A very warm welcome to the first newsletter of the School of Business, Trinity College Dublin which aims to provide an annual update on what’s happening in the School, from teaching and research to major developments.

Professor Jim Quinn,
Head of School

I’d like to share with you the achievements of our students and staff and take this opportunity to sincerely thank them for their commitment to the life of the School. It is my great pleasure to tell you about the campaign for a new Business School – a major investment to build a state-of-the-art facility on the magnificent grounds of Trinity College which aims to be Ireland’s leader in innovation and entrepreneurship.

The School continues to thrive – the well-known BESS degree programme (Business, Economics and Social Studies) has record numbers of applicants; three new post-graduate programmes have been introduced in the last 5 years (M.Sc. Finance, M.Sc. International Management, M.Sc. Business and Finance); our MBA programme is now available on a part-time basis.

Only a small fraction of what is taking place in the School is given space here – please visit our website www.tcd.ie/business to see the latest publications, reports, conferences, alumni events, photos and student life. I am proud of the collegiate values of our faculty and students, which place teaching and research at the heart of their work and give the School its unique vivacity, curiosity and independence of thought. I do hope you will feel encouraged to keep in touch and where possible to visit and participate in events.
The Trinity MBA

The Trinity MBA – one of the oldest MBAs in Europe, is celebrating its 50th anniversary this year. Much has changed over the past half century, but the Trinity MBA has retained a simple principle: to enlist small classes of highly talented students and embed them in a programme of professional and personal development that begins on the first day and continues to the last.

The result is a unique difference between the Trinity MBA and larger programmes – we seek to provide an environment where each student’s personal, professional and educational journey is tailored to suit their individual needs. With the new academic year now in full swing, our full time MBA class began their induction this year in the West of Ireland, surfing, Irish dancing, and of course, starting their first of many intensive professional development sessions. Our part-time class this year has a record 36 candidates and brings together an expert group from a diverse range of industries and companies who spent their induction week on campus undertaking their first module and capping it off by getting to know alumni and faculty at the MBA Welcome Reception in the beautiful 1592 Atrium building.

While the Trinity MBA is 50 years old, graduates are part of a 400-year old Trinity community of which there are 90,000 alumni members and this connection is for life. Our MBA network expands to all continents, a natural consequence of an international classroom. This approach ensures the development of high performance teams which are deployed into “live” company projects.

In 2013, the QS ranking index placed the Trinity MBA as number one in Ireland, within the top 20 in Europe and the top 40 in the world. This ranking, determined by employers, secures the Trinity MBA’s future as a leader of executive education.

To find out more about the Trinity MBA, email thetrinitymba@tcd.ie

Jailbreak!

Trinity College Dublin’s first ever ‘jailbreak’ competition which took place in March was a huge success. Organised by the Trinity branch of the Society for St Vincent de Paul and Trinity Law Society, the Trinity Jailbreak event challenged 68 students to travel as far away from the college as possible, within 36 hours, without spending their own money.

Many thanks to Dermot Mannion, (BBS 1979) Deputy Chairman of Royal Brunei Airlines who helped two of the Trinity Jailbreak students David O’Carroll and Enda Hoey make their way to Brunei. The winners were students Matthew Hainbach and Claire Cullen who managed to travel to Mirimar in Argentina, 7,020.4 miles from front square, in the space of 36 hours without spending any money on transport!

TCD Students Stage a Jailbreak
Breaking New Ground

Professor Gerard McHugh

Over the past three years, it has been my privilege to lead the Development Campaign for Trinity’s new School of Business. With the assistance of our Advisory Board, chaired by Sean Melly, Trinity’s Business School is on a very clear track to becoming one of Europe’s most innovative business schools.

In a prime position on the Trinity campus overlooking the rugby pitch, the iconic new School of Business will be completed in the academic year 2016/2017. In tandem with the new build, the School is expanding its capacity at all levels of business education: the undergraduate BESS programme, the specialist masters programmes, the MBA (which celebrates its 50th anniversary this year), and our cohort of international doctoral students.

