A Message from Dean Maryam Alavi

The Ernest Scheller Jr. College of Business has ascended to great heights in a remarkably short time. Nationally ranked programs, a world-class faculty, and highly competitive students have become a hallmark of the College over the past decade.

But now is not the time to rest on our accomplishments. We must capitalize on our momentum and seize the opportunity to realize the full potential of the Scheller College and our vision to be recognized globally for defining the innovative business school of the 21st century.

As a top-ranked business college, we in the Scheller College must ask: What will it take to continue our ascent? Private philanthropy is the key to achieving our greatest aspirations. Resources drive competitiveness.

**Our number one priority is to grow Scheller’s full-time MBA program from an enrollment of 130 to a minimum of 200 students, while enhancing quality.** To do that, we must attract qualified students by providing graduate fellowships and by delivering innovative and differentiated degree programs. Simultaneously, we must attract, develop, and retain a cadre of world-class faculty through endowed chairs and professorships.

We have an ambitious plan for the next five years: to continue our upward trajectory and retain our place among the nation’s top business schools; to develop principled business leaders who are entrepreneurially minded, analytically skilled, and can leverage technology in a global setting; and to accelerate our degree program innovation and enrichment. Our priorities are especially pressing because less than half of our operating budget comes from state funds.

Our success hinges on philanthropy. In the short term, support for the expendable dean’s innovation fund is crucial — to meet immediate needs such as the launch of the student leadership development program, and intensifying our marketing and branding efforts. It will give Scheller College the needed jump-start to execute its strategic plan. We must also continue to have the long-term support that comes from permanent endowment.

The enthusiasm and commitment of our alumni, friends, and corporate partners have brought us to where we are today. We are grateful for the generosity of every donor, and invite you to join us as we continue pursuing our visionary goals for this extraordinary College.

Sincerely,

Maryam Alavi, Dean and Stephen P. Zelnak Jr. Chair
Attracting Exceptional Students

In the highly competitive landscape of today’s business education, it is imperative that the Scheller College has the resources to attract and retain the very best students. Over the next five years, one of the College’s most important priorities is to increase the size and quality of the full-time MBA program from an enrollment of 130 to between 200 and 240, and to significantly increase the applicant pool through marketing and other outreach efforts. The College has a proven track record of success in growing its undergraduate programs over the past decade, thanks to an outpouring of philanthropic support for the Dean’s Scholarship program. As the Scheller College continues investing in undergraduate programs, now is the time to intensify investments at the master’s level.

Expanding MBA graduating class sizes will allow the College to continue attracting top corporate recruiters, which in turn impacts rankings favorably and draws top-tier students at both the undergraduate and graduate levels. Success breeds success. Private philanthropy, and in particular permanent endowments directed to graduate fellowship support, will make it possible for donors to make an immediate and lasting difference in the College’s competitiveness.

“The inspiration for supporting undergraduate scholarships and graduate fellowships in Scheller comes from seeing what an impact the Dean’s Scholarship Program has had on the College. The high level of talent being brought in because of this program has been energizing. We have truly become competitive for the very best students.”

Joseph W. Evans, IM 1971
Chairman and CEO,
State Bank Financial Corporation
The Dean’s Scholarship Program, now in its sixth year, welcomed a record number of scholars to the Class of 2019. Twenty-one students from across the state and across the country represent the most diverse and academically talented cohort of Dean’s Scholars to date.
Beril Toktay, professor of operations management, holds the Brady Family Chair. An ADVANCE Professor, Toktay is the founder and faculty director of the Ray C. Anderson Center for Sustainable Business.
Maintaining a World-Class Faculty

During the past decade, the College has built a recognized world-class faculty, growing from 48 to 82 tenured and tenure-track professors. It has recruited the highest caliber faculty at all career levels. Now it is imperative to retain these faculty, preempting offers from other top business schools in a fiercely competitive environment.

