

Forbes managing editor Tom Post to give MB107 keynote

Tom Post, managing editor of *Forbes* magazine, will give the keynote address Friday, Dec. 4, to 125 Skidmore management and business students who will make end-of-term presentations in the department's introductory course, MB107.



Tom Post

Post, who joined *Forbes* in 1997 and was named co-managing editor in 2008, will join 30 other Skidmore parents, alumni, and local business executives in grading the students on the 25-minute presentations they'll deliver and the 15-minute period of intensive Q&A that follows. Post, the father of Julia Post '13, will deliver his remarks at lunch at the Saratoga Holiday Inn, where students will begin making their presentations at 8:30 a.m. and continue through mid-afternoon.

Post is responsible for many *Forbes* cover stories and middle-of-the book features, and oversees the wealth team that generates the *Forbes* 400 and Billionaires lists. Before joining *Forbes*, he served as a writer for *World News Tonight* with Peter Jennings, and as a general editor at *Newsweek*.

In keeping with the course's 30-year tradition, the current crop of MB107 students has been charged with performing a comprehensive strategic analysis and action plan for a major U.S. corporation – in this case, Blackberry-maker Research in Motion (RIM). Tackling the assignment in teams of five, the students must determine the major strategic challenges that RIM faces and create an action plan that will contribute at least \$250 million to RIM's operating income by 2014.

Thanks to a visit to the campus earlier in the fall by former RIM vice president Don McMurtry, the students started their assignments with considerable insight into the firm's product line and corporate culture, notes Tim Harper, associate professor of management and business.

The MB107 assignment requires students to achieve an in-depth understanding of a business entity and the larger corporate environment with which it interacts, Harper says. In doing so, they must call upon skills that are essential to the strong grounding in the liberal arts that's the hallmark of a Skidmore education.

"These projects require critical thinking, good writing and speaking, and the ability to examine a problem from multiple perspectives," says Harper. "These are all traditional liberal arts skills and learning processes."

In addition to Harper, the MB107 faculty team includes associate professors Betty Balevic, Marty Canavan, and Mark Youndt.

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