



**WORLD
MBA
TOUR™**
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WORLD OF MBA's

PUBLISHING THURSDAY SEPT. 10, 2009
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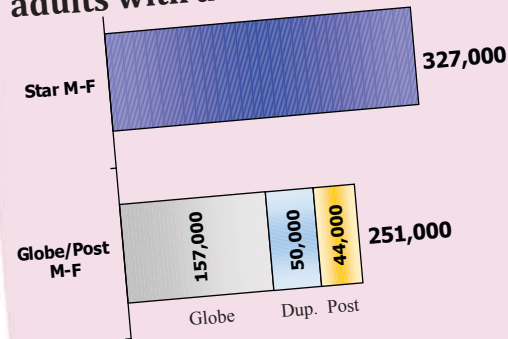
WORLD MBA TOUR

In the wake of the economic crash, jobs are harder to find for graduating MBA students. Business schools are retooling their placement efforts to help them. Schools are also adjusting to new realities themselves in the program content they offer. In the wake of developments in the world of finance, the spotlight has fallen on business ethics and the teaching of them. The **Star's World of MBA's** section provides students with information they need to make choices and describe the things leading business schools are doing to adapt to students' changing needs. The section coincides with the arrival in Toronto of the **World MBA Tour**, a global networking event linking MBA graduates and employers. The section includes a round-up of MBA programs in Canada.

■ **327,000** Ontario adults have earned a bachelor's degree and read the weekday Star, that's more than the Post and Globe combined

■ Over **400,000** managers/professionals read the weekday Star, more than the Globe and Post combined

Reach the #1 audience of adults with a bachelor's degree



Source: NADbank 2008 - Full StudyBase: Ontario, adults 18+, bachelor's degree

Rates We are extending a special rate, along with a **35% colour premium** (based on available space) to all educational institutions offering MBA programs.

\$18,500	\$9,900	\$9,600	\$6,500	\$4,900	\$2,500
Full Page	1/2 Page impact	1/2 Page horizontal	1/3 Page	1/4 Page	1/8 Page
10 1/2" W x 20 13/16" D	8 3/8" W x 13 3/16" D	10 1/2" W x 10 5/16" D	10 1/2" W x 6 13/16" D	5 3/16" W x 10 15/16" D	4 1/8" W x 6 13/16" D
MFP	M852	MA50	MA33	M525	M413

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DOSSIER: The Coles Notes on the MBA programs available in Canada. Library

WHAT: Henry Mintzberg, curmudgeon of McGill University, is bringing out his final business book out in September, called *Managing*. Five years after he rocked the business school world with his last book *Managers, Not MBAs*, railing against the modern MBA curriculum, which he says does not teach people how to manage, Mintzberg is taking stock of the economic chaos caused by financial speculation. We ask the business guru what he thinks schools should be teaching.

WHERE: Where could I be learning? A growing number of Canadian GMAT test-takers are shunning the U.S., and sending their score reports to Europe and Asia. Where should they study? The U.S. has become too expensive. In the late 90s, the cost of top U.S. MBA was around \$50,000. This year, it will cost double that. And it is now too hard to work in the U.S. upon completion of the degree anyway as employment visas have dried up in the wake of the 9/11 attacks. A round up of international alternatives for Canadian students intent on studying overseas.

TOUR: *World MBA Tour* stops in Toronto, Sun., Sept. 13, with a view to matching students and universities.

ETHICS: Harvard recently attracted a lot of attention by introducing an oath for MBA students to take about being good business people. How do you teach business people ethics?

GLOBAL: Five teams of Schulich MBA students went to Israel during the last academic year (2008-2009) to provide strategic consulting advice to five Israeli start-ups looking to export their hi-tech goods and services. The firms included:

- A company based in the desert near the Gaza strip comprised of recent Russian immigrants to Israel (all chemists with an average of 65) that has developed a technology for repairing oil pipelines from within the pipeline itself
- A technology company that has developed a headset with military applications that blocks out loud background noise (bombs, gunfire) but captures and amplifies up-close and soft noises (whispers, etc.).
- A Tel Aviv biotech start-up that has developed a process to extract oil from algae for the purpose of creating biodiesel fuel
- A company that has developed a humidity monitoring system that tracks produce from the farm to the supermarket and intervenes along the way, adjusting the humidity and temperature to ensure that the produce arrives fresh and ripe (with future applications to include a monitor to measure pathogens in the fruit and vegetables)
- A software company with an e-health application looking to break into the Asian market (the software reduces costs by sharing information)

The travel costs of the students were underwritten by the participating companies as well as through an endowment from the Bronfman family, matched by the Ontario government. The Schulich students teamed up with MBA students from the Recanati business school at the University of Tel Aviv. Students also benefitted from the advice of an advisory board that included a number of prominent business people such as Larry Tanenbaum and Skip Sigel (Korn/Ferry International) as well as other senior executives from firms such as IBM, Microsoft, OMERS and LG.

