Big Ten membership will bring a new level of athletic competition for the University of Maryland. The conference realignment also means new opportunities to collaborate and compete in academics. The Robert H. Smith School of Business welcomes the challenge and has kept busy in recent months preparing for an exciting era of growth.

HERE ARE 10 BIG HEADLINES FROM THE NEW BIG TEN SCHOOL, COVERING THE FISCAL YEAR THAT ENDED JUNE 30, 2014.

1. **New Dean**
   Finance professor Alexander Triantis becomes the school’s eighth dean on Sept. 1, 2013.

2. **Marketing Analytics**
   Smith adds a fifth Master of Science specialization in fall 2013.

3. **Distance Learning**
   The school launches its Online MBA program in January 2014, which soon earns a No. 4 ranking in the United States from Poets & Quants.

4. **Research Prowess**
   Smith ranks No. 6 worldwide in research rankings from the University of Texas at Dallas.
Top Programs
Undergraduate, MBA and PhD programs all earn top-25 rankings from major publications.

Centers of Excellence
Smith partners with the College of Behavioral and Social Sciences to create the Center for the Study of Business Ethics, Regulation and Crime (C-BERC).

G.I. Concierge
The school adds a dedicated staff member to help military students.

Application Spike
Recruiters generate a 30 percent increase in MBA applications for fall 2014.

Major Client
U.S. Customs and Border Protection brings its Leadership Institute to Smith under a $7.2 million, five-year agreement.

Women’s Empowerment
Smith becomes one of six new schools to join the Forté Foundation, an alliance for women in the workplace.
## FALL 2013 ENROLLMENT

### Undergraduate
(College Park and Shady Grove)

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>2,865</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean SAT score</td>
<td>1,352 (fall 2013 freshmen)</td>
</tr>
<tr>
<td>Mean high school GPA</td>
<td>4.13 (fall 2013 freshmen)</td>
</tr>
<tr>
<td>Maryland residents</td>
<td>1,973 (69%)</td>
</tr>
<tr>
<td>Women</td>
<td>1,147 (40%)</td>
</tr>
</tbody>
</table>

### Specialty Masters

#### Accounting

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>162</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>412</td>
</tr>
<tr>
<td>Women</td>
<td>70%</td>
</tr>
<tr>
<td>GMAT Not Required</td>
<td></td>
</tr>
</tbody>
</table>

#### Supply Chain

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>88</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>221</td>
</tr>
<tr>
<td>Average GMAT</td>
<td>657</td>
</tr>
<tr>
<td>Women</td>
<td>59%</td>
</tr>
</tbody>
</table>

#### Finance

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>214</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>599</td>
</tr>
<tr>
<td>Average GMAT</td>
<td>707</td>
</tr>
<tr>
<td>Women</td>
<td>55%</td>
</tr>
</tbody>
</table>

#### Information Systems

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>45</th>
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</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>223</td>
</tr>
<tr>
<td>Average GMAT</td>
<td>640</td>
</tr>
<tr>
<td>Women</td>
<td>41%</td>
</tr>
</tbody>
</table>

#### Marketing Analytics

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>37</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>149</td>
</tr>
<tr>
<td>Average GMAT</td>
<td>686</td>
</tr>
<tr>
<td>Women</td>
<td>63%</td>
</tr>
</tbody>
</table>
### MBA

#### Full-Time MBA
<table>
<thead>
<tr>
<th>Enrollment</th>
<th>221</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average GMAT</td>
<td>653</td>
</tr>
<tr>
<td>Average age</td>
<td>30</td>
</tr>
<tr>
<td>Women</td>
<td>70 (32%)</td>
</tr>
</tbody>
</table>

#### Part-time MBA
(Baltimore, D.C. and Shady Grove)
<table>
<thead>
<tr>
<th>Enrollment</th>
<th>694</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average GMAT</td>
<td>582</td>
</tr>
<tr>
<td>Average age</td>
<td>31</td>
</tr>
<tr>
<td>Women</td>
<td>214 (31%)</td>
</tr>
</tbody>
</table>

#### Executive MBA (U.S. and China)
<table>
<thead>
<tr>
<th>Enrollment</th>
<th>61</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>93</td>
</tr>
<tr>
<td>Average work experience</td>
<td>14.7 years</td>
</tr>
<tr>
<td>Average age</td>
<td>39</td>
</tr>
<tr>
<td>Women</td>
<td>22 (36%)</td>
</tr>
</tbody>
</table>

#### Online MBA*
<table>
<thead>
<tr>
<th>Enrollment</th>
<th>28</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average age</td>
<td>31</td>
</tr>
<tr>
<td>Average work experience</td>
<td>8.35 years</td>
</tr>
<tr>
<td>Average salary</td>
<td>$84,797</td>
</tr>
<tr>
<td>Women</td>
<td>10 (35.7%)</td>
</tr>
</tbody>
</table>

* Program opened in January 2014. Statistics provide a spring 2014 snapshot of the first two cohorts.

