



Trinity Business School

Fastest Growing Business School in Europe

Trinity Business School's high growth strategy is well ahead of plan and construction of the new €80 million state-of-the-art Trinity Business School building is now underway.

As far as we can tell from available information we are the fastest growing established business school in Europe and among the highest performers in the Developed World. Our revenue generation has grown by 43% which is a rate that would delight even fast growth entrepreneurial ventures. It has only been a great year because we have a stellar team of Faculty, Professional Staff, Students, Advisory Board members, Alumni, Associates (people from business who never went to Trinity but really value engaging with us and helping us realise our potential) and of course the brilliant University leadership and community.

In 2016 we have seen the launch of: four new postgraduate degrees, a new direct entry Bachelor of Business Studies degree, Executive Education programmes (with over 30 global corporate and SME clients in the first year) and the Trinity Global Business Forum. Likewise, existing programmes continue to innovate and grow; particularly in terms of course content and student profile. It is very pleasing to observe the high calibre and international diversity of the students across our programmes which makes for a great classroom learning experience and alumni network. On both of our MBA programmes roughly half of the students are now female which is exactly what is needed in order to overcome the global deficit of women in leadership.



Professor Andrew Burke

These achievements are the result of the creativity and passion of the aforementioned community that makes up Trinity Business School. I hereby extend a big congratulations and thanks to you all. Let's make 2017 another exceptional year!

Best wishes to you all,

Professor Andrew Burke
Dean of Trinity Business School

Major School Expansion Continues

Our successful growth hinges on the great teams that bring our innovative modules and programmes to life. In 2016, we added to our Faculty and Professional Staff from across the globe and this international mix of people at the Business School makes for a dynamic and exciting learning environment.

Meet the Careers Team

Trinity Business School now has a dedicated Careers & Alumni Team for postgraduate students. The team of five is comprised of professionals with career guidance, in-house recruitment, and recruitment consultancy experience across many diverse industries such as banking and financial services, insurance, information technology, and the multilingual sector. Team members also have qualifications in guidance and counselling, psychometrics, business, languages and social science.

Our postgraduates join the various programmes with diverse qualifications and experience across many sectors and countries. As a result, they transition into a broad range of global positions and industries. Of course, many of the postgraduates go on to start their own businesses.

Trinity Business School's Postgraduate Careers & Alumni Advisors work to enable students to independently explore their career options,



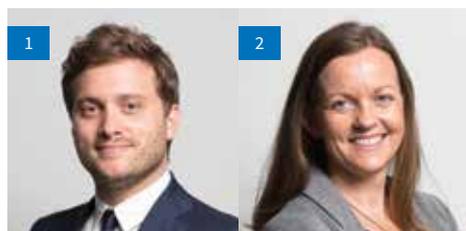
Sheila McGroarty, Krystyna Harney, Ruth O'Leary, Patrick Phillips, Conor Edwards

make informed career decisions, and reach their career potential. This is achieved with workshops, individual career meetings, career specific psychometrics tools, and employer events. Through Trinity's extensive alumni network students are assisted in making contact

with Business School graduates who often can help students with their career research, job hunting and networking.

We look forward to working with both graduates and students during their career journey.

Introducing New Faculty



1 **Guilio Bucini, Assistant Professor, Business and Administrative Studies**

Guilio's research interests include innovation and entrepreneurship. He is an Italian who comes to the School from Duke University, USA via the University of Toronto. Guilio is developing internship programmes for our students.

2 **Sheila Cannon, Assistant Professor in Social Entrepreneurship**

Sheila recently completed her Ph.D. in Trinity having worked as a Research Assistant with the Centre of Non-Profit Management at the School. She also has over 12 years experience working in the not-for-profit sector.

3 **Na Fu, Associate Professor in Human Resource Management**

Na joins us from China via Maynooth University. Her work with private and public organisations focuses on strategic HRM issues relevant to organisational growth and development.

4 **Tanusree Jain, Assistant Professor in Corporate Social Entrepreneurship**

Tanusree has a Ph.D. from ESADE Business School in Barcelona, Spain and an M.Phil from Delhi School of Economics, India. She is teaching the new Ethical Business module in the School.

5 **Kristian Myrseth, Associate Professor in Behavioural Science and Marketing**

Kristian has an AB (BA) in Economics from Harvard University (2004) and a Ph.D. in Manager and Organisational Behaviour from the University of Chicago, Booth Business School (2009). Kristian's research focuses on behavioural decision making and judgment, spanning the disciplines of social-cognitive psychology and economics.

