



**Chancellor University of Ohio
Announces “Jack Welch MBA”**

Unique program will bring together traditional business curriculum with Jack Welch’s innovative management philosophy and practices

Noel M. Tichy, renowned management scholar and educator, to serve as Dean

CLEVELAND, O.H., June 22, 2009 – Chancellor University of Ohio announced today that it is joining forces with Jack Welch, “The Manager of the Century” and a lifelong educator, to launch a unique MBA program aimed at giving students around the world and at every career level the tools to transform their lives and the organizations of the future. The Jack Welch Management Institute at Chancellor University, as the school will be known, will offer two accredited, graduate-level degree programs, an MBA and a Master of Management, beginning with enrollment for the fall of 2009. Classes will be offered online and at the school’s Cleveland campus.

The Jack Welch Management Institute at Chancellor University is designed to introduce a progressive approach to business education. Its curriculum will offer students traditional coursework, with instruction on topics from strategy to marketing to finance, but will be melded with Jack Welch’s canon of teachings on every aspect of business practice. Further, Jack’s core principles of candor, differentiation, and voice and dignity for all – as well as his extensive commentary on authentic leadership and people-driven management – will be integral to the curriculum.

The Jack Welch Management Institute is unique in other ways as well. Classes will be small; faculty will receive input from Jack, and the curriculum will be refreshed weekly with online video updates from Jack about breaking business news and topics. “We’re trying to do something really different and exciting with this school,” Jack explained recently. “We want to reach a lot of people, more than you can just reach in one class or at one school, with a management philosophy and set of practices we really believe in. We know they work. We think this school, with its fresh approach, reach, accessibility, and flexibility, has the potential to change lives and organizations for the better.”

Dr. George Kidd, president of Chancellor University, said he expects the Jack Welch Management Institute to appeal to a wide variety of students, from working men and women just starting out in business to mid-career managers who want to boost their leadership potential. “We also hope the program, developed by faculty and Jack together, will be an exciting option for entrepreneurs who seek to improve their managerial skills, people reentering the workforce

after any length of time, and veterans who hope to translate their battlefield experience to the business world,” Dr. Kidd added.

Chancellor University is also pleased to announce that the school’s faculty will be led by renowned management scholar Noel M. Tichy, who, as Dean of the Jack Welch Management Institute, will draw on his 30-year career at Columbia University and the University of Michigan. Dr. Tichy also led GE’s Leadership Development Center in Crotonville, New York, and has had a long working partnership with Jack. Over the next several months, Jack and Noel will be recruiting professors and business leaders to serve in the school’s “Fellows Program” of guest advisors and teachers.

"I'm honored to be working with Jack again on such an important venture. We're taking what I believe is a truly innovative new approach to the traditional business education, infusing it with Jack's philosophy, supercharging with contemporary topics, and integrating the curriculum in a way that has never been done before," said Tichy. "And we're making it accessible to everyone, across the globe."

Classes will be offered online and at the school’s Cleveland campus in the fall 2009. For more information about JWMI or enrollment, please visit www.jwmi.com.

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EDITOR’S NOTE: To interview representatives of the Jack Welch Management Institute and/or Chancellor University, please contact Betsy Linaberger at (717) 231-5343 or blinaberger@tierneyagency.com.