



Open for Business

The MBA gets a makeover for a specialized age.

This fall's crop of MBA students in the School of Business will pioneer a revamped curriculum that shifts its focus to meet their specific career goals.

The program allows students to tailor their graduate school experience in one of fourteen career specialties, including applied security analysis, supply chain management, product management, risk management and insurance, and applied corporate finance. The changes are part of the school's drive to strengthen the national rankings of its MBA program.

"We have made a conscious choice to be the best program available for students with a clear career objective," says **Michael Knetter**, dean of the school.

Wisconsin's new approach differs from "general management" MBA programs that provide a first-year overview, followed by a year of electives with no specialized major. And it is more targeted than "traditional major" programs empha-



JEFF MILLER (2)

The UW's Grainger Hall likely will be expanded to house a revamped MBA program.

sizing a first-year overview with second-year studies in a broad area, such as marketing or accounting. The revamped first year will provide a strong business foundation in a range of areas, but the second year will allow students to home in on career specializations and gain a depth of expertise.

Knetter says the career specializations will operate out of academic centers, such as the A.C. Nielsen Center for Marketing Research, the Weinert Center

for Entrepreneurship, and the newly endowed Nicholas Center for Applied Corporate Finance, which offer students real-world experience, interaction with business executives, and a strong sense of community.

Changes to the MBA program come as the school plans a \$40 million addition to Grainger Hall, which would extend from the building's east side. If the expansion is approved, it would open in fall 2007.

— *Dennis Chaptman '80*

**OVER
HEARD**

"Cancer is not a death sentence anymore."

— Model **Cindy Crawford**, during a reunion of cancer survivors at UW Children's Hospital in November. Crawford's brother, Jeffrey, was a patient at the hospital twenty-five years ago before dying of leukemia.

President Lyall to Retire

In the fast-burnout world of higher-ed administration, where presidents and chancellors rarely serve for a decade or longer, **Katharine Lyall** has decided twelve years is enough.

Lyall, president of the twenty-six-campus UW System since 1992, announced in February that she will retire at the end of the academic year. The fifth person and the first woman to lead the system, the sixty-two-year-old Lyall said it is "an appropriate time for new energy and fresh leadership."

An economist who also holds a professorship at UW-Madison, Lyall may be best

remembered for establishing the UW System as a key player in Wisconsin's economic development. Chancellor **John D. Wiley MS'65, PhD'68**, one of more than fifty chancellors hired during Lyall's tenure, says she was a strong advocate for students and staff despite a trend of dwindling resources.

Toby Marcovich '52, LLB'54, UW Board of Regents president, who will head the search for Lyall's successor, hopes to name a new president by June. "Katharine is one of the smartest, hardest-working people I know," he



Katharine Lyall, president of the UW System since 1992, will retire in September.

says. "It will take an extraordinary individual to follow in her footsteps."

— *Michael Penn*

**ONE
NUMBER**

29

Number of UW-Madison professors who appear on a list of the most-cited experts in their fields, according to a national survey of scholarly publications by a leading indexer. Fewer than one-half of 1 percent of researchers who published during the past two decades made the list.

Numbers Game

Crowning UW-Madison's 'Grand Integrator.'

Q AND A

Heather Olson

Olson '06 earned perfect scores on both the SAT and the ACT before enrolling at UW-Madison, the only school to which she applied, in fall 2003. She entered with thirty-four AP credits, which means she's already a sophomore.

Q: Did you ace both tests on the first try?

A: I got a perfect score on the SAT on my first time. The first time I took the ACT, I got a thirty-five [out of a possible thirty-six].

Q: Thirty-five wasn't good enough?

A: Well, after I took the SAT and got a perfect score, I said, "Why not?"

Q: What prepared you for success on the test?

A: I got a good night's sleep beforehand. And I guess I paid attention in class.

Q: What are you studying?

A: I'm thinking medical science or medical microbiology and immunology, looking toward medical school afterward.

Q: Where will you go then?

A: I'm thinking of the UW because I'm in the Medical Scholars program. So I just have to keep good grades, and I don't have to take the MCAT — that's nice.

On a Tuesday evening in February, **Jeremy Rouse** approached a blackboard in Sterling Hall and met his opponent. Only one of them was to survive the showdown of speed and prowess, thereby going on to the third round of the university's first-ever calculus competition and possibly being crowned the "Grand Integrator of Madison" — a title coveted by math enthusiasts.

As Rouse awaited the problem, he circled his shoulders and stretched his back to warm up. Finally, the mathematics graduate student, one of fourteen finalists, put his yellow chalk against the board and began writing figures.

For the next few minutes, fifty spectators sat in rapt attention as chalk raced loudly across the boards. The scratching slowed, then stopped entirely, as Rouse stepped back to review his lines of calculations, momentarily stumped. A few in the audience scribbled calculations onto notebook pages. One drew figures in the air.

The scene was exactly the sort of drama the contest's mastermind, **James Reardon**, wanted to create. An outreach specialist with UW-Madison's Wonders of Physics program, Reardon based the contest on one he competed in at the Massachusetts Institute of Technology. By bringing it to Madison, he hoped to show students that math is both important and fun.

"Learning calculus is like learning how to swim," he says.

"In the beginning, it's painful — you get a lot of water up your nose — but once you learn the basics, you can start playing games and having fun."