Keeping the great faculty, from the most promising early career professors, to rising mid-career stars, and to distinguished senior faculty, requires resources and will always be among the Scheller College’s highest priorities. Endowment support for faculty chairs and professorships must be secured so that these eminent teacher-scholars are not lured away by larger, better funded institutions.

Building Innovative Programs

One of the Scheller College’s primary objectives over the next five years is to expand and advance the content of its degree programs, particularly in those areas that differentiate it from other business programs: business analytics, innovation and entrepreneurship, technology management, and sustainability. This will ensure that the College continues to send students into the workplace who are in high demand. Private philanthropic support will position the College to enhance curricular opportunities in these areas and strengthen experiential learning opportunities through collaboration within Georgia Tech and with businesses and outside organizations.

More specifically, the College seeks to attract and deploy the resources to develop and sustain new innovative programs and initiatives in areas such as:

- **Leadership Development**, in which Scheller College students will develop skills and competencies to lead change and master innovation through coaching, assessments, personal development, frequent and targeted feedback, and special projects, essentially preparing them to lead at every level of an organization.

- **Experiential Learning**, providing innovative teaching approaches including hands-on experiences for students to acquire new knowledge and integrate it into complex, real-world decision-making and problem-solving environments.

- **Technology-Mediated Learning and Teaching**, which involves the deployment of information technology in support of instructional techniques, enhancing the effectiveness and efficiency of student learning while positively affecting the faculty and the College.
Ravi Subramanian (center) is the Steven A. Denning Professor of Technology and Management and faculty director of the Denning Technology & Management Program.
The Scheller College also seeks to attract the resources to develop and sustain innovative academic programs. Here too there is a proven track record: the Steven A. Denning Technology & Management Program was launched with expendable seed funding, which subsequently became permanent thanks to generous endowment support. Distinctive programs are critical in setting the College apart from peer institutions and differentiating its graduates as principled leaders who are entrepreneurially minded and analytically skilled.

“..."I have been in the investment business for my entire career. Given the progress of Georgia Tech’s business school over the last 10-20 years, if there was any stock I would compare it to, it’s Apple. If I did as well in my investments as I have by giving money to Tech, I would be very happy.”

Charles W. “Charlie” Brady, IM 1957

Students leveraging the experiential learning resources of the Ferris-Goldsmith Trading Floor, funded and named in memory of the late Dakin Ferris, IM Class of 1950, and former Chairman of Merrill Lynch, and in honor of Jere Goldsmith, IM 1956, retired first vice president for investments at Merrill Lynch.
Setting a New Standard

Tomorrow’s leaders must be equipped to deal with an increasingly complex economy and financial markets in a volatile, culturally diverse, highly technological world. The Scheller College is setting a new standard for the 21st century at the nexus of technology and business. The philanthropic investment of alumni, friends, corporations, and foundations will make it possible to build upon the College’s successes over the past decade and take maximum advantage of the momentum they have generated.

These visionary donors will invest in permanent endowments for graduate fellowships and undergraduate scholarships; faculty chairs and professorships; unrestricted endowments whose income can be deployed across the College; and expendable uses such as the Dean’s innovation fund, which provides invaluable flexibility to address specific needs and challenges as they arise, and to capitalize on strategic opportunities. Over the next three to five years, the most pressing needs will be in the areas of branding and marketing; growing the student leadership development program; and providing experiential learning opportunities for students as well as scholarship support. Private philanthropy will ensure the ability of the Ernest Scheller Jr. College of Business to continue — and accelerate — its rise through the ranks of the nation’s best business schools.

“The best decision was to make these gifts during my lifetime. I’m 86 years old and the past three years have been the most exciting and rewarding of my life. Beyond the satisfaction of doing something for others, the people at Georgia Tech have made it a wonderful experience. I’m glad we did it; I only wish we did it earlier.”

Ernest Scheller Jr., IM 1952, HON Ph.D. 2013
Chairman emeritus, Silberline Manufacturing Company
Ernest Scheller Jr. College of Business

Undergraduate Program
Steven A. Denning Technology & Management Program
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PhD Program
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