The Pitt Business Mission

The Joseph M. Katz Graduate School of Business & College of Business Administration leverages the opportunities created by our urban location and strong research culture to prepare students to be catalysts for change.

Our mission is to merge communities of knowledge with communities of practice to create exceptional experience-based learning outcomes for students and relevant insights for business leaders.

At Pitt Business, we believe that big things happen when you put knowledge into practice. The University of Pittsburgh’s Cathedral of Learning, the tallest building devoted to education in the Western Hemisphere, is a constant reminder of this fact.
However exciting it is for our students to study internationally, the bulk of their experience is gained in our home base, Pittsburgh. This past year, we made the most of our location by having students again use the city and its diversified economy as their laboratory. With Pittsburgh companies as their clients, our MBA's completed Consulting Field Projects that addressed global expansion strategies and Six Sigma field projects that optimized supply chain operations. Our undergraduate students completed a national marketing campaign for Mazda that targeted elusive Generation Y buyers and helped a Pittsburgh music store to develop a scholarship fund to help underprivileged children.

Thanks to these collective efforts, we have enjoyed significant reputational gains in the rankings. Our MBA, Executive MBA, and undergraduate business programs are all now ranked in the top 25 U.S. public institutions by various organizations and publications. Additionally, our MBA program was recognized as providing its graduates with the number one return on their investment by The Economist and the number one in salary increase by percentage in the Financial Times. Furthermore, since 2012, our MBA program has climbed the most spots of any school in the graduate business school rankings of U.S. News & World Report.

Clearly, we are an institution rising in renown. Not surprisingly, we have seen an uptick in media coverage from national and international outlets. Our professors are increasingly appearing in Bloomberg Businessweek, The Wall Street Journal, Forbes, The Huffington Post, and other outlets. Some of this is due to proactive outreach on our part, most of it is due to the media recognizing Katz as a leading institution.

I thank our students, faculty, staff, alumni, friends, and the greater University community for their continued support. When I think of what the future holds, I see inevitable speed bumps on the horizon, most due to the broad challenges facing higher education. Yet I feel confident that Pitt Business is primed for even greater progress. That’s because in 2015 and beyond, we will continue to follow the simple formula that drives our achievements: knowledge + practice = success.

When I reflect back on the progress at Pitt Business during the past year, I can’t help but notice that all of our achievements have one thing in common: They were shaped by our commitment to experience-based learning.

Experience-based learning is our term for hands-on learning exercises. It applies to management simulations, internships, professional development workshops, consulting projects, study abroad programs—in short, every activity through which our students learn by doing, by actually participating in their education.

This formula for success isn’t flashy—but the results are. The MBA placement rate in our full-time program is 96 percent within three months after graduation, which equals or surpasses the most elite institutions in the world. For these straight years, 100 percent of our MBA students have completed internships. These internships contribute to their readiness to join organizations of all sizes and types and add value on day one.

This past year, we developed the Global Business Institute (GBI) for undergraduate students, which I feel marks the next evolution of study abroad. It will let our students not only go overseas but also immerse themselves in the business community while there, taking business classes geared to the host country’s strengths and completing international internships. The initial GBI locations are London, England; Florence, Italy; Shanghai, China; Sydney, Australia; and Buenos Aires, Argentina.

From the D E A N

OUR FORMULA FOR SUCCESS BEGINS AND ENDS WITH EXPERIENCE
A YEAR OF RANKINGS ASCENT

Top 25

among U.S. public institutions (The Economist, Financial Times, and Forbes)

No. 1 salary increase in the United States for graduates, at 132 percent on average (Financial Times)

No. 1 return on investment for graduates in the United States, at 42 percent within one year after graduation (The Economist)

No. 1 increase in the U.S. News & World Report rankings among all business graduate schools since 2012 (jumped to No. 28 among U.S. public institutions)

KATZ EXECUTIVE MBA WORLDWIDE PROGRAM

Top 10

among U.S. public institutions (Financial Times and Poets & Quants)

No. 16 Return on Investment for graduates in the United States, at 42 percent within one year after graduation (The Economist)

No. 24 among U.S. public institutions (U.S. News & World Report)

No. 35 among U.S. public institutions (Bloomberg Businessweek)

No. 26 among U.S. public institutions (Poets & Quants)

J O B P L A C E M E N T A M O N G T H E B E S T MBA

100% internship rate for Katz MBA for third straight year

96% Placement rate for students who receive job offers within 90 days of graduation

82% Placement rate for students who receive job offers within 90 days of graduation

90% internship rate, with students averaging more than two internships

Business.pitt.edu

Undergraduate

No. 1 increase in the United States for graduates, at 132 percent on average (Financial Times)

No. 1 increase in the U.S. News & World Report rankings among all business graduate schools since 2012 (jumped to No. 28 among U.S. public institutions)

No. 1 return on investment for graduates in the United States, at 42 percent within one year after graduation (The Economist)

No. 1 salary increase in the United States for graduates, at 132 percent on average (Financial Times)

Productivity of the Pitt Business marketing faculty was ranked 16th in the world, according to a 2014 report issued by the American Marketing Association’s Doctoral Students Special Interest Group, which added up the number of articles published during the past five years in the Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, and Marketing Science.