### PhD
<table>
<thead>
<tr>
<th>Enrollment</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Average GMAT</td>
<td>720</td>
</tr>
<tr>
<td>Women</td>
<td>28 (34%)</td>
</tr>
<tr>
<td>Advanced to candidacy</td>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conference presentations</th>
<th>31</th>
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</thead>
<tbody>
<tr>
<td>Dissertation proposals</td>
<td>12</td>
</tr>
<tr>
<td>&quot;A&quot; journal publications</td>
<td>6</td>
</tr>
</tbody>
</table>

### Paying It Forward:
As a Smith School ambassador, Stephanie Cramer, MBA ’14, loves to tell prospective students about her part-time MBA experience. “I speak at recruiting events because it means a lot to me,” Cramer says. “It is totally a pay-it-forward kind of thing.” After earning an undergraduate degree in Florida, Cramer launched her career in Texas before moving to Washington, D.C. Today she leads business development and strategic planning as executive advisor at Avalere Health. “The flexible format of the part-time MBA allowed me to continue working while earning my degree,” she says. “I was able to apply classroom lessons immediately.”
RESEARCH

Quality education starts with a commitment to research. Like art, music and poetry, research is a creative pursuit that requires genius and discipline. The pursuit of new knowledge sets the tone for the whole Smith community. The following rankings show the school’s success:

Intellectual Capital-FT MBA
Bloomberg Businessweek, 2012
6

Research FT-MBA
Financial Times, 2013
15

Research
UT Dallas, 2013 (world)
6

Research to Practice:
A social media forum is a terrible thing to waste. Yet market researchers rarely know what to do with the consumer commentary that abounds online. Smith marketing Professor Wendy Moe is helping to change that with a new approach described in the August 2014 issue of “The Journal of Marketing Research.”
**Smith School Scholar-Teachers**

The Distinguished Scholar-Teachers program, established in 1978, honors University of Maryland professors who have demonstrated success in scholarship and teaching. Overall, the Smith School has produced 15 award recipients.

2013-2014: **Michel Wedel**  
2011-2012: **Ritu Agarwal**  
2010-2011: **Curt Grimm**  
2004-2005: **Michael Fu**  
2002-2003: **M. Susan Taylor**  
2000-2001: **Bruce Golden**  
1998-1999: **Saul Gass**  
1997-1998: **Anil Gupta**

1995-1996: **Ken Smith**  
1994-1995: **Maryam Alavi**  
1993-1994: **Lee Preston**  
1989-1990: **Kathryn Bartol**  
1984-1985: **Samuel Kotz**  
1983-1984: **Edwin A. Locke**  
1979-1980: **Stephen Carroll**

“Companies can navigate the noise that dominates the Internet and extract timely, inexpensive and accurate data when they control for basic human tendencies.”  

Wendy Moe  
Professor, Marketing
Big Ten Business Schools
Comparison of full-time MBA programs (Bloomberg Businessweek and
U.S. News & World Report are U.S. rankings; Financial Times is global).

<table>
<thead>
<tr>
<th>School</th>
<th>Businessweek</th>
<th>U.S. News</th>
<th>Financial Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northwestern (Kellogg)</td>
<td>5</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>Michigan (Ross)</td>
<td>8</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>Indiana (Kelley)</td>
<td>15</td>
<td>21</td>
<td>47</td>
</tr>
<tr>
<td><strong>Maryland (Smith)</strong></td>
<td><strong>24</strong></td>
<td><strong>41</strong></td>
<td><strong>50</strong></td>
</tr>
<tr>
<td>Ohio State (Fisher)</td>
<td>27</td>
<td>27</td>
<td>70</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>33</td>
<td>27</td>
<td>81</td>
</tr>
<tr>
<td>Minnesota (Carlson)</td>
<td>35</td>
<td>33</td>
<td>54</td>
</tr>
<tr>
<td>Michigan State (Broad)</td>
<td>36</td>
<td>35</td>
<td>52</td>
</tr>
<tr>
<td>Penn State (Smeal)</td>
<td>38</td>
<td>41</td>
<td>62</td>
</tr>
<tr>
<td>Illinois</td>
<td>40</td>
<td>35</td>
<td>44</td>
</tr>
<tr>
<td>Purdue (Krannert)</td>
<td>41</td>
<td>40</td>
<td>56</td>
</tr>
<tr>
<td>Iowa (Tippie)</td>
<td>53</td>
<td>51</td>
<td>--</td>
</tr>
<tr>
<td>Rutgers</td>
<td>61</td>
<td>60</td>
<td>--</td>
</tr>
<tr>
<td>Nebraska</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>
FISCAL YEAR 2014 REVENUE & EXPENSES

Fiscal Year 2014 Revenue

Fiscal Year 2014 Expenses

$79 million operating budget
$475,000 in need and merit scholarships awarded to Smith undergraduates in fiscal year 2013-14.

$1.3 million in unmet need from qualified Smith undergraduates who applied for scholarships in fiscal year 2013-14.

“I am thankful for all of the opportunities made possible by alumni donors.”

Khalil Pettus, Class of 2015

A gift acknowledged:
As the son of a single mother, Khalil Pettus worried about paying for college. “I knew the financial burden could be pretty heavy for the two of us,” he says. Fortunately, a scholarship funded by alumni donors has enabled Pettus to focus on academics during his Smith journey. He has made the most of his time, serving as president of the Smith Undergraduate Student Association and participating on the Dean’s Student Advisory Council. He also has completed a Goldman Sachs internship that could lead to full-time employment after graduation. “Without my scholarship, I might not be where I am today,” Pettus says.
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