- 1 Guilio Bucini
- 2 Sheila Cannon
- 3 Na Fu
- 4 Tanusree Jain
- 5 Kristian Myrseth

Trinity Global Business Forum 2016

The inaugural Trinity Global Business Forum held in May was a resounding success, with over 96% of the 250 plus attendees enthusiastically agreeing that they would like to join us again this year.

The annual event is designed to bring the entire Trinity Business community together in order to address the main issues facing business, as well as to network and make things happen.

The day-long event comprised of keynote addresses and panel discussions focusing on pivotal challenges for organisations, such as ethical leadership, the future of work and preventing another financial crisis. Paul Drechsler, of the Confederation of British Industry, Stephen McIntyre then head of Twitter EMEA, and Frank Murray, former manager

of the Pogues gave the keynote addresses. Participants included Trinity alumni, professors, students and business experts from our wider global business community. Focusing on the future of business, many of the Forum's predictions have already come to pass in 2016.

Embracing Disruption: Finding Opportunities in Crises is the theme of our next Forum, which will take place on March 2, 2017. In light of the changing global political landscape brought about by Brexit, Donald Trump's election and the apparent backlash against globalisation, we will be asking how businesses overcome new challenges. We hope that you will join us in March to hear business experts from both academia and industry, engage with the challenges and network with our community.



Frank Murray

We were very saddened by the passing away of Frank Murray, former manager of the Pogues, who gave a humorous and insightful keynote at the inaugural Trinity Global Business Forum and whose spirit of goodwill continues to inspire us all.

Year in Pictures



Conor O'Meara, Business Student of the Year



International Management Class in FUDAN



MBA Student of the Year 2016



MBA Student of the Year 2016



Trinity Global Business Forum



Advisory Board

Breaking New Ground

50 Years of Bachelor of Business Studies

We had the great privilege this summer to welcome back our first Bachelor of Business Studies (BBS) graduates from the Class of 1966. We are also delighted to congratulate the new graduates from the Class of 2016. The University and programme has developed significantly over the last 50 years. Fifty years ago Trinity only had 2,000 students whereas today there are 17,000. In 1966 there was no Arts Block and the lawns in front of the library were playing fields.

The degree programme has seen a great

deal of innovation over the 50 years, always developing to meet the demands of an ever changing business environment. That innovation continued this year with the introduction of a direct entry BBS. This means that students can now specialise in business from the start of their degree rather than only come through the popular BESS programme.

To be effective in the ever increasing globalisation of business, it is essential that our students are equipped to compete on an international stage. Therefore the new BBS is

attracting students from across the globe as an international mix of people in the Business School makes for a dynamic and exciting learning environment where we can all learn from each other and cultivate alternative perspectives on global management.

The Class of '66 told us how much they had enjoyed being part of shaping their then new degree and we hope that today's class will feel the same way. We would like to introduce you to three of our Junior Freshmen as they tell us about their experience so far.



Class of 2016



Business Studies Class of 1966



Sarah Mitchell
Dundrum, Dublin

Studying the Bachelor of Business Studies in Trinity College has allowed me to explore and gain a greater understanding of the business world through the interesting and wide range of modules offered. The small course size and the opportunity to study alongside international students have greatly enhanced both my studies and overall college experience.



Tomoya Sasaki
Skizuoka Prefecture, Japan

My experience of studying in Trinity College has been busy and difficult sometimes but also satisfying. In Ireland, we get a lot of continuous assignments so that I spend around three hours in library to complete them after classes almost every day but also I spend quite some time with my friends that I met in this college after long hours of being in library so every day is very lively. The BBS course is new and relatively small but teachers are enthusiastic so I do not find it extremely difficult even though I come from non-English speaking country.



Akshay Dugar
New Delhi, India

My first few months studying at Trinity have been splendid. The course BBS has provided me with a new outlook towards Business and Management. The course is undoubtedly rigorous and needs a good amount of study hours. I enjoy the work pressure and try to learn something new everyday. I was afraid that I wouldn't be able to adapt to the Irish lifestyle but luckily, I found great international and Irish friends.

Turning the Sod on the New School building

In October Education Minister Richard Bruton officiated at the sod turning of the Trinity Business School. The new building will transform both the Trinity campus and Pearse Street. Spanning 11,400 sq metres, with six storeys above ground and two below, the development includes an Innovation and Entrepreneurial hub, a 600 seat auditorium, restaurant spaces for up to 200 people, smart classrooms with the latest digital technology, and a rooftop conference room.

