



Annual Report

2002 - 2003



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As we approach our centennial year in 2008, one hundred years since the School of Commerce began providing business degrees, the Oregon State University College of Business has conducted a strategic planning process, perhaps its most ambitious to date, to ensure its tradition of excellence in business education.

While we celebrate many of the accomplishments of the past year, in this report you'll find us looking to the future with goals and objectives that we'll be working toward in the next five years. With the nation's economy, and Oregon's especially, it is more important than ever that the College of Business be a resource for business education and add value to the Oregon economy.

We intend to do that by continuing to graduate top-notch business students, well-versed in business technology, sustainability, entrepreneurship and the global economy. We plan to continue our partnership with other OSU academic units, particularly forging a stronger relationship with our technology-focused peers to assist the university in transferring knowledge and research to various industries. Finally, we want to continue bolstering the financial position of the college through non-state dollars to create new programs that will reach businesses throughout Oregon.

And, we're well on our way. Our new Austin Entrepreneurship Program begins next year, with the Residential College at Weatherford Hall open for entrepreneurial learning in fall 2004. Our Austin Family Business Program remains among the top five in the world. Our Business Solutions Group provides product testing and software development for business partners while giving many students hands-on experience that sets them apart from other graduates when entering the work force.

Today, business education addresses more than fundamentals and more than just a traditional business focus. In the context of a continuously changing economic and social environment, the College of Business is looking ahead to the next century of business education, and with the help of our alumni, business council advisors and corporate partners, we are setting a stronger foundation than ever before.

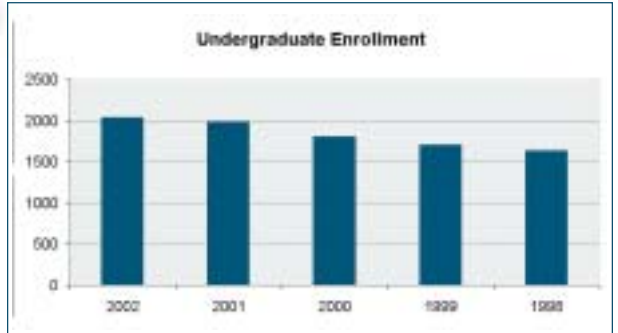
Ilene Kleinsorge, Sara Hart Kimball Dean



Academic Programs

Academics

For the fifth straight year, enrollments are up and demand for business courses from within and outside the college continues to rise. At OSU, the business minor is the most popular minor. Outside the university, we established a new certificate program focused on computer forensics. To date, more than 70 professionals in the Portland area have received this certification. Our continuing education for accounting professionals drew close to 100 attendees. For next year, we've partnered with the College of Engineering and will be delivering an entrepreneurship minor as well as a Masters in Business and Engineering.



While enrollment continues to rise, faculty numbers remain stable. The college is closely managing class sizes to ensure a quality education. In addition to the more than 2000 business undergrads and 300 minor students, more than 1600 students from other colleges took business courses (a 30 percent increase) this year.



Since the college revised its MBA curriculum last year, we've seen a 21 percent increase in MBA enrollment.

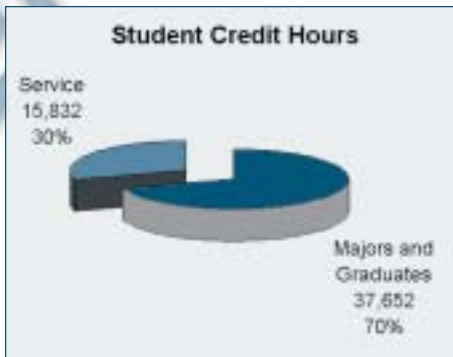
Experiential Learning

Experiential learning remains a key focus for the college, with more than 120 students benefitting from COB and other Oregon University System international experiences.

Demand for international exchanges filled our *business* exchange program to capacity. This year we added two new locations, Bangkok, Thailand, and Lund, Sweden, with more in the works.



Examples of where out 2003 Business Graduates will be working



The COB experienced a 13 percent increase in student credit hours.



The College has also become more aggressive in helping students pursue internships and in involving business professionals in our programming.

In addition, many business professionals participate in classes and career days and directly impact the student learning experience.

