A Year of Growth, Innovation and Collaboration

It is an exciting time for Trinity Business School. In 2015 we embarked on a high growth strategy which will more than double the size of the School and includes the development of new and existing programmes, as well as the construction of a cutting-edge new building for the School (which will also incorporate an Innovation & Entrepreneurship hub).

The aim of the School is to make a greater impact on the lives and careers of our students and to further enhance the performance of the businesses in which they are engaged.

In order to achieve this mission we have undergone rapid growth and change throughout 2015. This has involved hiring many new talented faculty and professional staff. We have launched three new MSc programmes, a new Bachelor of Business Studies, and a Postgraduate Diploma in Accounting - featured on the next few pages. Further innovation is taking place in the background and we plan to once again double the number of programmes that we offer. In short, Trinity Business School will soon become a full suite Business School with a greater international presence.

Our alumni are key collaborators in attaining these achievements. Over the generations Trinity graduates have done exceptionally well in the business world and are now helping to take Trinity Business School to a higher international level by providing expertise on our School Advisory Board, donating to and fundraising for the School (just over €10million has been donated to support the School and its new building), providing guest lectures and often delivering entire courses.

We hope you will join us at the first ever Trinity Global Business Forum, which takes place on the 26 May. This event will provide an opportunity to network and hear expert opinions on the pivotal issues facing business today (see back page for details).

2015 ended on an excellent note when the Eduniversal rankings organisation (which places considerable weighting on how senior executives rank graduates from business schools across the World) rated our MSc in Management, Executive MBA programmes and our MSc in Finance in the top 5 in Western Europe. In February of 2016 CEO Magazine ranked our MBA in the top tier of global MBAs. A big thank you is owed to everyone involved and I invite each of you to join us in this transformational journey at Trinity Business School.
Major Expansion of Trinity Business School

**Dr Ranadeva (Ray) Jayasekera**, originally from Sri Lanka, is an Associate Professor in Accounting and Finance at Trinity Business School. Prior to joining Trinity he lectured at the University of Southampton and Cranfield University. Ray has also worked in the finance industry for the qualitative team of Deloitte in London.

**Dr Elaine Laing** has recently relocated home to Dublin from Perth where she was an Assistant Professor of Finance at Curtin Business School. She is delighted to have joined the Trinity Business School faculty to lecture in International Finance. Elaine’s research focuses on Corporate Governance.

**Dr Laurent Muzellec** joined Trinity Business School as an Associate Professor in Marketing for the MBAs and is launching an MSc in Digital Marketing Strategy. Laurent was a product manager of an Internet Mapping application in Paris, an Internet consultant at Volkswagen and trade representative at the French Embassy Trade Office in New York. He has also previously taught in UCD Smurfit Business School, DCU Business School and ESSEC School of Management (Paris).

**Dr Martha O’Hagan Luff** headed to London to work in banking with a degree in Economics and German from Trinity. After 6 years of early starts on the dealing room floor, she headed back to Dublin to work at Bank of Ireland. Eventually seeking a new challenge Martha undertook the MSc in Finance in 2008, which evolved into a PhD in International Finance. She is delighted to join the Trinity Business School as an Assistant Professor in Finance.

**Dr Sinéad Roden** is an Associate Professor in Logistics and Supply Management. Prior to joining Trinity Business School, Sinéad held positions at Cass Business School (City University London) and University of Bath (School of Management). She holds a PhD in Supply Chain Management from Queen’s University Belfast. Sinéad is currently delivering the Operations Strategy module to the full-time MBA cohort.

**Dr Paul Ryan** spent his early career as a business consultant in Hong Kong. He undertook his PhD at the University of Cambridge and on completion took a position as a lecturer at the Smurfit Business School, UCD and subsequently at Cairnes Business School, NUIG. He hopes to expand research at Trinity Business School on innovative business models, multinational subsidiary strategy, industrial clusters and technological entrepreneurship.

**Dr André Van Stel** joined Trinity Business School as a Senior Research Fellow in September 2015 having previously worked at Panteia/EIM in The Netherlands and Erasmus University Rotterdam. He is a leading international scholar in the field of entrepreneurship and is working on joint research projects with several colleagues at Trinity Business School.

