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What should business school professors--myself included--be doing to prepare our students for the global business environment?—Craig Shoemaker, Davenport, Iowa

We'd make the case that the nitty-gritty of managing people should rank higher in the educational hierarchy. In the past two years we've visited 35 B-schools around the world and have been repeatedly surprised by how little classroom attention is paid to hiring, motivating, team-building, and firing. Instead, B-schools seem far more invested in teaching brainiac concepts--disruptive technologies, complexity modeling, and the like. Those may be useful, particularly if you join a consulting firm, but real managers need to know how to get the most out of people.

Sadly, at most business schools the people teaching about people rarely get much respect. The big hitters are in strategy and finance. We'd say that's backward. Strategy and finance matter, of course, but without the right people running them on the ground, they're nothing but theories in the sky.

We hope you have the clout to make sure people management is front and center at your university. If you do, you'll launch your students' careers with a real head start.