The aim of the School is to make a greater impact on the lives and careers of students and the country as a whole. We will be able to offer a greater range of business-related programmes at undergraduate, post-graduate and executive education levels as part of a new approach to entrepreneurship and innovation training for the whole University.

Thanks in large part to the support of a community of over 30 leading local and international business people, the €80million state-of-the-art new premises will be completed by the end of 2018.



Professor Andrew Burke, Education Minister Richard Bruton and Provost, Dr Patrick Prendergast.

As the Provost, Dr Patrick Prendergast, noted “This flagship school is shortly going to transform Pearse Street. It will put Trinity on the map for business education and drive economic growth in Dublin and Ireland”.

Our sincere gratitude to all our alumni and friends who have made this project possible.

You have enabled us to construct the iconic building purpose built to cater for the School’s focus on real business learning and exploration in a diverse facility that enables entrepreneurship, creativity, ethical reflection and cutting-edge business analysis.

Executive Education

Trinity Business School has seen a very busy year in the delivery of Executive Education programmes with both custom designed programmes for corporate clients and open programmes delivered to members of the business community.

Clients who have signed on for programmes this year include (in alphabetical order) Apple Green, An Post, Balfour Beatty CLG, ESB and Electrical Ireland, the Industrial Development Agency of Ireland, Oracle, Sigmar Recruitment Group, Ulster Bank, Vhi, and Volkswagon Poznan (Poland).

A highlight of the year has been the launch of the Trinity International Growth Programme (TIGP). The programme facilitates SME’s from across Ireland as well as from the UK in developing export channels across the Irish Sea and beyond.

Trinity Executive Education was delighted to work with our partner, Bank of Ireland, in delivering TIGP as well as our friends at the British Irish Chamber of Commerce. The

programme has played an important function in a time of high trade uncertainty and we look forward to working with another group of dynamic senior managers and business owners from a wide range of sectors in the next iteration of the programme in early 2017.

We also worked closely in 2016 with the Executive Education team from the Mendoza Business

School, Notre Dame University in providing one of our clients with a top class international organisational development programme.

We look forward to further developing our partnerships in 2017 across a range of exciting programme that will “make a real difference” in the development of both organisations and people in a time of global volatility and change.



David McWilliams, Adjunct Assistant Professor, teaching on the inaugural TIGP.

Student Societies

Michael O’Leary returns to give a TES Talk 23 Years After Graduating from BESS

Trinity has been rated the top University in Europe for creating entrepreneurs for two consecutive years (Pitchbook). It is then no surprise that the Trinity Entrepreneurial Society (TES) are one of the largest and most active societies focusing on student entrepreneurship in Ireland.

TES’ full programme includes a student incubator, a Dragon’s Den competition, and their popular TES Talks events. Already this year audiences have packed in to hear, among others, Gareth Lambe, Head of Facebook Ireland, Breon Corcoran, CEO of Paddy Power Betfair, and in December the former BESS student and CEO of Ryanair, Michael O’Leary returned to Trinity to deliver a very entertaining talk on Ryanair’s entrepreneurial journey.

As Dean Andrew Burke noted in his introduction, Michael O’Leary is perhaps one of the few people who could fill the Ed Burke theatre for a lecture at 8am in the morning. O’Leary didn’t disappoint the expectant crowd with his fast-paced and humorous delivery



Conor Leen, President of TES, Michael O’Leary, Mark Rehill, Vice President of TES, and Dean Andrew Burke

of how Ryanair plans to take over the world, or at least double the size of the company in the next eight to ten years. Central to the plan is Ryanair Labs, where the airline will create the digital platforms that will help them “disintermediate the disintermediaries”. Taking on companies like TripAdvisor and others, the airline plans to become the next “big bloody Amazon platform”.

The TES incubator programme, is steaming ahead with five diverse ideas, including the ‘Groupon of Dating Apps’ and a product that promises to ‘revolutionise the barber industry’ (our Dean is not the target market!). Dragon’s Den will begin later in the year with Bobby Kerr again as one of the Judges. TES it seems has taken on Michael O’Leary’s advice to the students to “be ambitious”, and to “always want to do more”.

Highlights from our business-related student societies



DUBES

During Freshers’ Week Dean Andrew Burke became DUBES (Dublin University Business and Economics Society) 1,000th member. DUBES continues to be one of the most popular and fun business societies.



Trinity SMF

In October, the Trinity SMF (Student Managed Fund) organised an excellent evening of debate on the barriers that are still preventing women rising to the top in business. Due to its success the Women in Business ‘Stronger Together’ Conference is likely to become an annual event open to alumni and students.



