

INTRODUCING

**THE NEW HOME FOR
MARQUETTE
BUSINESS**

and innovation leadership programs



**BE THE
DIFFERENCE.**

MARQUETTE UNIVERSITY

BUSINESS



Dear Marquette family,

At Marquette University, we are enthused and encouraged by the extraordinary support and impact we are witnessing on campus and among our students.



In January 2020 at our annual Presidential Address, we proudly shared our vision to build a state-of-the-art home for Marquette Business and innovation leadership programs. While we have made considerable progress in securing funds, we are now at an important final phase where we are seeking investors to help turn our vision into a reality. We invite you to consider a gift to Marquette that would significantly bolster our region's talent pipeline.

Located on the site of the former McCormick Hall at 16th Street, our new facility will anchor the west gateway to the heart of campus, and the inspired architecture will attract students, faculty, alumni, industry leaders and community members. We have built our College of Business Administration on a strong foundation of nationally ranked programs in Real Estate, Finance, Supply Chain, Accounting and Business Administration. Now is our time for Marquette Business to soar to new heights.

Every great city needs a great business home, and a new facility will serve as a major catalyst not only for the Marquette community, but for Milwaukee and beyond. As you thoughtfully consider supporting this project and bringing our vision to life through a new home for Marquette Business, please know that we are so grateful to you for helping our students *Be The Difference*.

Best,



Mike Lovell
President
Marquette University



Joseph Daniels,
James H. Keyes Dean
College of Business Administration



Where insights meet ethics

Marquette Business shapes students who launch start-ups, analyze global investments and redefine supply chains. Yet, we are most proud of our ability to develop great business leaders with an ethical compass.

In an era when technology is driving global solutions more rapidly than ever, our Catholic, Jesuit identity has never been more important. Marquette's new home for Business will embrace our faith-based foundation while providing the technology infrastructure for students to be change agents of the status quo. Our industry partners must hire students who combine ambition and knowledge with values.

"We make certain our Jesuit-educated students are equipped to deal with ethical issues long before they are put in a position where they have to choose between something that isn't black and white," says Dr. David Krause, director of the Applied Investment Management program.

"We pride ourselves on providing an ethical backbone," says Andrew Hunt, director of the Center for Real Estate. "That is essential when our graduates enter the mortgage and investment markets with a base of Marquette's mission, an intensive understanding of transparency and a nuanced knowledge for how to navigate inevitable gray areas."



Marquette's academic excellence on the rise includes established programs like Applied Investment Management, the Center for Real Estate and Center for Supply Chain Management.

Emerging Programs

- **Student-run business:** Marquette University's student-run business program launched in 2018. Modeled after similar programs at Cornell and Harvard Universities, our program provides experiential learning opportunities for students across campus. The program supports businesses that span from coffee wholesale and holiday pop-up shops to a company that plans Milwaukee-area events.
- **Commercial banking:** One of only two undergraduate commercial banking programs in the U.S., this new program offers students hands-on underwriting experiences, working with a \$500,000 loan from a local banking partner.
- **Professional sales:** Marquette's distinctive program provides real-world experiences in what many executives call the single most important function in any business – sales. The field has moved beyond transactional training into consultative and data-driven selling.



Academic excellence on the rise

Applied Investment Management (AIM) - Since its inception, the highly regarded AIM program has a 100 percent career placement record with alumni working in prestigious Wall Street firms and top global financial hubs. More than 400 Marquette finance students have graduated from the AIM program, all of whom have been hired within six months. With enhanced two-way communication technology and more space in a new facility, students will be able to connect instantly with finance professionals across the globe.

Center for Supply Chain Management - Ranked 16th in the U.S. by Gartner research (the gold standard among supply chain professionals), our Center for Supply Chain has deep relationships with some of the world's leading firms. In addition, 95 percent of graduates secured jobs within six months. Updated technology and Artificial Intelligence are impacting company operations at an unprecedented rate. Our new facility will significantly enhance the way we study, understand and invest in the advanced technologies that are transforming every part of the journey from raw materials to end customer.

Center for Real Estate - The first among the 27 Catholic, Jesuit U.S. universities to form, Marquette's Center for Real Estate has a 100 percent career placement record since its inception in 2012. The center aspires to join other top national real estate centers by bolstering applied learning and launching a student-run real estate equity fund. While the center currently engages students with industry leaders through national real estate competitions, it is lacking space to connect on campus. The new facility will provide the environment to maximize our students' transformational education, while welcoming alumni and the broader business community.



Built on a strong foundation

Accounting - Marquette's distinguished accounting curriculum is one of only three accredited programs in Wisconsin by the Association to Advance Collegiate Schools of Business. Marquette accountants are known for ethical behavior and leadership, analytical reasoning, computer competency and the technical knowledge that they bring to the region.

Finance - Annually recognized by *U.S. News and World Report* among the nation's top undergraduate business specialty programs, Marquette finance is known for corporate social responsibility. Home to the Center for Real Estate and Applied Investment Management program, finance develops graduates who are recruited by leading banking, investment, real estate and financial services firms.