**Jimmy White** joined Trinity Business School in July after 30 years’ experience in business. He acts as Mentor on the Senior Freshman module ‘Creative Thinking, Innovation and Entrepreneurial Action’ and is the Academic Coordinator for the School’s Undergraduate Erasmus and Exchange Programme.

Meet our 10 New Professional Staff

Back row (l-r) David Byrne – Accreditation and Rankings Manager; Jonathan Corrigan – MBA Administrator; Austin Elliott – Facilities Attendant; Yvonne Agnew – Undergraduate Administrator; Eoghan O’Sullivan – Student Recruitment.

Front row (l-r) Samantha Peavoy – Doctoral Programme Administrator; Céara O’Connor – Programmes Manager; Gráinne Stapleton – Dean’s Office; Angela Burke – Postgraduate Career Development and Alumni Officer; Veronica Devine – Accreditation and Rankings
Trinity Business School

Adjunct Faculty

Mary Lawlor, came to Trinity Business School with over 35 years of experience in human rights – establishing, developing and leading NGOs; advocating nationally and internationally; advising on policy development and strategy and providing 24/7 support to protect human rights defenders in danger.

David McWilliams is an economist, journalist, best-selling author and documentary maker, voted the "most influential economist in Britain and Ireland and the most influential Twitter user in Ireland". Once upon a time, David had a few real jobs, as an economist in the Irish Central Bank, UBS and BNP. David will use his professional experience to teach a new generation of business students a different way of thinking for future Irish Economists.

Ruairí Quinn TD is Ireland’s most experienced politician, having been a minister in several Departments, including Finance and more recently Education and Skills. He has recently joined Trinity Business School and will be delivering a new module on the MSc Finance programme, the Politics of Public Money. This is a new module and no equivalent is available in any other business school.

TCD Reflections: Prof Mary Keating

Prior to joining TCD, I had worked in the Department of Industrial Relations in the Faculty of Commerce UCD and at the College of Industrial Relations in Dublin. In 1991, I joined the School of Business here in Trinity which comprised Bill Kingston, Gerard McHugh, Pat McCabe, Jim Stewart, Geoffrey McKechnie & Noel Brennan, the same year as Brian Lucey. Under the leadership of John Murray, the School of Business internationalised, expanded and we moved to Áras an Phaisce. We now eagerly await the move to our new business school overlooking the rugby pitch: what an achievement in 25 years! My signature course was Human Resource Management. Junior Sophister business students will remember trying to identify ‘the people related business issue’ for their HR group project! The MSc (Public Sector Management) students will recollect ‘Competing from the Inside Out’, one of my all-time favourite HR textbooks, on the course I co-taught with my friend Liam Gorman of the Irish Management Institute. On the MBA, the live HR strategy course based on Waterford Wedgewood, on which the CEO, HR Director and ATGWU convenor participated, was certainly a fun challenge for us all. Over my career, there has been a major shift away from the ‘tell and sell’ approach to a more structured and interactive approach which requires greater focus on delivering learning objectives.

Some highlights over the years were my involvement with the Trinity Entrepreneurship Society for which I was a founding patron. From its beginnings as the Ethical and Entrepreneurial group (1990s), to the Entrepreneurship Hub supported by the Trinity Business Alumni (2000s) to what is now a vibrant college society was an exciting journey, especially the introduction of Dragon’s Den! Two other impactful innovations spring to mind: the Buddy system and the Student Managed Fund both of which resulted from our business students participating in Socrates and international exchanges.

When I started work in Trinity, ICT was just beginning to impact on both how we communicated and on how we did our work. Then, Trinity was a relational community and if you wished to meet the Provost, you went to the Senior Common Room to talk to him. Today, all our exchanges are electronic, we are cemented by the Trinity brand and, as in my case, much of my work is conducted in virtual research groups with colleagues around the world. In the 1990s, I became involved as the Irish country coordinator in the first inter-disciplinary, cross-cultural virtual research study, investigating cross-cultural leadership (GLOBE) with Professor Bob House at Wharton Business School. Arising from this, I worked closely with Gillian Martin (Germanic Studies, TCD) and participated in many cross-cultural studies. Our most recent studies have focussed on ethical leadership across cultures, specifically on the nature of leader integrity in Asia, US and EU. Currently, my research focus along with that of my PhD students is on human resource management in the health/hospital sector.

