

GRADUATE SCHOOL OF BUSINESS

Emeriti: (Professors) David P. Baron, William H. Beaver, Charles P. Bonini, Alain C. Enthoven,* Robert J. Flanagan,* Gayton E. Germane, Charles A. Holloway,* Charles T. Horngren, James E. Howell, Robert K. Jaedicke, Harold J. Leavitt, James G. March, Joanne Martin, Gerald M. Meier, Arjay Miller, James R. Miller III, William F. Miller, David B. Montgomery, George G. C. Parker,* Jerry I. Porras, James T. S. Porterfield, Michael L. Ray, Henry S. Rowen, Myron S. Scholes, William F. Sharpe, George P. Shultz, A. Michael Spence, James C. Van Horne, Robert B. Wilson*;
(Associate Professor) Andrea Shepard;
(Senior Lecturers) David L. Bradford,* Steven Brandt, Kirk O. Hanson;
(Lecturer) Robert Augsburger

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Senior Associate Deans: Mary E. Barth, Glenn R. Carroll, David M. Kreps, Daniel N. Rudolph

Associate Deans: Gale H. Bitter, Christina Einstein, Sharon J.

Hoffman, David Kennedy, Claudia J. Morgan, Karen A. Wilson

Assistant Deans: Derrick Bolton, Andrew Chan, Robert Urstein, Randy Yee

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Associate Professors: C. Lanier Benkart, Jerker Denrell, Michaela M. Draganska, Yossi Feinberg, Francis J. Flynn, Wesley Hartmann, Ron Kasznik, Ilan Kremer, Phillip Leslie, Brian S. Lowery, Benoit Monin, Stefan Nagel, Paul Oyer, III, Joseph D. Piotroski, Erica L. Plambeck, Kenneth W. Shotts, Andrzej Skrzypacz, Alan T. Sorensen, Ilya A. Strebulaev, Zakary L. Tormala, Tunay I. Tunca, S. Christian Wheeler, Bilge Yilmaz

Assistant Professors: Anne Beyer, Jules H. van Binsbergen, T. Renee Bowen, Ilan Guttman, John W. Hatfield, Joy Ishii, Alan D. Jagolinzer, Dirk Jenter, Saumitra Jha, Uzma Khan, Arthur G. Korteweg, Claire Lim, Neil Malhotra, Ian W. R. Martin, Elizabeth Mullen, Harikesh S. Nair, Sridhar Narayanan, Maria Ogneva, Michael Ostrovsky, Francisco Pérez-González, Monic J. Sun, Robert P. Swinney

Professor (Teaching): James A. Phills, Jr.

Acting Assistant Professors: Margrét V. Bjarnadóttir, Anamaria Pieschacon

Courtesy Professors: Timothy F. Bresnahan, M. Kate Bundorf, Robert M. Daines, Alan M. Garber, Warren H. Hausman, Ronald A. Howard, Mark G. Kelman, Larry Kramer, Daniel A. McFarland, Debra E. Meyerson, Paul R. Milgrom, Walter W. Powell, Ilya Segal, Myra H. Strober, Robert I. Sutton, Paul Yock

Senior Lecturers: Jeffrey H. Moore, John D. Schramm

Lecturers: Douglas Abbey, Dick Allen, Laura K. Arrillaga, Rick Aubry, Wasim Azhar, Leslie Berlin, Eric Bettinger, Scott Bristol, Anne Casscells, Robert B. Chess, R. James Ellis, Richard P. Francisco, John W. Glynn Jr., Andrew S. Grove, William Guttentag, Brad Handler, David Hornik, Florence M. Hoylman, John Hurley, Franklin P. Johnson Jr., Robert L. Jones, Kathryn K. Kostopoulos, Mark Leslie, Leo E. Linbeck III, Michael E.

Marks, R. Bruce McKern, William L. McLennan, William F. Meehan III, Robert Miller, Marie Mookini, John P. Morgridge, Robert Pearl, Joel C. Peterson, Andrew Rachleff, Carole Robin, Dennis M. Rohan, Diane W. Savage, Eric E. Schmidt, Russell Siegelman, Carl S. Spetzler, F. Victor Stanton, Jane Wei-Skillern, Peter C. Wendell, Evelyn Williams, John C. Williams
Consulting Professors: Anthony S. Bryk, H. Irving Grousbeck, Mark A. Wolfson

Visiting Professors: Charles I. Jones, Charles Lee, Stephen M. Schaefer, Carol Scott, John Van Reenen

* Recalled to active duty.

The mission of the Graduate School of Business is to create ideas that deepen and advance the understanding of management and, with these ideas, develop innovative, principled, and insightful leaders.

The two-year Master of Business Administration (M.B.A.) degree program is for students who aspire to contribute to society through leadership in business, government, and the nonprofit sector. The general management curriculum rests on a foundation of social science principles and management functions layered with interdisciplinary themes of leadership, entrepreneurship, global management, and social responsibility. The M.B.A. curriculum stresses breadth rather than depth, but includes options for certificates in Global Management and Public Management. A number of joint degree programs allow the M.B.A. to be combined with degrees in the Schools of Education, Law, and Medicine, as well as interdisciplinary degrees in Public Policy and Environmental Studies. The primary criteria for admission are demonstrated leadership potential, intellectual vitality, and diversity among students. No specific undergraduate major or courses are required for admission, but experience with analytic and quantitative concepts is important. Some students enter directly following undergraduate study, but most obtain one or more years of work experience.

The Stanford Sloan Program is an intensive, one-year course of study for middle management executives leading to the degree of Master of Science in Management. Participants must have demonstrated superior achievement and are normally sponsored by their company.

Those interested in college teaching and research are served by the Doctor of Philosophy program.

For detailed information on programs, curricula, and faculty, see the School's web site at <http://www.gsb.stanford.edu>.

GRADUATE SCHOOL OF BUSINESS (GSBGEN) COURSES

Only Stanford Introductory Seminars open to undergraduates are listed. See <http://www.gsb.stanford.edu> for additional information on the Graduate School of Business.

UNDERGRADUATE COURSES IN GRADUATE SCHOOL OF BUSINESS

GSBGEN 111Q. Seminar in Entrepreneurial Communication
Stanford Introductory Seminar. College campuses have been the incubators for thousands of new business ventures. What makes the difference between a successful entrepreneur and an initial failure: often not the quality of the idea, but rather the ability of the entrepreneurs to successfully communicate their vision to potential investors, employees, and customers. Successful and failed entrepreneurial communication. Basics of persuasive oral and written communication.

3 units, Spr (Schramm, J)