

August 2009

Introducing Prof. James E. Post, Honors Program Faculty Director ad interim



Professor Shulamit Kahn is on sabbatical for the 2009-2010 academic year. Our Acting Faculty Director is [Professor James E. Post](#). One of the School of Management's senior faculty members, Jim is the John F. Smith, Jr. Professor in Management and has taught seminars on leadership, values, and ethics in the Honors Program since 2004.

"The Honors Program is a gem among SMG's many outstanding academic programs. It connects outstanding undergraduates with faculty whose research is at the leading edge of business." As acting faculty director, Jim will oversee the progress of Honors Program students, focus on curriculum improvements, and develop opportunities for faculty and students to engage with one another. "I look forward to working with Dean Procopio and the undergraduate program staff who do such a great job of supporting the Honors Program."

Jim has taught in nearly all of SMG's programs over the years, and has served as faculty director of the Public and Nonprofit Management program, the Doctoral Program, and chairman of the Strategy & Policy department (now the Strategy and Innovation department). His research is in the area of corporate governance and accountability, professional ethics, and public affairs management. He has written many books and articles, and is often quoted in the business press. He has done numerous interviews for the print and electronic media on issues related to the financial crisis and the need for ethics reform.

Please [click here](#) to watch Prof. Post participate in a panel for a video on Corporate Social Responsibility and [click here](#) to read an excerpt from a January 2009 *New York Times* article featuring Prof. Post.

Introducing Prof. Post,
Honors Program
Faculty Director
ad interim

Honors Program
Welcome Events

Advisory Board
Elections

Freshmen: Summer
Reading Reminder

Recently Published

***Two additional Honors Program freshmen
have been added to this fall's class:***

*Adam Bloch
Cecile Estebe*

*Encino, CA
Charlotte, NC*

Welcome!

Honors Program Newsletter

BOSTON
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Boston University School of Management

Fusing the ART, SCIENCE, and TECHNOLOGY of Business.®

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UPCOMING EVENTS

Honors Program Freshman Class Welcome and Pizza Party:

Monday, September 14, 5:00 pm SMG room 206 (immediately following first colloquium meeting)

Welcome Dinner for New Honors Program Sophomores:

Wednesday, September 9, 5:30 pm at Bertucci's Kenmore Square

Welcome Night/Dublin Reunion for Returning Honors Program Sophomores:

Thursday, September 10, 5:00 pm at the BU Experience

First Honors Program Dinner Meeting: Thursday, September 17, 5:30 pm in the SMG Fourth Floor Dining Rooms

Honors Program Senior Class Alumni Networking Trip to New York City: Friday, October 2, 12:00 pm bus

Prepare to Run for the Honors Program Advisory Board!

The Honors Program Advisory Board is an indispensable collection of students who keep the Honors Program living and evolving in response to the needs of its members and the School and University communities. Two board members are chosen per class year, and this team of eight is also joined by our Community Service Coordinators. This year the Board members will be afforded a more prestigious level of responsibility, with the opportunity to build valuable skills in event planning, program development, and networking. Students who have served on the board in the past and who are re-elected also have the chance to illustrate increasing depth and breadth in their involvement with the Program.

Students will have the opportunity to run for the Honors Program Advisory Board at the first dinner meeting, to be held on Thursday, September 17th from 5:30 – 7:00 pm. In preparation candidates should prepare a two to three-minute speech outlining their qualifications for the position which will be presented to their respective class groups. A regular meeting schedule will be established based on the schedules of the elected board members. All students seeking leadership within the Program and the School of Management are encouraged to run! Please be in touch with Amelia Catone ameliac@bu.edu with any questions.

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FRESHMEN: HAVE YOU FINISHED YOUR SUMMER READING YET?

Here is a reminder excerpt from the assignment from Prof. Post:

To prepare for our discussion of these themes [that are shaping management education today], please read several of the following books before classes begin. No written report is required, but I do expect you to be ready to discuss them in class.

Everyone must read Paul Krugman, The Return of Depression Economics and the Crisis of 2008, New York: W.W. Norton & Company, 2009. Mr. Krugman writes editorials for the New York Times and is often interviewed on television as an expert commentator. This book is a reader-friendly introduction to the economic factors that produced the Crash of 2008.

