

# THE BULLETIN

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## \$10 Million for Rotman School

*New centre to "revolutionize"  
business thinking*

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**C**HANGING THE WAY BUSINESS schools teach business is at the heart of a \$10-million gift from the Canadian Credit Management Foundation (CCMF) to the Joseph L. Rotman School of Management.

The donation will establish the Canadian Credit Management Foundation Centre for Integrative Thinking, a new academic unit that will develop the world's first truly integrative business school curriculum, said Professor Roger Martin, dean of the Rotman School of Management.

"The current model of business education was developed at the Harvard Business School in 1908 and has changed little since," Martin said. He added that the traditional model divides business into a number of functional areas such as marketing, finance or organizational behaviour. Although this model formed the foundation of business education for almost a century, Martin said its inherent flaws are becoming more apparent as the new economy takes shape.

"Business problems do not often lie within boundaries but rather sprawl messily across the functions," Martin explained. "This gift from the CCMF will enable the Rotman School to take the lead in developing 'Business School 2.0' — a modern evolution of the

traditional business school model."

The donation provides funding for two endowed chairs in integrative thinking and entrepreneurship and a visiting scholars program. It is proposed that a portion of the funds will go towards building and equipping the new centre. As well the gift provides funds for a research program and the launch of a new academic journal. U of T will match the endowed chairs funding and will seek additional support for related infrastructure projects.

"The complexity of today's management environment demands leaders who can think in new ways," said CCMF president and chief executive officer Marcel Desautels. "CCMF is thrilled to be able to help make Roger Martin's vision for business education a reality."

CCMF was formed in 1996 following the sale of Creditel of Canada Limited, a business credit information firm serving 12,000 Canadians. The foundation, with Desautels as president and CEO, supports specific educational organizations and institutions in Canada in the fields of business and finance.

In 1998 CCMF donated \$1 million to create the University of Toronto Canadian Credit Management Foundation Fellowships at the Rotman School of Management. When matched by the university and the Ontario Student Opportunity Trust Fund, the gift created a \$3-million endowed fund for student aid.