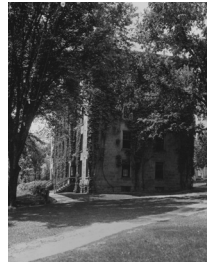


History of the

Wisconsin School of Business



WISCONSIN
SCHOOL of BUSINESS



North Hall

1900
One of the first five university-based commerce/business programs in the country.

Classes were held in North Hall.

Tuition \$20/year

1907
First chapter of honorary business society Beta Gamma Sigma.



00

10s

20s

30s

40s

50s

60s

1908 Model T hits the road.
1914-1918 World War I

1909 "On, Wisconsin" introduced.

1920 Babcock ice cream first served in the 20s.

1928 Memorial Union opens.

1929 Stock market crashes.

1938 First ball-point pen sold.

1939-1945 World War II

1946 First computer, ENIAC, launched.

1950 First credit card introduced.

1950-1953 Korean War
1959 Microchip invented.

1963 President John F. Kennedy assassinated

1965-1975 Vietnam War
1969 Neil Armstrong walks on moon.

1916
Wisconsin one of the 17 charter members, American Association of Collegiate Schools of Business.

1917
Classes move to Sterling Hall.

1917
Mary McNulty is first woman to graduate from Commerce Program.

1920
Institute for Research in Land Economics (now the Graaskamp Center for Real Estate).

1925
Tuition \$31/year

1927
One of first commerce programs in nation to require two years of liberal arts.

1929
First graduate program in public utilities in the nation started.

1935
The Commerce Program, formerly in the Department of Economics, receives separate departmental status.

1938
Actuarial Science, Risk Management and Insurance program started, one of two in the nation.

1944
Commerce Department is granted separate school status.

1944
Fayette Elwell becomes first dean.

1946
First MBA degree awarded to George Lyman Carter.

1945
First \$100 gift designated for School of Commerce received by UW Foundation.

1950
Tuition \$120/year

1955
Erwin A Gaumnitz appointed second dean.



1956
School of Commerce moves from Sterling Hall to its own long-desired building, the Commerce Building, corner of Observatory Drive and Charter Street.

1966
School of Commerce becomes School of Business

1966
Wisconsin is one of three schools to found Consortium of Graduate Studies in Management, offering fellowships for minorities.



1967
Business students continue their studies despite tear gas in classrooms and National Guard in hallways, as anti-war protestors demonstrate against corporate recruiters.

1969
First program in the nation in arts administration established. (Bolz Center for Arts Administration dedicated in 1993.)



1970

Applied Security Analysis Program, in which students invest real funds, is launched, is first of its kind in the nation. (Stephen J. Hawk Center for Applied Security Analysis dedicated in 1999.)

1973

ACEB, Association for Continuing Education in Business, forerunner of Wisconsin Business Alumni founded with 38 life members (WBA now has more than 36,000 members.)

1972

School of Business establishes nation's first graduate program in health care fiscal management

1975

Tuition \$630/year

1972

Robert H. Bock named third Dean.

1982

Robert Beyer Center for Managerial Accounting established.

1984

E. James Blakely named acting dean. (serves again in 1991.)

1987

First million dollars contributed by Tashia and John Morgridge for proposed new business school building

1985

James C. Hickman named fourth dean.

1988

Learning Center formed to assist students with quantitative courses.

1985

Management Institute, offering executive education, becomes part of the School of Business.

1990

The Grainger Foundation commits \$10 million to help construct new School of Business building, Grainger Hall.

1990

A.C. Nielsen Center for Marketing Research launched.

1992

The Enterprise Center established (becomes Weinert Center for Entrepreneurship in 1999.)

1991

Andrew J. Policano becomes fifth dean.

1992

Arthur Andersen Center for Financial Reporting and Control launched.

1993

Grainger Hall opens.

1993

Executive MBA program begins.

1994

First business school to use videoconferencing for student interviews with off-site recruiters.

1994

First program in country offering students in entrepreneurial studies the opportunity to become involved in business start-ups as investors.

1995

Puelicher Center for Banking Education opens.

1999

First applied real estate investment program in U.S. where graduate students manage a substantial real estate portfolio.

1997

Jere D. and Anne Fluno commit \$3 million to help build Fluno Center for Executive Education.

1999

First program in country that focuses exclusively on practical training in corporate finance.

1998

Evening MBA program launched.

1998

Center for International Business Education and Research awarded to School of Business.

1999

Tuition \$3738/year

2000

First international business course linking students from business schools on four continents through a website, email and video conferencing.

2003

First university-based center to focus exclusively on training MBAs in product management.

2000

Fluno Center for Executive Education opens.

2006

First class graduates in the new Wisconsin MBA, based on highly focused career specializations.

2002

Michael M. Knetter named sixth dean.

2006

Accenture Leadership Center, offering opportunities for undergraduates to develop leadership skills outside the classroom, launched.

2008

\$40.5 million dollar addition to Grainger Hall opens.



2007

Alumni give \$85 million to name Wisconsin School of Business. First business school to receive a naming gift that preserves the option for future naming.



2007

Executive MBA — The Manager's Program is formed.

2008

Certificate in Business, Environment and Social Responsibility launched.

2007

Apple introduces multi-media iPhone.

70s

1971
First pocket calculator used.

1975
First personal computer sold.

80s

1982
First compact disk introduced.

1989
Berlin Wall comes down.

90s

1991
Persian Gulf War

1997
Number of Internet hosts tops 16 million, up from 10,000 in 1987.

2000s

2001
Twin Towers fall from act of terrorism.

