Fuqua’s “outrageous ambition” helped us rise through the ranks to become a top-ten business school. To cement our place, we need investment in the people and programs that will shape the future of business education.

Duke’s Fuqua School of Business creates the kind of leaders who can navigate the complex problems and embrace the unique opportunities of today’s world. Through partnerships with industry, cross-curricular programming that draws on Duke’s strengths—in global health, public policy, engineering, and environmental management—and bold plans to embed our programming in cultural and commercial centers around the world, we are creating a new generation of globalists who have a deep understanding of the world’s interconnected economies.

Our unique approach to business education positions us to be a leader among our peers, in keeping with the determination and agility that helped fuel our rapid ascent in the rankings. But our ability to innovate depends on having the funding in place to think big and attract the best minds. As we look forward to the next chapters in Fuqua’s story, we will need the support of our alumni and friends during the university’s comprehensive campaign to build our endowment for faculty, students, and programs and provide flexible operating resources. Those investments will increase our competitiveness with other schools and enable us to fulfill our mission to educate global leaders of consequence.
Faculty Support

Fuqua’s outstanding faculty are at the core of our academic reputation and our ranking as a top business school. In addition to mentoring talented students as they prepare to launch their careers, our faculty are also among the most respected business scholars in the world. For several years running, Bloomberg Businessweek has ranked the Fuqua faculty as the most productive research faculty of any business school.

But the market for the top scholars and teachers in business is highly competitive. To maintain our strength, Duke must have the ability to go toe-to-toe with other premier schools in our efforts to recruit and retain talented faculty. Endowed professorships and other permanent sources of funding, such as endowments for faculty research, are a crucial source of support that keeps Duke at the table. Creating a named, endowed faculty position is one of the most significant ways a donor can make a lasting investment in Fuqua’s future and help drive our reputation for excellence.

YOUR GIFT OF $100,000 OR MORE can endow a research fund that gives our professors the tools they need to produce the influential scholarship for which Fuqua is known.

YOUR GIFT OF $1.5 MILLION can endow an associate or assistant professorship that can help Fuqua hire and retain emerging faculty stars.

YOUR GIFT OF $2.5 MILLION can endow a full professorship, helping the school recruit and retain outstanding faculty to enrich Fuqua’s academic programs and provide mentors for our students.

Forecasting the Future of Business

More than 1,000 CFOs can’t be wrong. That’s the idea behind a widely watched economic survey led by two Fuqua professors, John Graham, the D. Richard Mead Jr. Family Professor of Finance, and Campbell Harvey, the J. Paul Sticht Professor in International Business. The Duke University/CFO Magazine Global Business Outlook Survey is the most comprehensive, longest-running survey of senior financial executives, uncovering trends in CFO attitudes that have proved highly predictive of economic activity in the following quarter. In fact, it has been cited among the top 15 leading economic indicators.

Graham and Harvey, who also edit The Journal of Finance, say that Fuqua’s support of their efforts on long-term projects, combined with recognition such as named professorships, helps reinforce that their work is valued. “Fuqua is a place that encourages us to tackle complex research questions, collaborate across disciplines and geographies, and be thought leaders in our areas of study,” says Graham.

John Graham

Campbell Harvey
**Student Experience**

Fuqua is committed to preparing our students for leadership roles in a complex world. Our educational programming is designed to broaden our students’ horizons and show them how to unite powerful ideas with the real-world skills needed to implement them. In the Center for Financial Excellence, a series of “boot camps” provide deep-dive opportunities for finance students to work alongside industry experts as they hone their skills and deepen their comprehension of industry best practices. The Center for Entrepreneurship and Innovation enlists seasoned entrepreneurs to guide students through the process of defining, planning, establishing, and financing new ventures, some of which become new companies.

Fuqua is also expanding coursework and co-curricular offerings to ensure that each student has a deep understanding of the world’s interconnected cultures and economies. For example, students in the Global Executive MBA program work abroad with regional leaders and experts outside the classroom to experience the management challenges of running a global firm. They don’t just learn about the international nature of business, they are fully immersed in it.

As the global economy grows, changes, and becomes more intertwined, the need for programming that bridges the gap between academics and practice will only increase. Support for Fuqua’s academic programs during the campaign—particularly those that tie together study and practice—will ensure we have a solid foundation to provide industry-relevant learning opportunities in North America, the Middle East, Asia, and Europe now and into the future.

**YOUR GIFT OF $100,000 OR MORE**
can support rich programming opportunities, equipping students with the skills that will help them acquire the best positions with the best firms in their fields.

**WINNING THE RACE FOR TOP STUDENTS**

The strength of Fuqua’s Health Sector Management program was a big draw for Bernadette Stout. But with existing student loan debt and a desire to return to nonprofit work in health care eventually, she had to weigh cost considerations, too. Fortunately, Bernadette was awarded financial aid that partially funded her education: the Richard and Mamie Howerton Scholarship, established in 1987 for health administration students. “The scholarship offer was a critical factor in choosing Fuqua,” she says.

Bright and creative, Bernadette made the most of her two years at the school. The interdisciplinary, team-based learning approach ranks among her favorite aspects of the program. She collaborated with professors doing research in health care reform and policy, and tapped into Duke Hospital and the medical, law, and public policy schools to gain insights from guest lecturers on a variety of topics.

Bernadette began a consulting job at McKinsey after graduation but ultimately hopes to run a small nonprofit health clinic. Fuqua has prepared her well for both paths. “I’ve gotten more out of my experience here than I ever imagined,” she says.

Bernadette Stout
Scholarships

We want to enroll the students who are destined to make a mark. We admit students who are smart and ambitious, creative and collaborative, and representative of a broad spectrum of backgrounds and aspirations—students who together make for a rich, fascinating learning environment and whom companies will later clamor to employ.

But these talented students are equally attractive candidates to other top business schools. That means the most promising prospective students not only have their pick of which program to attend, they also often make their choice based on the scholarships that will help finance the cost of their education. With a limited number of endowed scholarships compared to our peers, Fuqua must rely heavily on operating funds to compete for the most gifted candidates.

Donor support for scholarships during the Duke Forward campaign will give Admissions the leverage they need to recruit the most sought-after students, and help ensure that when companies seek to hire the top talent, they’ll find it at Fuqua.

YOUR GIFT OF $100,000 OR MORE

can create an unrestricted endowed scholarship that helps Fuqua attract the strongest candidates to all of its programs.

YOUR GIFT OF $250,000 OR MORE

can create an endowed scholarship restricted to particular students or programs, such as those interested in health care or social entrepreneurship.

Annual Fund

Fuqua’s Annual Fund is a critical source of unrestricted dollars that fuel every aspect of the school’s mission, from scholarships to faculty research to innovative educational programs. Gifts to the Fuqua Annual Fund give us the agility to make decisions of immediate benefit to our students, including covering the costs of our prestigious Keller Scholarship program, funded entirely out of our operating budget. The Annual Fund enables us to innovate at the speed of business by supporting the development of new coursework and programs that address emerging business issues to prepare tomorrow’s leaders. Because we have about half as many alumni as other top business schools, every individual gift to the Annual Fund has an outsize impact in ensuring our margin of excellence.