Finance for the new development is being made available from university resources, and a €10 million philanthropic contribution. The philanthropic campaign is progressing extremely well and in June of this year we passed the €6 million mark. As the campaign has progressed, I have had the pleasure of meeting Business School alumni and friends from all over the world and the goodwill, enthusiasm and generosity being shown towards the School and the University has been extraordinary. What has struck me most forcibly is the depth of appreciation that our alumni have for Trinity, their wonderful memories of their student days, and the life-long College friendships that they have maintained since graduating.

Many of you reading this are helping us with the Campaign and contributing very generously. On behalf of the School and the College, I would like to thank you all most sincerely and I look forward to keeping you updated on our plans and being in touch. Further details can be found on: www.tcd.ie/business

Trinity School of Business

Ranked 37th in the world by Eduniversal and 1st in Ireland | Among the top 39 QS Elite

Global Business Schools | Trinity MBA introduced in 1964 | 278 JF BESS students with

45% female and 55% male | Minimum CAO points for Business & French: 550 |

27 international exchange partners in 13 countries | 122 different business modules taught each year
Social Entrepreneurship in the School of Business

Social Entrepreneurship is a way of creating a business whose primary goal is to eradicate a social problem or challenge facing society. Following a donation from the Iris O’Brien Foundation in 2008, the School of Business established the Initiative on Social Entrepreneurship – to create an intellectual hub on social entrepreneurship in Ireland.

The initiative is the first of its kind in Ireland, pioneering new teaching programmes for students, and creating a dialogue that fosters collaboration between staff, students and the social entrepreneurial community. We are lucky to have a collection of world-recognised researchers teaching and researching in this field. We teach a wide range of courses in social entrepreneurship to our students, collaborating with community leaders. In line with Trinity’s future strategy of innovation and entrepreneurship, the Initiative is now taking the important step of becoming a Centre of Social Engagement for College, embedded in the School of Business.

We host the Trinity College Social Entrepreneurship Speaker Series, bringing students, alumni and the general public to listen to globally recognised social entrepreneurs such as Steve Collins (Valid International), Tara Cunningham (Release.ie), Caroline Casey (Kanchi and the O2 Ability Awards), Thorkil Sonne (Specialisterne), Mary Gordon (Roots of Empathy), Betty Nyagoha (Gatoto School), Mark Johnson (User Voice) and Sascha Haselmayer (CityMart). For more details and to listen to supporters of the work of the Initiative on Social Entrepreneurship, visit www.tcd.ie/business/cnm

Winner of 2013 Business Student of the Year Award – Interview with Iseult Ward

Winner of the School’s most recent Business student of the year award, we caught up with Iseult to find out what’s she doing now.

What was it like to be a business student in Trinity?
I really enjoyed it. I loved studying the various subjects and Business was my favourite module in first year, which was why I knew I’d continue specializing in it for the next three years. What I found interesting about my time as a business student was that when I initially applied for the course, I thought I would pursue work in investment banking or sales and trading. This quickly changed after reading an article on social business models and studying the concept of sustainability in my marketing elective. This totally changed my direction, leading me to found FoodCloud – a service that matches businesses with surplus food to the needs of their local community organisations—diverting the tonnes of good food being dumped while helping those most in need in our communities.

I was able to shape my final year business course to keep it relevant to my new ‘business’, receiving great support from lecturers, enjoying the content and encouraging me to do very well.

What did you do after you won the award?
I had a couple of months of hard work and exams before I was finished! After that, I got involved in Trinity’s LaunchBox programme – an idea incubator for students who have a business idea. Two friends and I worked on our social enterprise FoodCloud and it was great to have a space to develop these ideas and access to people who could help us.