Foresight

In conjunction with the Trinity Business Alumni, Foresight hosted a mini mentoring session with Peter Cosgrove of CPL giving a master class to both alumni and students on the art of networking.

Alumni One-to-one



Joanna Mulkeen, BBS (2010)

Joanna Mulkeen is an entrepreneur and co-founder with her husband Noel of Onestepcloser.to, a collaboration platform where consumers, brands and cause organisations can come together to make a difference. In June they were successful applicants for the Enterprise Ireland's Competitive Star Fund for Female Entrepreneurs, run in conjunction with the NDRC accelerator programme.

In 2006, Joanna followed her fiancé from Sweden to Dublin and soon afterwards joined BESS as an undergraduate. Noel later joined the Trinity MBA class (2008).

What made you return to college as a mature student?

I was unwell during the final years of secondary school and it took me a few years to finish my studies. This bumpy patch impacted on my confidence. It became really clear how important it was to me to go back to University, but equally important that when I did, it was going to be something I really wanted to do.

I have always had a passion for philosophy and psychology and was curious to see if I could find a way to combine these subjects with business. BBS with the option to focus on strategy and organisational change was a great choice for me.

What was the standout moment from your degree?

Jim Quinn's strategy module on Business and Society, framed by the Porter and Kramer article, opened up ideas of measuring success from a stance of interconnectivity and systems thinking. The concept of Shared Value Creation where business success and societal progress are not mutually exclusive or competing but powerfully intertwined and ultimately dependent on each other enthralled me.

Your University experience was a little unusual, explain why?

I got pregnant with Olivia in my third year. I believe most people around me expected that

I would leave college then. However, I believed we could get through the fourth year together – myself, Noel and Olivia.

I gave birth ten days before Senior Sophister began and had Olivia in a sling wrapped around me many of the days. It worked well to bring her into most classes as long as she didn't snore. It was a year of very little sleep and crazy amounts of determination.

What does it take to start your own business?

For me it takes a high degree of madness but also a very deep held passion about the change that our platform can make possible.

What advice would you offer current students?

Everything is connected. Seeing how different subjects and schools of thought relate to one another will help you to move away from siloed learning and get a richer college experience.

Continually looking for these connections will also allow you to see them in work related problems as well as challenges in society. It will equip you to find innovative solutions that take account of complexities rather than sheer away from them.

Trinity Business Alumni

The Trinity Business Alumni (TBA) has had an exciting year, working closely with Trinity Business School and the business student groups. We were delighted to be the key sponsor of the first TGBF and to collaborate with the student groups DUBES, the SMF and Foresight to deliver events for both alumni and students. We held a successful MBA masterclass on aircraft leasing and a breakfast seminar on the Companies Act. We had a couple of superb speakers this year including David Duffy, CEO Clydesdale Bank who spoke at a Dinner in Camera and Gary McGann, Chairman of Paddy Power plc who was the guest speaker at the 2016 TBA President's Dinner. This year, the TBA went overseas and TBA President, Tom McAleese and Provost, Dr Patrick Prendergast welcomed new alumni who had recently moved to London to meet the London Trinity Network and more established graduates in the area.



Trinity Global Business Forum

Trinity Business School

Embracing Disruption

Finding Opportunities in Crises

02
MARCH
2017



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin



In association with
trinitybusinessalumni

Join us for this one-day conference that will comprise a series of panel discussions, networking opportunities and keynote speeches.

Keynote Speakers 2017



Lord Karan Bilimoria

Chairman and
Co-founder of Cobra Beer



Fiona Dawson

Global President Mars Food,
Drinks & Multisales



Adrienne Gormley

Global Head of Customer
Experience at Dropbox



David McWilliams

Co-founder of Kilkenomics
and one of Ireland's leading
economics commentators



Professor Kristian Myrseth

Associate Professor in
Organisational Behaviour
and Marketing

Public Rate €120. Alumni Rate €90. Student Rate €20. To book & for full details please visit: www.tcd.ie/business/forum

Get Involved

Trinity has a long tradition of outreach and community engagement. To find out about the numerous ways you can get involved with Trinity both at home and abroad, please visit www.tcd.ie/alumni/volunteer

Upcoming Alumni Events

Alumni Weekend 2017
25-27 August 2017
Other Upcoming Events:
www.tcd.ie/alumni/events

Class Notes

Do you have any news or updates that you'd like to share with your fellow alumni? Submit your news with an image, subject of study and year of graduation to alumni@tcd.ie

For more information please visit
www.tcd.ie/alumni/news-events/publications

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