THEY SAID IT

The Katz School is one of the “best-kept secrets” among recruiters, and its graduates are “high performers with even higher ceilings.” —Poets & Quants, “Academics vs. Recruiters: Which Schools Perform the Best?”

Total faculty research output from 2009 to 2013, according to University of Texas at Dallas worldwide rankings. Our faculty members published 91 articles.

No. 26 among U.S. public institutions (Poets & Quants)

No. 35 among U.S. public institutions (Bloomberg Businessweek)

No. 24 among U.S. public institutions (U.S. News & World Report)

KATZ GRADUATE SCHOOL OF BUSINESS TWO-YEAR MBA PROGRAM

No. 1 increase in the U.S. News & World Report rankings among all business graduate schools since 2012 (jumped to No. 28 among U.S. public institutions)

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2013-14 ANNUAL REPORT
In May 2014, Gulf Oil Foundation Professor of Business Education, Chatterjee, was named associate dean following a national search. Chatterjee, who has been on the Pitt Business faculty since 1996, had been serving as interim associate dean for his appointment.

The Pitt Business Center for Supply Chain Management was established in April 2014 with support from Genco. Led by interim director and Professor of Business Administration Prakash Mirchandani, the center promotes the pursuit of excellence in supply chain management by conducting educational programs, research projects, and outreach activities in close collaboration with corporate partners, professional organizations, and other schools within Pitt.

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Filing for two MBA “flipped” classes was completed during the past year. The lecture portion of classes is recorded so that students can watch the lecture in advance and spend their time in class on more valuable, thought-provoking discussion. The first flipped class was focused on mergers and acquisitions and the second on innovation and entrepreneurship.

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Moving the Undergraduate Program Forward

In her first year as associate dean of the undergraduate College of Business Administration, Audrey J. Murrell oversaw the creation of several new and reinvented programs that took effect in fall 2014.

They support the undergraduate program’s new strategy to offer business experiences that take students on a journey from the classroom, to the city, to the world.

Global Business Institute

Undergraduate students will be able to take classes taught by Pitt Business professors at one of five international locations thanks to a partnership with CAPA International Education. Buenos Aires, Argentina, will have a global management focus; Florence, Italy, will have a marketing focus; London, England, will have a finance and accounting focus; Shanghai, China, will have a supply chain management focus; and Sydney, Australia, will have a marketing and business information systems focus.

Living Learning Community

Incoming business freshmen now have the chance to live together in the newly remodeled Bruce Hall residence hall. The living arrangement helps students to build a stronger culture and feel more like business students from day one. Students also will complete special business activities; network with business professionals; and choose to live on a floor dedicated to one of four interest areas: global business, social responsibility, business honors, or entertainment and sports.

Outside the Classroom Curriculum

To both reward and track student participation in extracurricular activities, this initiative will give students credit for completing activities in 10 different categories associated with professional development. Students progress through different levels and receive special recognition at graduation for completing each level.

Panther Projects

For years, undergraduate students have completed business projects for Pittsburgh organizations. Now, instead of offering clients projects that are “one and done,” the school will be completing a series of projects over a three-year period. During the next year, projects are planned with the Pittsburgh Public Schools, Greater Pittsburgh Community Food Bank, and The First Tee of Pittsburgh, among others.

Business Honors Program

The nine-credit program, offered to exceptional students, enhances the Bachelor of Science in Business Administration degree with honors-specific courses and an experience-based learning capstone. The capstone will give students the option of completing a client project, research project, or global experience.

Business.pitt.edu/cbw
HANDS-ON BUSINESS EXPERIENCES

Experience-based learning is a hallmark of the Joseph M. Katz Graduate School of Business & College of Business Administration and continues to expand in both its depth and scope.

OVERCOMING GENERATION Y’S WANNING INTEREST IN AUTOMOBILES

In December 2013, undergraduate students won first place in Mandia’s national college marketing competition for the strategic campaign they developed to market the Mazda3 to car buyers in the 20-something demographic. They tested their campaign, titled What Drives You, in events on Pitt’s campus before presenting their results to company executives at Mazda’s New Jersey headquarters. The effort was part of the Projects in Marketing course.

ENHANCING LEARN-PRACTICE IMPROVEMENTS

In the fall and spring terms, the Sigma Theta Theory and Practice course gave Katz MBA students the chance to complete hands-on consulting projects for clients such as L’Oréal, Trada Chocolate, EDF Corporation, Bayer AG, and Hanco Corporation. Students addressed issues in work order flows, and equipment yields. In addition to completing valuable field work, students were paired with a Black Belt-certified Six Sigma mentor.

CONSULTING FIELD PROJECTS

In the fall and spring terms, 83 Katz students completed Consulting Field Projects for a range of companies. Each term, students interned their projects into the school’s McKinsey Cup competition. The fall winners helped their client, Aitheras Aviation, to determine that Lima, Peru, was the best location to build a new hub-and-spoke system in South America. The spring winners helped their client, PNC Healthcare, to determine that expansion into the Canadian market would be a poor strategic move.