This year, I am looking forward to taking our MSc (International Management) class to Fudan University in Shanghai in spring and to continuing my research in the hospital sector.
One-to-One with David Bobbett (Class of 1980)

David Bobbett

What was your childhood or earliest ambition?
My father was very involved in Bective Rangers Rugby club and I attended all the first team matches when I was young. My hero was Bill Mulcahy, he was a doctor in the airport and I wanted to follow that path.

What are your strongest memories of Trinity?
My strongest memory is of being in an oasis in the middle of town and spending my time doing things which I enjoyed, whether playing cards, watching matches or heading to the Pavilion and controlling my own time.

What are you doing with yourself these days?
I am CEO and majority shareholder of H&K International. We are one of the world’s largest equipment and solutions provider to the quick service restaurant industry and are headquartered in Ireland. We have 1,300 employees, supply commercial kitchen equipment into 80 countries supplying 20,000 restaurants annually, with 14 worldwide distribution/manufacturing operations and a turnover of 500m dollars.

Ambition or talent: which matters most to success in business?
I think it is a balance of many issues but keeping it simple, focussing on the customer needs and delivering to the highest standard is what brings success. Planning for tomorrow rather than firefighting today is critical with a like-minded team in a culture without politics, saying it as it is, living in the real world and without egos drives success.

How do you like to spend your free time?
I have six kids who are significantly better at sport than I ever was and I enjoy their activities - Karen is in 3rd year BESS, while Conor completed BESS 2 years ago and was Captain of the TCD soccer team. I attend every sporting event I can and own a couple of racehorses.

Are you still in touch with fellow alumni?
More on an informal basis than formal. There is a group of us who meet up a number of times a year but as get older we do go back to our roots.

What is the best advice that you have ever received?
My Chairman Brian Ranalow has provided me with huge opportunities throughout my career. When looking at my desk full of papers he said you can do three things with a piece of paper – file it, action it or dump it and I have followed this great advice.

If you lost everything tomorrow, what would you do?
Interestingly I recently had a health scare which thankfully has cleared up, but it made me focus more on the today rather than tomorrow. It did allow me to set up the IHDA www.ihda.ie to raise awareness that heart disease can be picked up by a simple non-invasive calcification test.

I did a movie called the Widowmaker available on iTunes explaining the conspiracy of silence on the test over 30 years.

Innovation: New Trinity Business School Programmes

Bachelor of Business Studies Programme Director: Dr Jennifer Berrill
The Trinity Specialist Business Degree is a new programme, designed for students who wish to focus on business from the very beginning of their degree. Innovation, ethics and entrepreneurship are key pillars of this dynamic new programme. Furthermore the new degree will incorporate blended learning, in which academic excellence meets industry experience and students gain first-hand business experience, while benefitting from a challenging and nurturing learning environment with our dedicated and expanding faculty.

www.tcd.ie/business/undergraduate/bbs/

Postgraduate Diploma in Accounting Programme Director: Neil Dunne
The Postgraduate Diploma in Accounting is an exciting conversion course that signals Trinity’s arrival into the postgraduate accountancy space. It offers significant exemptions from professional accountancy examinations to graduates and also reaffirms our important links with professional accountancy bodies. These accountancy bodies consistently remark upon the exceptional performance of Trinity graduates in their professional examinations, and this Diploma will play its part in maintaining that proud tradition. As well as our own outstanding faculty, practitioners will deliver modules that will strengthen the authenticity of the classroom experience and further endorses the academia-practice link underpinning the entire programme.

www.tcd.ie/business/msc/accounting/
The campaign for the new Trinity Business School is making great strides.

With the leadership and support of a community of over 30 leading local and international business people, by 2018, we will have built a major international Business School focusing on entrepreneurship and innovation. The state-of-the-art development will open onto the rugby pitch in College Park on one side and Pearse Street on the other, connecting the Business School directly with one of the most successful innovation clusters in Europe.

