MIAMI – (September 25, 2001) – Constance Bates, associate professor of management and international business, has been appointed as one of the College’s two Barsky-Greenstein Professors at FIU’s College of Business Administration (CBA), announced Dr. Joyce J. Elam, dean of the CBA.

Bates will join Dr. Kimberly Taylor, associate professor of Marketing with the CBA, who is now in the second year of her professorship.

Established in 1998, the Barsky-Greenstein Professorship is intended to foster and expand the use of the case study method in graduate business education. The case method was popularized by the Harvard Business School and teaches students the principles of business by studying real-life examples.

The Professorship was endowed through a gift from South Florida businessman and philanthropist Stanley G. Greenstein, a graduate of Harvard Business School, and his wife, Joyce Barsky-Greenstein.

“We are proud to appoint Dr. Bates to this professorship,” Dean Elam said. “The CBA’s growing emphasis on graduate education makes the Barksy-Greenstein Professorship especially important to us.”

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As Barsky-Greenstein Professor, Bates will implement the Harvard Business School case study teaching method in one of her fall semester courses and in one of her spring semester courses. This will involve the use of actual corporate and marketing scenarios and serves as the basis for class discussion. The case method is similar to the practice used in law schools.

To strengthen her expertise in using this teaching process, Bates attended the Harvard Business School workshop, “The Art of Case Discussion,” where she participated in seminars focusing on this method and observed classes given by professors who teach using this approach.

Florida International University’s College of Business Administration (CBA), South Florida’s business education leader with unique expertise in international business and information technology (IT), is the second largest of FIU’s 16 schools and colleges, enrolling approximately 3,800 undergraduate and more than 900 graduate students each year. South Florida’s top business school and one of only 405 business schools in the world accredited by the AACSB International—The Association to Advance Collegiate Schools of Business, the College offers the 8th largest part-time MBA program among this group. Its full-time International MBA program ranked at or near the top in a recent AACSB benchmarking study, and its IT faculty has been rated among the top 20 (11th) in the U.S. in terms of research productivity. It is one of only 28 business schools to have received a Department of Education grant to establish and support a Center for International Business Education and Research.

For more information about the CBA, call (305) 348-2751 or visit the College’s website at www.fiu.edu/~cba.