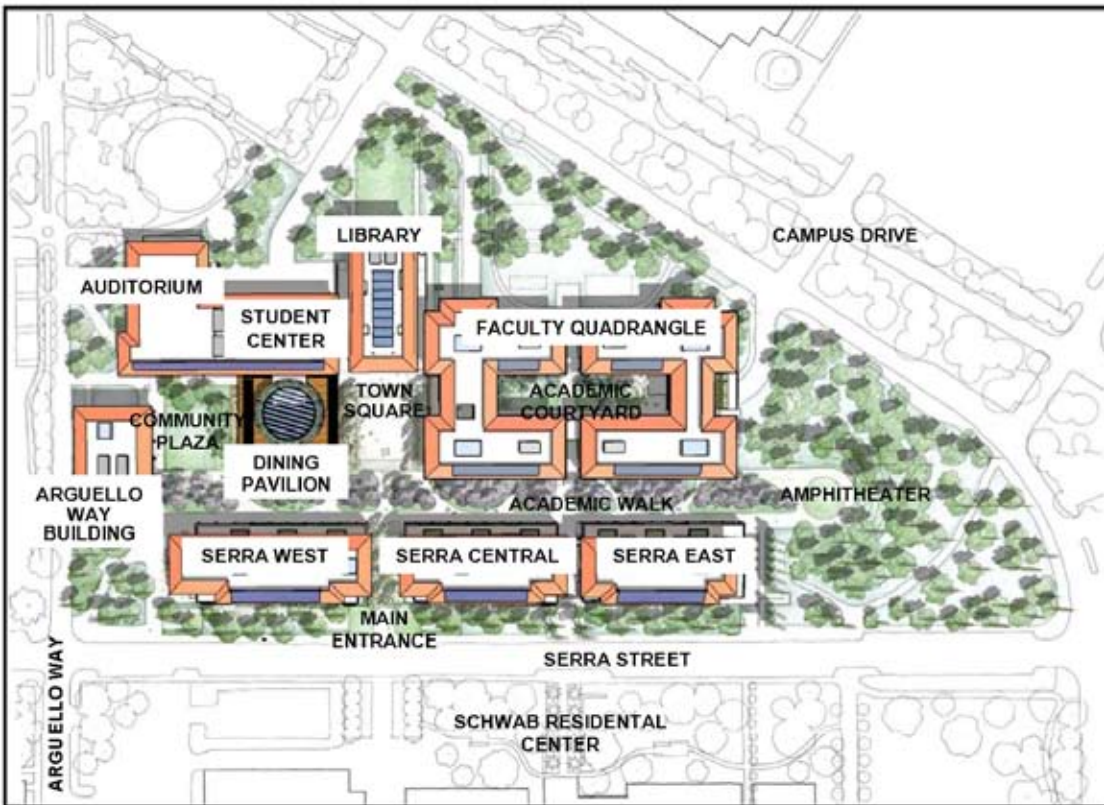




The Knight Management Center:
The New Home for the Stanford Graduate School of Business



Seeking Solutions, Educating Leaders



The Knight Management Center:

The New Home for the Stanford GSB

As an integral part of The Stanford Challenge, the Stanford Graduate School of Business (GSB) is reinventing management education with an increased focus on curricular innovations and opportunities for multidisciplinary collaborations for faculty and students.

Our plans for the new campus will fulfill our academic vision. It will provide the necessary flexibility to support a wider variety of teaching and learning methods. In addition, the Knight Management Center will allow us to offer more courses, projects, and programs that bring together students, scholars, and leaders from throughout Stanford University and the broader community to collaborate with business students and faculty. The new campus will provide the GSB community a fitting venue for the next century and beyond.



THE DINING PAVILION WILL BE A CENTER OF ACTIVITY BOTH INSIDE AND OUTDOORS



MAP OF THE SERRA STREET CORRIDOR, WITH THE NEW GSB LOCATION ON THE RIGHT

THE KNIGHT MANAGEMENT CENTER

LOCATION

The main entrance will be directly across from the school's Schwab Residential Center, at the intersection of Serra Street and Campus Drive, a few blocks east of the existing GSB campus

ESTIMATED PROJECT COSTS

\$350 million

FEATURES

- Flexible classroom spaces to support curricular innovations and collaborations
- State-of-the-art auditorium with 600-seat capacity
- Welcoming academic and community spaces with indoor/outdoor integration
- More square footage than existing facilities, totaling more than 450,000 square feet, plus parking
- Leadership in environmental sustainability with the goal of achieving the highest level of LEED® certification

PARKING

Currently planned are 900 underground parking spots to replace those lost to the construction of the Knight Management Center.

TIMELINE

- Trustee construction approval: June 2008
- Groundbreaking: Summer 2008
- Occupancy: Academic year 2010–2011

WHY A NEW CAMPUS?