Integrals, one of the fundamental building blocks of calculus, are essentially long summations, which can be used to predict phenomena in math and science. Engineers, physicists, and, increasingly, biologists use the tools of math to answer questions such as how much weight a bridge can hold before it collapses, how long it might

contest, which began with twenty-five competitors, including undergraduate and graduate students majoring in mathematics, computer science, chemical engineering, and even a few undecideds.

"We'll make better scientists if we encourage students to learn more math," Reardon says.

At the blackboard, the speed of the chalk picked up as Rouse and his contestant raced toward their final answers. When the buzzer sounded, it was Rouse's opponent who



Mathematics graduate student Jeremy Rouse ponders his work in the heat of competition during the UW's first-ever Integration Bee.

take a cup of coffee to turn cold, or how large a population of bacteria can grow in a few hours.

"Math is the language of the universe," says Reardon. "You can't expect to know physics if you don't know the language of math."

But these days, physics students often struggle with math more than they do with science, Reardon says. It's partly for this reason that the Wonders of Physics program sponsored the

came away victorious, although he, too, would later be beaten. After four rounds and about thirty-five integrals, **Boian Popunkiov MA'01** was named the winner. Popunkiov, a mathematics graduate student, earned one hundred dollars, thanks to a donation from the University Book Store, and the honor of being the university's greatest integrator.

At least until next year.

— Emily Carlson

JEFF MILLER

Book Smarts

Student site offers option to rising textbook prices.

Like many students, **Michael Comstock x'06** knows that hitting the books often means taking a financial hit.

"When you're paying four hundred or five hundred dollars a semester for books, that's a pretty big strain, on top of tuition and housing," he says.

But Comstock, a computer science student who dabbles as a Web site architect, thinks there's a better way to make the bookends meet. In December, he launched an eBay-like textbook-swapping site called Madbook.com, which connects students who want to sell their old books with others who want to buy them. Unlike secondhand bookstores, which buy used texts and resell them at marked-up prices, Comstock's site acts only as a mediator, allowing students to negotiate directly with each other and strike better deals than they can get from stores.

"The whole point is to save students some money," says Comstock.

Two weeks after the site's debut, more than nine hundred books were listed for sale. And while that may represent only a fraction of the usual end-of-semester book trade, it's indicative of the growing backlash against rising textbook prices.

According to the student-run Wisconsin Public Interest Research Group, the average UW-Madison student will shell out \$898 this academic year for textbooks — nearly one-fifth of annual resident undergraduate tuition. As prices have risen, so, too, have the calls for alternatives. Some students have gone online, searching for deals from overseas or discount booksellers. Others have shopped at cut-rate book swaps such as one spon-



JEFF MILLER (2)

Student Michael Comstock thinks he has a better way for students to buy and sell textbooks.

sored by WisPIRG, which are gaining in popularity.

UW-Madison's student government, meanwhile, is calling for a program that would allow students to skip buying books altogether. In September, the Associated Students of Madison showed up at Bascom Hall with one thousand student petitions asking the university to adopt a

textbook rental program, as some other UW System campuses have.

"It's a reasonable request," says **Paul Barrows**, vice chancellor for student affairs. "Students are paying higher costs, and in a year when our tuition went up 18 percent, the responsible thing for us to do is to take an honest look at what can be done to give students some relief."

Barrows expects to convene a committee of students, faculty, and staff to study the feasibility of textbook rental, although UW-Madison's volume of classes and faculty may make a wide-scale program unrealistic, he says. At the same time, he encourages students to explore other avenues.

"If there is a market niche here, some creative, enterprising young entrepreneur will find a way to develop it, and hopefully they will come up with something that creates a win-win situation for everybody," says Barrows.

As for whether Comstock may be that entrepreneur, Barrows says, "I hope he succeeds."

— *Michael Penn*

Good Cops

The UW Police Department wrote the book on dealing with campus harassment. Well, really, it wrote the pamphlet.

Responding to a request by the Dean of Students office, the department created literature outlining the problem of harassment based on sexual orientation, highlighting ways people on campus could seek support and recourse. The outreach was so successful that the police published another pamphlet addressing race-based discrimination and hate crimes. Now, both documents have been

picked up by the Federal Bureau of Investigation, which has adapted them for its crime-fighting agenda. FBI representatives recently told campus police that they plan to use similar brochures in their offices around the nation.

On campus, thousands of copies of both brochures have been distributed to improve climate and community relations. Police officials say the work played a large role in the department winning a civil rights award in 2002 from the International Association of Chiefs of Police.

— *Josh Orton x'04*

Phillip Certain PhD'69, dean of the College of Letters and Science, announced plans to retire after eleven years leading UW-Madison's largest college. The chemistry professor developed a reputation as a careful leader and problem-solver, particularly for his adroit handling of budget cuts within the college. At a meeting of L&S department heads in October, Certain received a standing ovation after announcing his plan for handling cuts within the college.



An electronic circuit designed by none other than Chancellor John Wiley wound up at the heart of a legal battle. The Wisconsin Alumni Research Foundation filed a lawsuit against Sony and Toshiba, alleging that the electronics giants infringed on one of its patents by using Wiley's design in the **PlayStation 2** video-game system without compensation. Wiley and engineering Professor John Perepezko designed the circuit in the mid-1980s. The case was settled out of court.

Responding to pressure from a student group, the university announced that it will require companies that manufacture **licensed apparel** to disclose how much they pay their workers. Chancellor Wiley said he agreed "in spirit" with the Student Labor Action Coalition, which has been pushing the university to assure its products are not made under sweatshop conditions. UW-Madison currently pays the independent Workers' Rights Consortium to monitor labor practices at licensees' factories around the world.