

**Martin J. Whitman**  
**School of**  
**Management**



## SYRACUSE UNIVERSITY'S INNOVATION LEADER

The Martin J. Whitman School of Management has been Syracuse University's innovation leader for nearly 90 years. Drawing on a long tradition of excellence and a growing team of talented individuals, we are dedicated to:

- >> Fostering a diverse, supportive, and inclusive learning community focused on developing entrepreneurial leaders in an era of global competitiveness and burgeoning technology.
- >> Advancing the theory and practice of management by discovering and disseminating relevant knowledge and contributing perspectives on frontline business issues.
- >> Promoting intellectual engagement, personal and professional growth, and lifelong scholarship for our students and faculty members.
- >> Weaving technological advances into the curriculum to establish exemplary communication and collaboration techniques that will position Whitman as a leader among peer business schools.
- >> Building on our proven ability to develop and inspire the innovative business leaders of tomorrow who will impact the world as never before.

In the coming years, we are committed to inciting change through Scholarship in Action and eagerly look to The Campaign for Syracuse University to help us build an even stronger, more dynamic, and increasingly inclusive school of management that rises far above the competition, both here and abroad.

College of Business Administration is established at SU, one of the first to receive accreditation from the AACSB nationwide.

1919

1948

Master of Business Administration (MBA) program is launched. At this time, one out of every 80 business graduates nationwide is an SU alum.

Army Comptrollership Program for U.S. military personnel is established.

1952

## POSITIVE PATH TO FULL POTENTIAL

At the Whitman School of Management, we believe every young person deserves the opportunity to reach his or her full potential through higher education. That is why we will make every effort to ensure that a Whitman education is accessible to students from a wide range of backgrounds by increasing financial assistance through endowed and supported scholarships and fellowships. And we will continually upgrade our new state-of-the-art, technologically advanced educational facility to prepare our graduates to enter an increasingly global, fast-paced, high-tech workforce.

The Whitman School's more than 60 dedicated faculty members are the key to our positive and impressive trajectory. With the sustained support that endowed and supported chairs and professorships can offer, we will increase our efforts to attract and retain talented senior scholars and young professors alike, who embrace interdisciplinary research and exhibit a creative entrepreneurial mind-set.

Building on our field-focused programs and multidisciplinary departments and 11 centers and institutes catering to specific industry needs, we will expand our resource base to provide the expertise needed to capitalize on our momentum and respond to new opportunities in creative and nimble ways.

## CAMPAIGN PRIORITIES

Gifts to the Martin J. Whitman School of Management in the following key areas will enable us to leverage our long-standing strengths.



College of Business Administration  
is reorganized as the School of  
Management.

1970

1971

iMBA—an independent study degree program—is launched, the first  
and only fully accredited program of its kind in the nation.

Program in Entrepreneurship and Emerging Enterprises is  
established and reorganized as a department in 2003—one of  
only two departments nationwide devoted to entrepreneurship.

2003

### STUDENT ACCESS AND SUPPORT

- >> Increase the number and size of endowed and supported scholarships and fellowships to help undergraduate and M.B.A. students.

### FACULTY EXCELLENCE

- >> Increase the number of chairs and professorships by 100 percent.

### CROSS-CONNECTIONS

- >> Expand the number of experiential learning opportunities committed to scholarship, teamwork, and community engagement activities to provide students with a greater awareness of what it means to think and act strategically in a global business world.

### BUILDING FUTURES

- >> Strengthen and expand our robust technological infrastructure by weaving technological advances into all facets of business education to fully prepare our students to compete in an increasingly fast-paced, rapidly changing marketplace.

### DEAN'S FUND

- >> Increase the pool of unrestricted funds to provide the flexibility needed to respond readily to new opportunities such as—student projects, guest lecturers, special events, and professional development activities for faculty.

For more information about the Martin J. Whitman School of Management, visit [whitman.syr.edu](http://whitman.syr.edu). To learn how you can make a gift, call **877.2GROWSU** or visit [giving.syr.edu](http://giving.syr.edu).



School of Management is named in honor of major donor and alumnus Martin J. Whitman '49.

2003

2005

Whitman School moves into a new state-of-the-art, 160,000-square-foot technologically advanced facility.

First Entrepreneurship Bootcamp for Veterans with Disabilities—the only program of its kind in the nation—is launched.

2007





**MARTIN J. WHITMAN SCHOOL OF MANAGEMENT**

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