You will see great changes over the coming months on campus as Luce Hall is demolished to make way for the state-of-the-art new School. Construction will begin in July and the magnificent new building will be completed in 2018. Our sincere gratitude to the many alumni and friends who have been so extraordinarily enthusiastic and supportive in helping make this big ambition a reality.

2016 Construction of the new Trinity Business School

MSc Marketing Programme Director: Dr Sarah Browne

With evolving technology, changing consumer trends and emerging markets, there has never been a more exhilarating time to be in the marketing profession. The Trinity Business School MSc in Marketing offers its graduates a gateway to this challenging yet exciting industry. The programme is designed to enhance students’ requisite knowledge of marketing management, consumer behaviour and branding, whilst simultaneously developing fundamental capabilities such as analytic and creative thinking, planning and communications. As companies expand their digital marketing teams around the world, digital marketing is a core focus of this programme also, developing new skills in social media marketing, search engine optimization and ‘big data’ analytics. The result is a degree of range and depth, enabling graduates to market their own personal brand, stand out from the competition and become successful, global marketing practitioners.

www.tcd.ie/business/msc/marketing/

MSc Digital Marketing Strategy Programme Director: Dr Laurent Muzellec

Trinity Business School - located just a few metres away from the European Headquarters of Facebook, Google and Twitter - is launching the most relevant, up-to-date and in-depth Master in Digital Marketing Strategy. The MSc is designed to equip graduates with the analytical competencies and business acumen required to succeed in a top level marketing position, and/or progress to entrepreneurship. Our MSc in Digital Marketing Strategy blends strategic, technical and practical content through modules such as “Digital Business Models”, “Data Analytics”, “Digital Design and User Experience”, and “Digital Marketing Implementation” which invites participants to undertake professional certifications such as Google AdWords and Analytics certificate. Our ambition is to be quickly recognised as the best Digital Marketing programme in the world.

www.tcd.ie/business/msc/digital-marketing-strategy/

MSc Financial Risk Management Programme Director: Dr Ranadeva (Ray) Jayasekera

The Trinity MSc in Financial Risk Management is designed specifically for graduates who have a primary undergraduate degree in a quantitative field and who are interested in how the tools of finance can be used to mitigate risks for corporations and society. Trinity is a university partner of the Professional Risk Managers’ International Association, one of the world’s leading risk management bodies. Our programme which is developed in consultation with industry, will complement graduates’ foundation degree providing a thorough grounding in the concepts and techniques of financial risk management and providing the skills that one needs to lead, manage and create value in today’s complex risk environment.

www.tcd.ie/business/msc/financial-risk/
Student Societies

DUBES
The Dublin University Business and Economics Society DUBES hosted the annual Post Budget Analysis in October 2015. This was chaired by our President Emeritus Sean Barrett, and on the panel was TCD Professor Jim Stewart, SU President Lynn Ruane, EY Tax Partner Colin Smith, Senator Ivana Bacik, Senator Thomas Byrne and TD John Paul Phelan. In December the committee ran the Trinternship case-study competition, which resulted in the winning team receiving paid summer internships. In February 2016 DUBES hosted the BESS Ball in the Aviva Stadium, which is the largest black-tie private society gala event for undergraduate students in Ireland.

AIESEC
2015 was a banner year for AIESEC Trinity. 15 students went on volunteering exchanges to countries such as Uganda, Tanzania, Vietnam and Argentina. The exchange participants worked in a variety of different projects, from health and education projects, to local entrepreneurship and cultural programmes. In conjunction with a variety of cultural societies, AIESEC Trinity hosted a Global Village to present the true diversity of the student population to incoming first years. We hope to afford more of our members the opportunity to attend international conferences with other likeminded people. We also hope to give many more Trinity students the opportunity to volunteer abroad in 2016.

