Dear CBE Friends,

Happy New Year!

The fall semester was a whirlwind of activity in the College! It is my pleasure to share with you a retrospective look, at the same time as update you on some important CBE initiatives.

For our students to truly understand the complexities of a global business environment, they must extend their education beyond textbooks and the classrooms of Rauch Business Center. Sometimes we send our students out into the world. Sometimes the world comes to us when our Lehigh alumni return to campus to share their experiences and advice. Without a doubt, they play a very important role in ensuring that our students are well-prepared to compete in the job market.

For example, last semester we welcomed back two business luminaries. Anne Lewnes ’83, executive vice president and chief marketing officer for Adobe, shared the four success factors in her career. Bob Doll ’76, chief equity strategist at Nuveen Investments, commented on the market, politics, economy and climate. Business students were fortunate to hear first-hand from accomplished leaders in marketing and finance.

Another way we bring the world to us is through faculty scholarship. CBE faculty are deeply committed to providing our students with an education that is strongly grounded in the basic disciplines and relevant to today’s business environment. To accomplish this, they are focused on researching current business issues that serve to inform their classroom discussions and provide industry guidance and expertise. I am always proud to comment that our faculty are both researchers and teachers, and our students are the beneficiary of this dual competency. We recently created an infographic that highlights the outstanding research that CBE faculty are publishing in high-quality journals. As they say- “a picture is worth a thousand words!”

This new year ushers in some exciting news for the College of Business and Economics……

In January we welcomed the inaugural 1-MBA class. This one year, full-time MBA program is unique in its design. With an interdisciplinary structure that takes a holistic approach to business, a dedicated coaching team for each student, an 8-week summer internship requirement, and a January-December curriculum cycle, the Lehigh 1-MBA is a “new way to MBA.”

The recent launch of ILLUMINATE: The Lehigh Business Blog provides a wonderful opportunity for faculty, students, alumni, industry experts and guests to weigh-in on current business issues. I encourage you to take a look and join the conversation!

This newsletter is meant to capture the energy and vibrancy inside the Rauch Business Center, as well as highlight interesting activities and initiatives. I hope you enjoy it.

As always, I welcome any of your comments or feedback.

Warm regards,

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