



It's been a heady six months for Simon Fraser University's newly named Beedie School of Business. In February, SFU grad Ryan Beedie and his father Keith donated \$22 million to the school, the largest gift the university has ever received. Two months later, the Beedie School joined forces with three other highly respected graduate business schools in North and South America to offer an innovative two-year program called the Americas MBA for Executives.

"It's been an exciting, amazing time for us," says Dean Daniel Shapiro. A few years after Ryan Beedie graduated with his BBA from SFU's business school in 1991, he joined his family's industrial real estate development firm. Under his direction, it became B.C.'s largest industrial-space landlord. When it came to charitable giving, SFU was a natural fit. "What's great about our donation is that it's an investment in the future," says Ryan. "The endowment will be there for generations to come, to give students the SFU education I was fortunate to have had, and to enable the university to attract the best teachers and researchers." Approximately half the money will be used to recruit new faculty and to retain existing ones, says Dean Shapiro. "By any measure, we are one of the top research business schools in the world, but we are relatively small in terms of faculty." The Beedie gift will help change that. "We plan to add about five to 10 new faculty in the next four to eight years." The other half of the money will be used to benefit students, through scholarships and other initiatives such as a new \$5-million fund undergraduate students will use to invest in the stock market. "We already have one for grad students," says Dean Shapiro, "that has exceeded its

Landmark gift

a boon to SFU Beedie School of Business

Smart management yields golden returns for endowment

Lauren Looi is particularly proud of her student investment team's decision to invest in Yamana Gold Inc. "It dropped at first, but our research suggested we should hold. Now it's up 21 per cent," says the SFU Master of Financial Risk Management student. Along with other students, she helps run the school's Student Investment Advisory Service (SIAS), which manages about \$10 million of the university's endowment portfolio. "SIAS was at \$3 million when it began in 2003," says Ms. Looi. "Our disciplined approach and comprehensive research allow us to outperform our benchmark." The student-run fund, Canada's largest, has a conservative investment mandate and is restricted to four asset classes: Cash, Canadian Equities, Global Equities and Fixed Income.

Silicon Valley deal puts MBA on Cloud 9

If what you get out of school equals what you put in, Howie Wu should receive some kind of award. The Executive MBA student in the Beedie School of Business took a class project and turned it into an enterprise that was gobbled up by a Silicon Valley firm six months before he graduated. "We had to develop a business as part of a startup class," says Mr. Wu. "I didn't work on something theoretical. I created a company called Layerboom and had it up and running while I was still in school." Layerboom Systems produced software that enables companies to manage virtual machines in a field known as cloud computing. In June 2010, it was purchased by Joyent, a San Francisco cloud computing company. Mr. Wu, who speaks fluent

Asian hoteliers welcome students' CSR expertise

In late summer, Kathleen Williams and three other SFU MBA students – Peter Konefal, Eva Tidlund and Connie Chang – flew to Singapore to do field work for a research project on the integration of corporate social responsibility (CSR) and environmental standards in that country's booming hotel industry. The project is funded primarily by Contact Singapore, an alliance of the Singapore Economic Development Board and Ministry of Manpower, which sponsored a prestigious international competition for innovative proposals. "They were looking for an idea that would have a real impact on economic development," says Ms. Williams. The students' work particularly appealed to the contest's sponsors because so many companies choose where they visit, and the hotels they stay at,

Professor's management research yields prestigious awards

Rekha Krishnan certainly seems to have a way with words, especially for someone who teaches international business courses. The assistant professor at the Beedie School of Business also has made a habit of winning awards for her research. In June 2009, a paper she co-authored, "Conform or Rebel: When Does Keeping to the Rules Enhance Firm Performance?" was published in the Canadian Journal of Administrative Sciences. It won the 2009 Verity Award for excellence in research in the management field. "It was a great honour that it was chosen the best article published that year," says Dr. Krishnan, who was born in India. She previously won the prestigious Richard Farmer Best Dissertation Award and was a finalist for two other dissertation awards.



Ryan and Keith Beedie



Dean Daniel Shapiro



Howie Wu



From left: Kathleen Williams, Peter Konefal, Eva Tidlund, Connie Chang and MBA Program Academic Chair David Hannah



Rekha Krishnan

benchmark every year since its inception." The school will also be attracting 15 new students to its Americas MBA for Executives, in conjunction with schools in Brazil (FIA), Mexico (ITAM) and

Vanderbilt University in the U.S. "We saw that existing executive MBA programs all had an East-West focus," says Dean Shapiro. "None dealt with North-South concerns and opportunities. South America is

going through an incredible economic transformation, and we realized the time was right for a program such as ours." The Beedie gift and the new MBA program are two reasons why Dean Shapiro

says he's smiling a lot these days. "At a time when budgets are often tight, we're so fortunate to have been given the ability to grow and improve the student and faculty experience at SFU."

"This is one of the biggest student funds in North America," says Ms. Looi. "To be given this phenomenal responsibility is one of the reasons some people chose to enroll in this excellent program."

Mandarin, is Joyent's president of Greater China. "I came to SFU to help me achieve my dreams," he says, "and it really paid off."

based on environmental policies and practices. "We'll be looking at everything from water conservation to what kinds of energy they use in their vehicle fleets," she says. "We hope our findings will have a real impact on the hotels' CSR."

"I enjoy bringing my research into the classroom," she says, "especially on overcoming the dark side of trust in international strategic alliances. I also take pleasure in writing poetry, which helps me recharge my batteries."