A very different campus than the one we have today is needed to successfully move forward with our strategic vision for the school. The new campus will be named the Knight Management Center in recognition of a lead gift from Philip H. Knight, MBA '62. To address a range of pressing challenges associated with our outmoded facilities, the new campus is being designed to support two key differentiators for the school, specifically to:

- **Implement the new curriculum** with its focus on a greater variety of teaching and learning methods, including more experiential, seminar-based, and team-oriented learning opportunities in addition to traditional amphitheater-style lectures; and
- **Enable collaborations** within the business school as well as between the school and other parts of Stanford. As multidisciplinary initiatives and collaborations become an even more important part of finding solutions for the world's challenges, we need a campus that provides team spaces not only for students, but for faculty partnerships as well.

HIGHLIGHTS OF THE NEW CAMPUS

The new campus will provide the flexibility to accommodate a greater variety of new teaching styles inherent in our vision for reinventing management education. Its design also allows the school to consider modifications for future changes during the coming decades, and to address a number of challenges associated with our current facilities that put us at a competitive disadvantage relative to other top schools. Our primary classroom and administrative building, GSB South, was built in 1966 and is now more than 40 years old. The design never anticipated the requirements by faculty and students that our new curricular innovations and collaborations demand.

Highlights of the new campus design and its benefits include:

- **Greater variety and flexibility of space:** The new curriculum increases the demand for different types of spaces. As a result, until we construct and occupy the new campus, many students and faculty will need to meet in other Stanford buildings. Plans call for a significant increase in the number of non-tiered classrooms (19 compared to 5 today), and collaborative breakout/study rooms (49 compared to 8 today). In addition, the new auditorium will be able to hold an entire MBA class. A larger auditorium will also allow the GSB to host more university-wide events.
- **Larger classroom size:** We will be able to bring our classroom size up to the standard amount of square footage per student. Our current classrooms are roughly 50 percent smaller per student than new MBA classrooms that are being built by competitors around the country; they provide only 17 square feet per student as opposed to an industry standard of nearly 30 square feet.
- **Indoor/outdoor integration:** We intend to take advantage of one of our most distinctive physical assets—the opportunity to blend indoor and outdoor spaces. These will be designed to invite casual meetings and encounters among faculty, students, alumni, and colleagues from throughout the university, as well as create venues for engaging alumni and the broader community.



OPEN SPACES AND WALKWAYS IN THE NEW CAMPUS WILL ENABLE INTERACTION



MAIN ENTRANCE TO THE KNIGHT MANAGEMENT CENTER BETWEEN TWO OF THE SERRA STREET CLASSROOM BUILDINGS

“This campaign is a once-in-a-lifetime opportunity to have a lasting impact. Just as its alumni must do in the business world, the GSB must lead the way and set new standards. The new campus will support new methods of teaching management and leadership while also inviting collaboration from colleagues across Stanford.”

Philip H. Knight, MBA '62
FOUNDER AND CHAIRMAN,
NIKE INC.



CONTACT US

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HIGHLIGHTS OF THE NEW CAMPUS (CONTINUED)

- **Energy conservation and sustainability:** As a leading school of management, the GSB is committed to taking a leadership stance in the area of environmental sustainability. The school is incorporating sustainability technologies and solutions into its design, such as sustainable materials, energy and water conservation, and innovative design and practices. In this way the GSB seeks to create a campus that dramatically reduces environmental impacts at a minimal additional lifetime cost. We are seeking funding to help defray the investments required to obtain the highest level of LEED® certification.
- **More space for student interaction:** In addition to more collaborative academic spaces, the new campus will include a greater number of dedicated student spaces designed for social engagement and interaction that also foster our unique sense of community.

KEY COMPONENTS OF THE KNIGHT MANAGEMENT CENTER

Plans for the Knight Management Center—which will accommodate the school’s projected growth for decades to come—carry forward Stanford’s architectural traditions and take advantage of our wonderful environment. The location will transform Serra Street into a major academic spine by complementing the position of the graduate schools of medicine and engineering.

The new campus will provide an identity and “front door” for the business school that is currently lacking in the existing site. With the Schwab Residential Center across the street from the new site, the Knight Management Center will help foster an integrated living and learning environment. The new campus will be comprised of numerous buildings ranging in size from 10,000 to 100,000 square feet. The buildings include spaces for academic instruction and administration for the MBA, Sloan, PhD, and Executive Education programs; faculty offices; library and student center; dining hall; student and faculty lounges; auditorium; and facilities that serve our alumni and corporate recruiters, as well as colleagues and visitors from throughout the Stanford community and beyond.

With our wonderful temperate climate, the outdoor spaces and connective areas between buildings and classrooms will be as active and important as the buildings themselves. Outdoor courtyards and community spaces, which will take advantage of our location and natural setting, will also be the nexus for student and alumni gatherings and events.

YOUR VITAL ROLE

In the 1960s, as Stanford University reached international prominence, the GSB complemented a new direction in management education with a great new facility. Almost half a century later, we are poised to again revolutionize management education—and integrate it with the larger efforts of the university. A campus designed for innovative methods of teaching and learning, collaboration, and long-term flexibility and growth will enable us to make this bold move.

To make the new campus a reality, we need your financial support. As we reinvent management education for new generations at the GSB, please consider investing in our new home for a new era as we educate leaders for the century ahead.