In addition, please read one additional book from the following list:

- Niall Ferguson, The Ascent of Money: A Financial History of the World, New York: The Penguin Press, 2008. What could be more basic than an understanding of how the global financial evolved? Ferguson is a historian with a knack for detail and interesting stories.
- Frank Partnoy, The Match King: Ivar Krueger, the Financial Genius Behind a Century of Wall Street Scandals, New York: Public Affairs, 2009. Scandals have been part of the American scene since the colonial era. This book tells the incredible story of one of the great scoundrels in our history. This new book has received positive reviews from readers.
- Thomas Friedman, Hot, Flat, and Crowded: Why We Need a Green Revolution and How It Can Renew America, New York: Farrar, Straus and Giroux, 2009. Is it possible for the world to respond to global warming? Tom Friedman has traveled the world for many years trying to understand the forces that are changing the world. Friedman is the author of two other very popular books that discuss globalization, communication, and the transformative changes taking place in our world: The World is Flat (2007) and The Lexus and the Olive Tree (2000)
- John Kenneth Galbraith, The Great Crash of 1929, New York: Houghton Mifflin Co., 1954 (1st edition) and 1997 (last edition). This book was written by one of America's most famous economists (now deceased) and provides a perspective on the economic collapse that many thought could never happen again.

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Honors Program Sophomores' Published Articles

Accolades are due to Honors Program sophomores Vidhi Kumar, Luiza Santos, and Rebecca Farmer for writing and publishing articles about various aspects of their International Field Seminar in Dublin in May.

Guinness was one of the companies that the students visited. They learned about the history and marketing strategy of Dublin's most famous beer institution. We are featuring here Vidhi Kumar's article on the 250th Anniversary of Guinness, published in tourism-review.com.

250TH ANNIVERSARY OF GUINNESS

06 July 2009

Travel to Dublin this summer and celebrate the 250th anniversary of Guinness beer. Visitors can enjoy a number of events all around the city including cooking with beer, beer tasting and of course Irish music.

Join in on the fun this summer as Guinness launches its **250th anniversary celebrations**. The Guinness Storehouse in Dublin, Ireland will host a wide range of events during the months of June, July and August for its visitors to enjoy. Visitors can learn to cook with Guinness beer and of course enjoy a pint while listening to live Irish music. They can even get involved by learning to dance with professional Irish dancers and by becoming an expert Guinness taste tester. The big celebration will be held on September 24th, aka Arthur's Day. The party will kick start at St. James's Gate, at exactly 17:59 – an appropriate time since the business began in 1759. Artists like American singer Estelle and the British band Kasabian will go on stage to wow the crowds. The occasion will be celebrated all throughout Dublin as well. Bands such as David Holmes, Soul II Soul and The Undertones will play in at least 4 other venues in the city. The day will not only be celebrated in Ireland, however. Countries all across the world, including the United States and Great Britain, will also partake in the celebrations. **Arthur Guinness first began his business in 1759** by signing a 9000 year lease on an old brewery in St. James's Gate. The Grand Canal constructed 2 years earlier helped with the transportation of materials needed for his business. 10 years later, in 1769, Guinness was exported for the first time to England. Now, 250 years later, 60% of the Guinness produced is exported all over the world. As well as becoming a booming business, this Irish staple has made **Guinness Storehouse the number one tourist attraction in Dublin**, Ireland. Visitors can learn about the five ingredients needed to produce Guinness beer– including Arthur Guinness himself –and learn how to properly taste the beer. They can also learn the history of Guinness' label changes over the years and learn how to pour their own pint of Guinness. At the top of the Guinness pint shaped building is the Gravity Bar where visitors can enjoy a great view of Dublin. Here tourists can indulge in their complimentary pint of Guinness while chatting with other tourists. For anyone travelling to Ireland this summer, the Guinness Storehouse should be the first stop on the itinerary! For event schedules and ticket prices log on to www.guinness.com. Photo: Guinness Storehouse By Vidhi Kumar
www.tourism-review.com



Parents, please do not forget, if you would like to receive this newsletter via e-mail, send your e-mail address to Honors Program Advisor Amelia Catone at ameliac@bu.edu