** forms, giving the dean a formal communications channel to business executives for advice and support.
• The Arizona Real Estate Education Foundation funds the Arizona Real Estate Professorship — the **college's first professorship**. Dr. Karl Gunterman is its first stakeholder.
- 1984 • The doctor of business administration degree becomes the **Ph.D. in business administration**.
• College dedicates the six-story **BAC** building, rounding out the current business complex. Soon after, the school's official name is changed to College of Business.
- 1985 • The **Economic Outlook Center** is established. Now the Bank One Economic Outlook Center, it is one of Arizona's trusted sources of business data and economic forecasts. With the Center's founding, the college forges a relationship with renowned forecaster Robert J. Eggert, who helped develop the Blue Chip publications for which ASU is known.
• The **Center for Services Leadership** forms around pioneering researchers in the marketing department who recognize the emerging challenges and opportunities for businesses in the services arena.
• The **L. William Seidman Research Institute** is created to coordinate the gathering and distribution of funds for research at the college, and to serve as an umbrella agency for the college's research centers.
• Dean Seidman founds the **Economic Club of Phoenix**, a support group that has helped forge strong ties between the college and the business community. Monthly luncheons continue to be a highly anticipated feature of the city's business calendar.
- 1986 • The **Center for Advanced Purchasing Studies (CAPS)**, now known as CAPS Research, forms in partnership with the National Association of Purchasing Managers (now the Institute for Supply Management), a global industry think tank.
• **John Kraft** begins his tenure as dean.
- 1987 • ASU MBA for Executives program begins to require **laptop computers** for its students, making it one of the first programs on campus to incorporate laptops into the curriculum.
• The **School of Accountancy** receives separate AACSB accreditation.
- 1989 • The **Business Honors program** commences with 12 students, making the ASU College of Business one of the few major business schools to incorporate a complete honors program within its walls. The program has grown to 311 students, and represents 30 to 40 percent of all ASU Honors graduates each year.
• The ASU MBA program creates a separate full-time program and enrolls the first entering class, the beginning of the **contemporary ASU MBA program**.
• Center for Services Leadership presents the **1st Annual "Compete Through Service-Breakthrough Strategies and Tools" Symposium**, STILL regarded as one of the best business conferences in the country.
- 1990 • **Lattie F. Coor** is inaugurated as ASU's 15th president.
- 1991 • Management Professor **Larry E. Penley**, who has been acting dean since June 1990, is named dean for the College of Business.
- 1992 • Dean Penley initiates the **Business Partners Process**, enlisting the help of key corporate leaders to help redefine the college's vision and goals.
• The part-time **MBA** program adopts a **two-year curriculum** based on business fundamentals, core concepts and application.
• The **ASU MBA Council** is formed to build a graduate business alumni network.
• College begins to move ahead aggressively on **technology improvements**, implementing its first local area network, and opening ASU's first undergraduate, college-level computing site.
- 1993 • College successfully launches its **first internet course** — Accounting 250. By 1998 more than 500 undergraduate students each semester are taking this course on line.
- 1994 • ASU achieves the prestigious **Research I status** (now referred to as Research/Doctoral Universities-Extensive), recognizing ASU as a premier research institution.
• The Harold E. Fearon Chair in Purchasing is endowed — the **first fully funded chair** in the College of Business. Efforts ramp up to provide the support needed to attract and keep the best faculty.
• The **Center for the Advancement of Small Business** launches its efforts to support small business through education, practice and research.
- 1995 • ASU MBA for Executives are the first students at ASU to receive **university email accounts**.
- 1996 • Bank One Arizona gives \$1.3 million to endow the Bank One professorship in economics and the **Bank One Economic Outlook Center**. This gift, coming at the beginning of ASU's \$400 million Campaign for Leadership, helps lay a financial foundation for the college's growth.