JOYCE ELAM

The Player: Florida International University College of Business Administration Dean Joyce Elam, 50. Latest Play: Launching the school’s one-year, $39,000 Global e-MBA program. Background: Also FIU’s James L. Knight professor of management information systems. Previous professorships at Wharton and the University of Texas. Executive development consultant to the United Nations, IBM and JCPenney, among others. Ambition: Produce Miami’s e-commerce executives of the future. Quote: “The curriculum is very forward-looking ...[and] has been designed in conjunction with the business community – names like Arthur Andersen, AnswerThink, Hewlett-Packard, Kodak Latin America, SunTrust, Burdines. It is an education that is going to be very valuable and very relevant.”