Economics - Award-winning scholars teach economics at Marquette, having worked for or consulted with organizations such as the United Nations, Wisconsin Realtors Association and the Council of Economic Advisers. Undergraduate students specialize in business, financial, international or marketing research economics.

International Business - Our undergraduate international business major prepares future business leaders for the rapidly changing global economy, with a focus on developing skills to navigate language and cultural issues in the business environment.

Management - Marquette management students focus on one of four disciplines — entrepreneurship, human resources, information systems or operations and supply chain management. Home to the Center for Supply Chain Management and our nationally ranked part-time MBA program, graduates are highly sought-after by leading employers.

Marketing - One of the most popular undergraduate majors at Marquette University and in the College of Business Administration, our marketing program combines an innovative curriculum rooted in marketing theory with real-world experiences. Students gain a competitive advantage by embracing applied learning, conducting research projects, gaining internships and studying abroad.



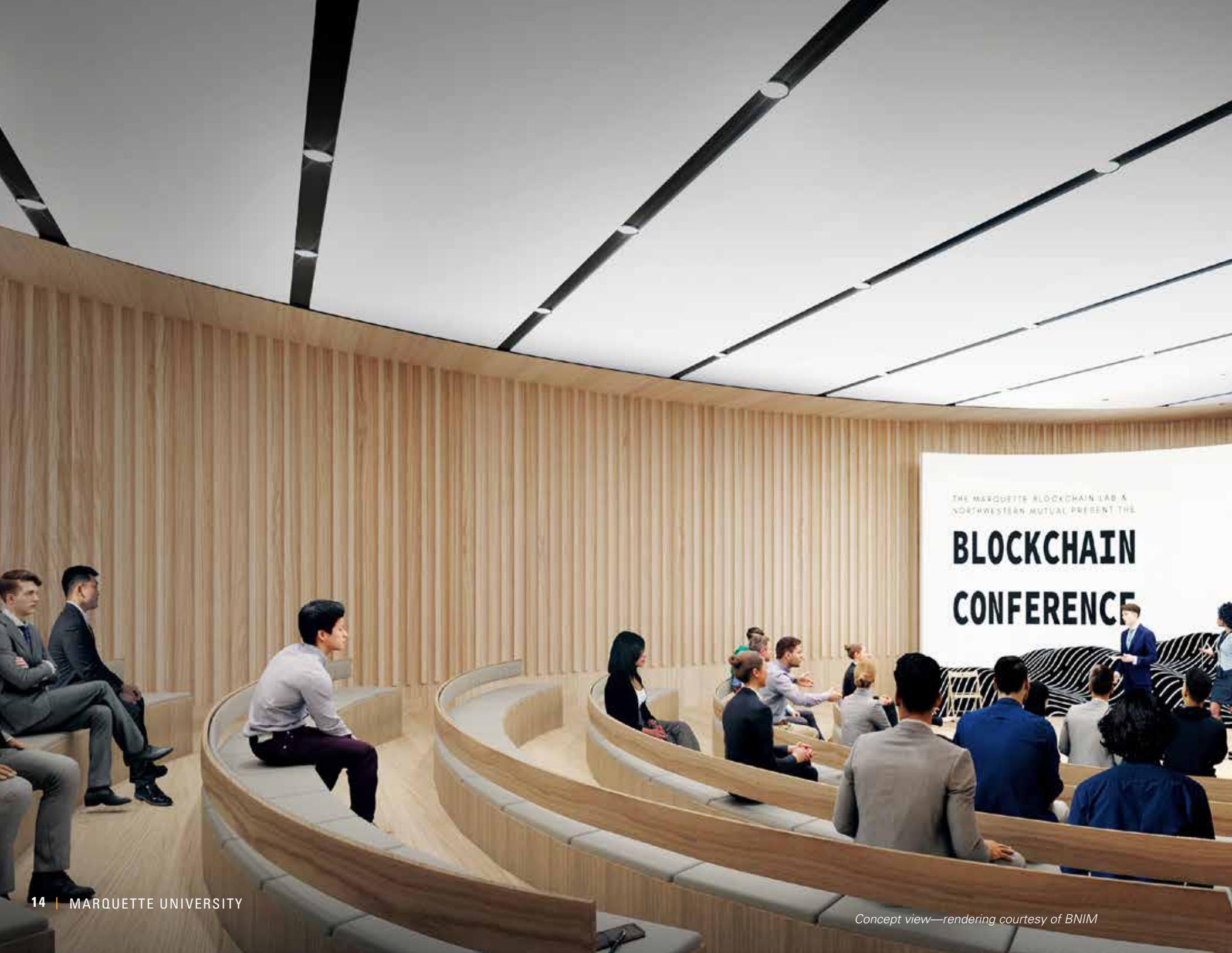
Caring for the whole student

How will we take a Marquette Business education to the next level? From the very first day new business students arrive, they will be surrounded with advising guidance and career support.

Our Centers for Student Success and Career Development will be in the heart of our new facility on the ground floor, ensuring *cura personalis*, or care for the whole person.

Across the country, more colleges and universities are moving toward coordinating services in a centralized location to make it easier for students. The Center for Student Success will serve as a one-stop shop for students and propel Marquette to move to coaching and mentoring models and increase both student retention and graduation rates.

