The Fuqua School of Business is driven by an unwillingness to accept limits. Over the past 40 years, aided by partnerships within Duke and across industry, we developed an innovative educational model that is collaborative, imaginative, and responsive to the world’s evolving needs. Our vision for global management education and leadership training through collaborative learning, which we affectionately call “Team Fuqua,” has propelled us to the top ranks of business schools. Through the campaign, we look to alumni and friends to extend our trajectory of excellence. Investments in the forward-looking people, programs, and research that make Fuqua great will cement our leadership among preeminent schools of business.
A DASH ACROSS THE WORLD

Fuqua students don’t just learn about the international nature of business; they are immersed in it. In the Culture, Civilizations, and Leadership course taught in our Cross Continent MBA program, students complete a “culture dash” at the beginning of each of their residencies around the world. They visit local landmarks and interview people they meet to gain greater context about how important cultural events have shaped society and commerce. Students then discuss with faculty and peers the implications of their findings for business in a particular region.

ENTREPRENEURIAL THINKING

Building a smart search engine based on an artificial intelligence algorithm. Establishing a custom jewelry business. Leveraging crowd-sourcing and social learning to help investors make better investment decisions. Those are just a handful of ideas for new ventures that our students have explored in recent years through Fuqua’s Program for Entrepreneurs. Students in the program complete coursework and engage with practitioners to guide them through the process of defining, planning, establishing, and financing new companies.

LEARNING THROUGH SERVICE

Through our Fuqua on Board program, an MBA student serves on a Durham-area nonprofit’s board of directors as a non-voting associate. Under the tutelage of senior board members, students in this program gain valuable insight into the governance and inner workings of nonprofits while contributing critical business skills and fresh perspectives to an organization serving our community.

Boundaries Not Included

ENRICHING THE DUKE EXPERIENCE

Fuqua prepares its students to be global leaders who understand the context and complexities of a rapidly changing business climate. Whether students are interested in entrepreneurship, finance, health care, marketing, or social entrepreneurship, Fuqua offers rich opportunities for students to develop and apply their skills under the guidance of accomplished faculty and industry experts. Students also have opportunities to participate in programming that immerses them in the business norms of different cultures—an experience that builds unique skill sets and prepares students to acquire positions in the best firms in their field.

Through the Duke Forward campaign, we will seek philanthropic investments to sustain and expand the innovative coursework and practical learning experiences that drive the reputations of our curricular and co-curricular programs. With the funding to take advantage of opportunities in Durham and around the world, we can solidify our leadership in global business education.

HOW WILL YOUR SUPPORT EXPAND HORIZONS FOR FUQUA STUDENTS?

› UNPARALLELED TEACHING FROM A DYNAMIC AND COLLABORATIVE FACULTY
› EXPERIENTIAL LEARNING OPPORTUNITIES AND PROGRAMS
› ENHANCED CAREER PROSPECTS AND TRAINING THROUGH MEANINGFUL CONNECTIONS WITH INDUSTRY
› A PEER NETWORK WITH DIVERSE NATIONALITIES, INDUSTRY INTERESTS, PERSONALITIES, AND PassIONS
Blazing New Paths

ACTIVATING DUKE’S POWER FOR THE WORLD

According to *Bloomberg Businessweek*, Fuqua has the most productive research faculty of any business school in the nation. From exploring what influences health care decisions on the individual and policy levels to studying the most effective ways to scale a nonprofit, our scholars’ contributions to both theoretical and applied research help make the world a better place and drive important discussions around big ideas. Fuqua’s faculty are vital players in Duke University’s interdisciplinary initiatives in global health, energy, and the environment, as well as other strategic research efforts.

As the world has become more complex and interconnected, particularly in the way that commerce is conducted, the kind of thought-leadership that Fuqua can deliver is urgently needed. Through the campaign, we’ll seek to make targeted investments in the people, research, and programs that will help Fuqua deliver on its promise to create leaders equipped to solve the problems that matter most in the world.

**HOW WILL YOUR SUPPORT HELP FUQUA BLAZE NEW PATHS?**

- SEED FUNDS FOR INNOVATIVE RESEARCH
- TEACHING AND RESEARCH IN GLOBAL HEALTH, ENERGY AND THE ENVIRONMENT, AND OTHER AREAS OF SOCIETAL IMPORT

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**RESEARCH THAT SETS FUQUA APART**

The vibrant intellectual community at Fuqua drives conversations about important issues—in business and in the world.

**GALLONS PER MILE**

Miles per gallon (MPg) may be the most common way that people track fuel efficiency, but that doesn’t mean it’s the smartest way. Management professors Richard Larrick and Jack Soll, both affiliated with Fuqua’s Center for Energy, Development, and the Global Environment, ran a series of experiments that revealed that posting a vehicle’s fuel efficiency in “gallons per mile” rather than MPg would help consumers make sounder decisions about car purchases. Their findings supported an Environmental Protection Agency change in the labeling of cars sold in the U.S.

**HOW COMPANIES GROW**

In her award-winning book *Strategy from the Outside In: Profiting from Customer Value*, Professor Christine Moorman examines the forces, including popular operational strategies like Six Sigma, that can lead companies to lose sight of the core purpose of a business: to create and serve customers. Moorman, the T. Austin Finch Sr. Professor of Business Administration, is also the founder and director of The CMO Survey, which analyzes the opinions of top marketers biannually to predict the future of markets, track marketing excellence, and improve the value of marketing in firms and in society.

**WHY DO WE DO THAT?**

Why do people make decisions that are bad for their health? Physician and behavioral scientist Peter Ubel’s research focuses on the quirks in human nature that influence our lives—the mix of rational and irrational forces that affect our health, our happiness, and the way our society functions. His new book, *Critical Decisions*, explores how poor communication between doctor and patient can lead to bad medical decisions. Ubel offers common sense solutions based on behavioral research to improve the doctor/patient relationship and, in turn, medical outcomes.
Fueling Uncontainable Ideas
SUSTAINING DUKE’S MOMENTUM

Fuqua’s reputation hinges on our ability to attract the excellent faculty and students who shape our programs and serve as our ambassadors. Through this campaign, we’ll seek support that strengthens our foundation and allows us to continue to shape the future of business education.

HOW WILL YOU KEEP FUQUA ON A TRAJECTORY FOR CONTINUED SUCCESS?

FACULTY SUPPORT
Faculty drive Fuqua’s success. To maintain an elite faculty in a competitive landscape, we must recruit and retain scholars whose leadership will propel our reputation and maintain the strength of our research portfolio and educational programs.

MERIT SCHOLARSHIPS
Competition for talented students among the world’s best business schools is fierce, and we must give students a reason to choose Fuqua. Our ability to attract the most promising students is closely tied to our ability to offer scholarships.

THE FUQUA ANNUAL FUND
The Fuqua Annual Fund is a critical source of flexible, unrestricted dollars that support nearly every part of the school, including scholarships, faculty development, and student experiences that connect academics with practice. Annual Fund gifts allow us to innovate at the speed of business, enabling us to develop world-class educational opportunities that keep us competitive with our peers.

MATCHING SUPPLY WITH DEMAND
How do you know what set of products to offer your customers? How do you ensure that your stores are optimally stocked? Ask Gürhan Kök, Associate Professor of Operations Management. Kök’s research, lauded by both industry and academia, has informed operations at companies like Best Buy, Ahold, Jones NY, and B/E Aerospace. As a dynamic teacher in our MBA core course in operations management, Kök also ensures that future leaders are equipped with the latest knowledge in supply chain management, retail operations, inventory management, and assortment planning as they embark on their own careers at companies around the world.