What happened after the summer?
We entered FoodCloud into the Arthur Guinness Social Enterprise competition…and won the first prize in the food category! The money is going to be used to develop FoodCloud in Dublin, and then on a national level.

What are you going to do now?
We’re currently participating in NDRC’s Launchpad until mid-December which is providing us with office space and mentoring. There is also an opportunity for us to pitch at the end of the programme to raise further funding for FoodCloud at their ‘Lift off’ event. At the beginning of September we launched a pilot of our social business with Tesco. We began with a store on Talbot Street, and after a successful trial are now in the process of signing up another 11 stores. We are also planning an exciting launch event in January that we will be announcing soon.
In May, our M.Sc. International Management students, led by Professors Mary Keating and Louis Brennan, visited Fudan University as part of their M.Sc. International Residency program.

Lectures on the Chinese economy were the focus of much classroom time, but it was a very busy week, as we were not only in the classroom. Site visits were made to Baosteel, one of the biggest steel manufacturing plants globally. Infosys, the Indian IT consulting firm. We also visited CBRE and spoke to its director, Irish man Andrew Slavin, about property finance and the construction business in China. Finally, we made it to Hi-Tech Park, managed by Irish-Australian Johnny Coughlan, to see Chinese entrepreneurship in action.

Thanks to the Irish Chamber of Commerce who hosted the Trinity group at one of their social events to network with the Irish in Shanghai. Special thanks also to Mary, who hosted a welcome dinner for Trinity alumni and provided invaluable touristic information on Shanghai.

Congratulations to Patrick Joy, M.B.A. (1988), founder and Chairman of Suretank Group, who was named as EY Overall Winner of the Entrepreneur Of The Year™ 2013 in October. Headquartered in Dunleer Co. Louth, Suretank Group is the world’s largest manufacturer of cargo carrying units for the offshore oil and gas industry.
TCD Reflections

**Professor Pat McCabe**

I started working in Trinity’s Business School – then the Department of Business and Administrative Studies – some thirty-five years ago. Before that, directly after my Leaving Cert, I had worked in industry, and qualified as a management accountant.

Reflecting back, I attribute my ‘drift’ – because that’s what it really was – into that discipline to my parents’ herculean efforts to raise and educate eight children on a small farm in Cavan. Effectiveness and efficiency, the stuff over which we all strive to engage with students, were constant issues. Those, however, were not the labels that were used: crop rotation and altering farm outputs (the ‘product mix’) as markets fluctuated were critical annual decisions. Every pint of milk had to make it to the local creamery, every potato had to be unearthed from the ground, and every head of corn or fistful of hay had to make it to the barn… maximizing outputs from a constrained set of resources… ‘value added’ long before the term became common currency.

My career in teaching also began almost by accident. In the early 1970s, my next-door neighbour called in, looking for someone to teach a financial management course for evening students at the College of Marketing & Design (then the School of Retail Distribution). That soon evolved into a full-time post and lasted for six years – until my move to TCD in 1978.

My time in Trinity has seen great transformations. The most significant has been in scale and scope. The university’s student population has grown from around 5,000 to over 17,000. Unfortunately, the supply of resources hasn’t kept pace. I now find myself teaching a Senior Freshman class in excess of 350; it was around 120 when I started. Student life has also changed beyond recognition… before lectures, they now tune into their social media instead of throwing paper airplanes!

Now in my fourth year of semi-retirement, I continue to experience a sense of excitement when walking through the front arch, into TCD’s vibrant campus life and activities. Over the years, I have also been fortunate enough to build up long-lasting friendships with many students… more than 10,000 have taken my classes, have been one of my tutees or have participated in an exchange programme, which I was coordinating. Every now and again one of these will ask me for a reference or alert me to the fact that one of their children is in my class this year.

“Looking back, it is my work as a tutor – for some 30 years – that will probably give me greatest satisfaction.”