CORPORATE SOCIAL RESPONSIBILITY AND ENERGY

Six undergraduate business students traveled to Paris, France, over spring break to learn how L’Oréal, FedEx, and others with European offices are incorporating corporate social responsibility into their broad strategies. They applied this knowledge back to Pittsburgh to help The First Two of Pittsburgh with a different type of project: water-focused conservation planning efforts.

STUDENT-PRODUCED SONGS

In March 2014, the David Berg Center for Ethics and Leadership hosted its sixth annual Berg Business Ethics Case Study Competition, drawing eight top undergraduate business schools from across North America. Yale University, Queen’s University, the University of Calgary, the University of North Carolina at Chapel Hill, University of Virginia, the U.S. Naval Academy, Lakehead University, in St. Louis, and Pitt received $10,000 for first prize, while the U.S. Naval Academy received $2,000 for second place.

ACADEMIC VALUE

As part of the Certificate Program in Leadership and Ethics, undergraduate students worked with Pittsburgh Quarterly on the music store’s main community initiative: a new scholarship fund to support music lessons for underprivileged Pittsburgh children. Students named the scholarship Drawer Together (inspired by the Beatles song “Come Together”) and developed a six-month marketing plan that was presented to the general public.

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Toward EuroPAn Attitudes

Students followed up this experience by completing a self-directed research project based on the practicum.

UNDERSTANDING EUROPEAN ATTITUDES TOWARDS ENERGY

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UNIVERSITY OF PITTSBURGH, DURHAM UNIVERSITY, AND ETH ZURICH HOST ANNUAL SPECIAL OLYMPICS

In April 2014, Katz MBA students finished second in the Business School MBA Regional Special Olympics Case Competition. The team impressed the judging panel of supply chain experts by designing an optimal, cost-effective transportation network for the upcoming 2014 Special Olympics USA Games in New Jersey.

W A N N I N G I N T E R E S T I N A U T O M O B I L E S

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ENHANCING OUR PROMINENCE

290 articles
(up nearly 14 percent*)

52 national articles
(up nearly 58 percent*)

The media coverage generated by Pitt Business faculty, staff, students, and alumni helps to raise the renown of the school worldwide. This small sample of news clippings shows how our people are sought out for their cutting-edge research, innovative class projects, and their knowledge as experts in the business disciplines.

Enhancing our prominence

The Huffington Post
DEAN’S BLOG

Pitt Business dean
John T. Delaney is the author of a monthly education blog on The Huffington Post.

“An Education in Ethics”

“The Most In-demand 21st-century Business Skill: Learning Agility”

“Much aMOOC About Nothing?”

Each post has nearly 41 million online impressions.
ONLINE AND SOCIAL MEDIA AUDIENCE GROWTH

The Pitt Business social media platforms, smartphone apps, and faculty blog let us connect instantaneously with our students and alumni. The interactions continue to show across-the-board growth and are increasingly driving traffic to the school website.

WEBSITE PAGE VIEWS FROM JULY 1, 2013, TO JUNE 30, 2013

2,010,814

PERCENT INCREASE IN TRAFFIC TO THE WEBSITE FROM SOCIAL MEDIA

Facebook: 51%
Twitter: 763%
LinkedIn: 64%

GROWTH FROM JULY 1, 2013, TO JUNE 30, 2014

Ex: 309,334
Likes: 8,407
Posts: 200
Tweets: 517

Ex: 411,582
Likes: 1,822
Posts: 200
Tweets: 1,602

Katz:

In 36% likes, 84% subscribers.

CB:
In 250% likes, 530% followers.

Katz:
In 41% followers, 1,822 tweets.

CB:
In 530% followers, 1,602 tweets.

There were 30 posts in the first year. It was viewed by users in the Americas, Asia, Europe, Africa, and Oceania.

Separate smartphone apps for MBA and undergraduate business students were created to help the school improve its communications with students.

"IT’S A BIRD... IT’S A PLANE... NO, IT’S AMAZON PRIME!"

"DON’T BAN BOSSY—EMBRACE CHANGE MAKERS!"

"SHOULD COMPANIES FORCE RANK PEOPLE?"

"IS BLACKBERRY ON THE ROPES?"

"DOES FACEBOOK MAKE US :( ?"

"THE FORMAL WORK WEEK HAS DECLINED—BUT ARE EMPLOYEES WORKING FEWER HOURS?"

"2014 SUPER BOWL AD WARS: WINNERS AND LOSERS"

"HOW DID BEYONCE SHOCK THE MUSIC WORLD THROUGH SOCIAL MEDIA?"

"THE PIT BUSINESS FACULTY BLOG WAS CREATED in July 2013 to let faculty write about business trends.

"2013-14 ANNUAL REPORT business.pitt.edu"

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F INANCIALS, E NROLLMENT, A ND E MPLOYMENT

The Pitt Business fiscal year begins July 1 and ends June 30.

2013-14 ANNUAL REPORT

B U S I N E S S. P I T T. E D U