

## School of Management Dedication

September 17th, 1997 was a proud day for Stevens Institute and for the Alliance for Technology Management. That day saw the dedication of the Wesley J. Howe School of Technology Management, the nation's first graduate business school dedicated to the management of technology.

The seed of the school is Stevens' highly regarded Masters of Technology Management (MTM) program, which was a direct outgrowth of the Alliance for Technology Management. The Alliance, a federation of Stevens and a number of prominent corporate and government Sponsors, recognized the need for an MTM program in the early 1990's, planned the program with extensive Sponsor input, and provided the initial funding for its development. The early vision was that the MTM program would become the cornerstone of a new School of Technology Management at Stevens. With the ceremonies on September 17th, that vision was realized.

The School will focus on such areas as technology transfer and product commercialization, enhancing innovation and creativity, information systems utilization, project management, intra- and entrepreneurship, and making the successful transition from a small to a large business. "The curriculum of this new graduate business school results from six years of exhaustive analysis of best-of-breed companies' emerging needs in terms of skills and knowledge from their technology executives," said James J. Tietjen, the dean of the new School and former chief executive of the Stanford Research Institute.

The major gift which made the School a reality came from Wesley J. Howe, chairman and CEO of Becton Dickinson & Co. from 1974 until 1989, who contributed \$6.6 million. "I'm confident that this completely new breed of graduate business school will have a rapid, profound impact on industry and on the efficacy of technology executives," said Dr. Howe.

The formation of the School was celebrated with a Symposium on technology management issues, which was attended by 250 participants. Speakers, in addition to Drs. Raveche' and Tietjen, were Lawrence Babbio, vice chairman Bell Atlantic Corporation, Walter Kiechel, publisher, Harvard Business Review, Ralph Larsen, chairman and CEO, Johnson and Johnson, and Regis McKenna, president, the McKenna Group.

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