TES
Trinity Entrepreneurial Society (TES), aims to encourage students and staff to consider setting up a business, and to help startups in Trinity. In 2015, we brought in a number of speakers such as Niall McGarry, founder of joi.ie and her.ie, and Ray Smith, founder of Datahug. Our annual Dragons Den competition saw us giving away €3,000 to the best startup ideas. We hosted the Trinity Hack Day, and co-ran the biggest Fintech event in all of Europe and we ran the first ever TES Incubator, where we helped 5 teams of students get started on their businesses.
Trinity Business School by Numbers

Trinity Business School

16th in Western Europe
by Eduniversal

1st in Ireland

MBA ranked 5th
in Western Europe by Eduniversal

The Trinity MSc in Management is ranked 3rd
in Western Europe by Eduniversal

105 JS Business students participating in the international exchange programme

580 CAO POINTS required for Law and Business

510 CAO POINTS required for BESS

2030 applications received for BESS

1 + 4 postgraduate NEW DEGREES launching in 2016/17

128 modules being taught in 2015/16

Trinity Business Alumni

With events taking place across Campus and its LinkedIn page reaching over 3,000 members Trinity Business Alumni (TBA) had a busy 2015. Here are some highlights of the year:

Two Dinner in Camaras with guest speakers Mark Roden, Founder and Chief Executive of mobile payments firm Ding*, and Conor O’Kelly, Chief Executive of the National Treasury Management Agency.

In October Kingsley Aikens, founder and CEO of Diaspora Matters, delivered a specially developed Masterclass for members and students of the MBA class on networking.

In February United States Ambassador to Ireland, Kevin O’Malley, addressed the annual President’s Dinner.

2015 Trinity Business Student of the Year Award

Six of our outstanding Business students were honoured in the House of Lords in recognition of their extraordinary academic, community, sporting, cultural and business activities. They were Ben Butler (Law and Business), Vitaliya Bikmametova (Business and Politics), Dervla Malone (Business and French), Thabata Sylten (BBS), Peter Gillen (Business and Economics) and Richard Murphy (Business and Economics). Friends, family and faculty were in attendance, with the Provost of Trinity College Patrick Prendergast, CEO Bank of Ireland Ritchie Boucher and Trinity Business Alumni President Tom McAleese presenting the awards. The winner was Ben Butler.

For more information on Trinity Business School, please visit www.tbs.tcd.ie
Introducing…The Trinity Global Business Forum

The Future of Business and Work
26 May 2016, 09:00 - 18:00
Trinity Business School,
152 - 160 Pearse St, Dublin 2

This is a new annual event created to enable the entire Trinity business network to meet up once a year to community as well as learn about and engage with the pivotal issues facing business today. This one day conference will comprise a series of panel discussions, workshops, networking and keynote speeches.

Topics
- Have we done enough to prevent another financial crisis?
- The ethical dilemmas for leaders and how to solve them
- The future of work in the 21st Century
- Social Entrepreneurship – whose job is it to be a social entrepreneur?
- Managing the Wealth of Nations
- Beyond the Hype – what really distinguishes high from low performing ventures?
- Digital Marketing and Technology Trends & knowing which 50% works

Speakers
- Paul Dreschler - President of the Confederation of British Industry
- David Jackson – Chairman & Founder, Hudson Contract, UK
- Richard Keegan - Enterprise Ireland
- Prof Ronan Lyons – Property market Economist at daft.ie and Trinity Professor
- Tom McAleese – CEO, Alvarez and Marsal & President of Trinity Business Alumni
- Stephen McIntyre – CEO, Twitter Europe
- John McKeon – CEO & Founder Allergy Standards
- Kyran McStay - CEO & Founder, Key Capital
- Sean Melly - CEO & Founder, Powerscourt Capital
- Fionnuala Meehan - Director, Google
- Lan O’Connor – Director, Capgemini

More speakers will be announced online soon

Conference fee includes access to all sessions and lunch/refreshments -
Public rate: €120
Alumni rate: €90
Student rate: €40

For more information and to book your place visit www.tcd.ie/business/forum.php

Social Media

www.tcd.ie/alumni

@tdcalumni

Tcdalumni & TrinityBusinessSchool

tcd alumni

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, see www.tcd.ie/alumni/volunteer

Upcoming Alumni Events

TCD Alumni Weekend
26-28 August 2016
Christmas Commons
7 December 2016
Christmas Homecoming
22 December 2016
www.tcd.ie/alumni