Looking back, it is my work as a tutor – for some 30 years – that will probably give me the greatest satisfaction. Recently, I was reminded of a long-forgotten encounter that I had with a tutee named John Reid, a student Entertainment Officer in the early 1980s, and now big in the international entertainment industry. The story goes that he and I should have been meeting more regularly, so I tracked him down to his lucrative student job setting the stage for U2’s first Irish outdoor concert in the Phoenix Park. So I cycled all the way there to have a chat with him. His account of that ‘meeting’ is included in *Trinity Tales from the 1980s*.

Time marches on at an alarming speed. Now, as I hurtle towards the proverbial three score and ten, my ‘half-life’ (so far!) in TCD isn’t yet at an end. However, it is now time to stop coming into College almost every weekday, in order to spend a bit more time at home (doing some of the long list of DIY jobs that my wife has been compiling – for decades, if truth be told!), to devote more time to my children (now based in London, Paris and Sydney, as well as Dublin), and to have a bit of craic with my growing army of grandchildren.
One-to-One with Martin Phelan (Class of 1986)

What are you doing with yourself these days?
I head up the tax practice at William Fry, which basically means I do a lot of different things from advisory work to management. I am also involved with the Irish Taxation Institute having been on counsel for the last 10 years and recently the President. This gets me involved more with tax policy and education.

Why did you choose your current career?
Professional careers generally evolve, they are rarely chosen. I always enjoyed solving problems and finding interesting solutions. I suppose tax law was one of those areas that facilitated my interest and paid the bills so I continued to practice. Simply put, I enjoy it, and for so long as I continue to enjoy it, I will keep doing it.

How do you like to spend your free time?
That depends, with 6 children I spend most weekends being a chauffeur. Sometimes I play golf but that’s a rarity at the moment. Sometimes I play tennis with my children but that gets embarrassing now as they can beat me so I think I will stop that. And sometimes, I just want quiet and read a biography of somebody else’s successful or not so successful life.

Are you still in touch with other alumni?
Not in any formal way. I made a number of good friends from my time in TCD, and some I still see regularly, others less frequently as their paths have led them to foreign shores. Facebook helps there now. And every now and again I meet people on business travels where we discover that we have a common ground, Trinity, and that always helps to break the ice, as they say.

What are your strongest memories of Trinity?
Freedom. The longest sentence that I have ever read in Bill Kingston’s Innovation book. I think it was an entire paragraph. The queues for the coffee dock in the arts block. The graffiti in the loo “beware the limbo dancer”, Alex Schuster’s funny questions in the contract law papers, learning economics through gin and tonics and chocolate coated ants. And the best, my mum bringing in my sandwiches that I had forgotten one day, embarrassing but nice.

Have you any advice for students or fellow alumni?
Don’t forget your sandwiches. Keep in touch, you never know when you might need somebody.
Forthcoming Events

Christmas Events
• Christmas Commons
  5 December 2013
• Homecoming
  19 December 2013

TCD Alumni Weekend
• 22 to 24 August 2014

Join the Trinity Business Alumni

The TBA is a global association of graduates who are engaged in business.

Sign up to today to start enjoying the many benefits of free membership.

www.tba.ie

Stay in Touch

Get connected with Front Gate Online. Update your details, connect with fellow alumni, register for events and join the career network.

www.tcd.ie/alumni/frontgateonline

Your comments on this newsletter are welcome at norah.cambell@tcd.ie

Remember.
The power of a legacy to Trinity

There’s an old saying that the true meaning of life is to plant trees under whose shade one does not expect to sit. When you leave a legacy to Trinity however big or small, you’re planting a tree which will grow to provide shelter to many. You’re empowering ground-breaking research which will benefit people in Ireland and all over the world. You’re supporting students from all backgrounds to access a Trinity education. You’re helping preserve our unique campus and heritage for new generations.

When you remember Trinity in your will, you join a tradition of giving that stretches back over 400 years – and reaches far into the future. For more information about leaving a Legacy to Trinity, please contact Eileen Punch.

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