A recent *New York Times* feature on career centers notes, "Today's intense focus on outcomes and jobs has resulted in a realigning of campus priorities. You can't leave career development to chance." Our Center for Career Development will serve as a one-stop shop focused on outcomes where students can discover fellowships, explore internships and immediately begin on their future pathway.



THE MARQUETTE BLOCKCHAIN LAB &
NORTHWESTERN MUTUAL PRESENT THE

BLOCKCHAIN CONFERENCE

A forum for the future

At Marquette, we recognize that the world doesn't solve business problems in a silo. Our new facility will emphasize collaboration through innovative spaces where students can convene around creative solutions and ideas.

Future accountants will team with aspiring marketers, and next-generation bankers will map out balance sheets with up-and-coming economic developers.

Positioned on the first floor of our new facility, this future forum space will serve as the mainstage where business students — from aspiring entrepreneurs to finance professionals and marketers — will competitively pitch their ideas to industry, investors and the larger community.



Clemson University's Watt Family Innovation Center

ASPIRATIONAL INNOVATION SPACES



Illinois Institute of Technology's Kaplan Institute

Embracing change within dedicated innovation space

Marquette has emerged as an innovation leader in recent years, launching the 707 Hub as well as the Athletic and Human Performance Research Center. Now, industry partners have a new opportunity to infuse innovation, embrace change and advance new ideas through prototyping new products and fostering creative collisions with faculty experts.

Our region needs an influx of innovation leaders. We heard this as the top takeaway from recent visioning sessions among Marquette President Michael R. Lovell and C-suite leaders.

Marquette Business is rising to meet the challenge head on. Beyond technology and products, we have designed our strategy, curriculum, and philosophy around people. Dedicated innovation space inside the new Business facility will position us to more strongly connect disciplines across colleges and convene industry partners onsite, helping us prepare graduates who are ready to lead and innovate with a moral compass and to leave their manuals at the door.

Leadership development doesn't stop at graduation. Our spaces and technology will empower companies to send leaders and emerging talent to Marquette's campus for intensive development and skillset training.



Marquette E-Lead students, coming from disciplines across the university, began their Excellence in Leadership journey through a bootcamp, called Leadershape.

Innovation leadership, focused on developing people

Leadership makes all the difference. Marquette's three-year E-Lead program, which will be housed within the new facility, calls for students to develop their capacity to make meaningful change and has three focus areas:

- Leading oneself (year one): Innovation leaders are self-aware, committed to their core values, and motivated to develop the mindset, skills and behaviors required to effectively lead with others.
- Leading with others (year two): Innovation leaders inspire, empower, listen to, and collaborate with others.
- Leading innovation (year three): Innovation leaders create value because they have a growth mindset, bring talented and diverse perspectives together, and relentlessly pursue new and better ways of solving problems.

From the *Journal of Leadership Education*: "While popular media continue to discuss the idea of whether leaders are 'born or made,' generations of research on the effects of participating in formal interventions designed for leadership development indicate the potential for individuals to grow in capacity over time."

"Innovation distinguishes between a leader and a follower."

– STEVE JOBS
Apple co-founder



BUSINESS ADMINISTRATION
NATIONAL MARQUETTE DAY
RECEPTION AND GAME

THIS IS OUR DAY.
NATIONAL MARQUETTE DAY

MARQUETTE
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BE THE DIFFERENCE.

Marquette Business will serve as the convener for the most important societal issues and industry challenges, welcoming guests into its special event space.

Special event space to convene the community

Marquette University has an unparalleled opportunity to convene the business community around important societal issues, industry challenges and emerging topics.

Our new facility will position the college as an interactive hub for the business community and a recognized leader in innovative learning. Special event space will allow us to:

- Host workshops, community events, conferences and large-scale business discussions.
- Welcome top executives and recruiters to meet the next generation of leaders.
- Be a resource for connecting local and extended business communities with Marquette faculty, staff, media, future graduates and other industry partners.



Dr. Esther Duflo, 2019 Nobel Laureate, delivered the 2019 Marburg Lecture in Economics to a packed ballroom on the Marquette University campus.



Every great city needs a great Business home

With an influx of new companies investing in Southeastern Wisconsin, our region is experiencing an unprecedented business boom.

Nearly 90 percent of Marquette Business students gain employment within six months of graduation. We proudly serve as the talent pipeline to generate creative solutions and to further economic development.

Technology is driving global solutions more rapidly than ever, spurring business and industry to transform and to champion entrepreneurial thinking. So too must higher education. If we are to educate students to understand the future even as it's evolving, then business education itself must also evolve. Now is the time.

At Marquette University, we like to say that big ideas and breakthroughs don't happen by chance. The best ideas rise to life when our community of inspired champions take action.

“Marquette Business has a long history of developing ethical, Jesuit-educated leaders who live and work in Milwaukee and the top financial hubs across the world. Through innovative design features and flexible learning spaces, our newest academic facility will help foster creative thinking for students from all disciplines.”

– MICHAEL R. LOVELL
President





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