Faculty Research

We've had a banner year, one that could match any Top 50 school, in the area of academic research. Our faculty published in multiple publications that are the top journals

in their respective fields: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Accounting Research*, *Academy of Management Journal*, *Journal of Business*, *Journal of Applied Psychology* and *Journal of Forecasting*. One faculty member had a project management textbook

translated into Chinese and Russian, and two other text books by other faculty are in process. Finally, the College of Business had two faculty members winning prestigious grants from the National Science Foundation and the Marketing Science Institute. With grants usually limited for business research, this caps a truly outstanding year for academic research growth and success.



Barry Swenson Builder

BeginRight

Boeing

Cardinal Glass

Deloitte & Touche

Freightliner

Frito Lay

Gallo

Gannett

Grant Thornton

KPMG

Mass Mutual Financial Corp.

Moss Adams LLP

Oregon Federal Credit Union

PacifiCorp

Philip Morris

PriceWaterHouse Coopers

Radisys

SAFECO Corp.

Valley Equipment Company





Independent Programs

Austin Entrepreneurship Program

The College of Business launched its Austin Entrepreneurship Program this year. Thanks to a generous \$4 million donation from Ken and Joan Austin, historic Weatherford Hall, at the heart of campus, is being renovated and will become a residential college focused on entrepreneurship. Business, engineering and other OSU students with entrepreneurial interests will live, dine, learn, work and dream together in an incubator community. Starting in 2004, a College of Business faculty member and visiting professionals will live in Weatherford to

complement other entrepreneurial programming for students that includes an entrepreneurship minor, an Entrepreneurship Club, entrepreneur visits and more. Many donors have pledged to support rooms within Weatherford including case rooms, incubator rooms, a cyber café, a library, a sauna, and



a state-of-the-art conference room. The College of Business will continue raising funds to complete the renovation and to support entrepreneurship programming.



Austin Family Business Program

The Austin Family Business Program, one of the top five programs in the world, provided 29 family business education workshops to more than 1700 people in Oregon this past year. As a pacesetter family business resource, the AFBP prepares clients to balance the well-being of their business, their family and themselves as they address the challenges and opportunities which inevitably arise, day to day and during succession.

The program is almost entirely privately funded and also receives income from research grants that fund the its leadership in the family business portion of the Global Entrepreneurship Monitor research project. The program plans to host a national conference in 2004 and expand its reach to family businesses beyond Oregon.





Business Solutions Group

The Business Solutions Group provides internships to more than 50 students annually, giving them a competitive advantage when seeking jobs upon graduation. BSG provides product testing and application development services to more than a half dozen customers including Hewlett-Packard, the Oregon Department of Transportation, New Technologies, Inc., and several university organizations. This year, BSG secured a four-year contract with ODOT worth up to \$2 million and will be testing wireless technologies for Hewlett-Packard.



BIT Extension

Business and Information Technology Extension is piloting business and technology education in two counties in Oregon, the first pilot of its kind in the nation. The college's BIT outreach includes the creation of Technology Learning Centers where everyone from 4-H youth to adults can take technology classes to enhance their community, business and



personal lives. BIT Extension also continues its well-attended summer youth camp and is developing a "Pathway to Productivity" series of fundamental computing concepts and skills for additional outreach workshops and classes.

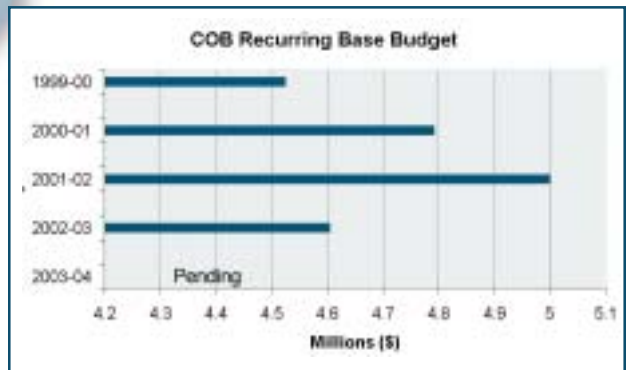




Operations/Financials

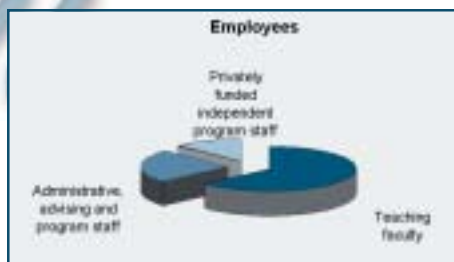


Despite anticipated state reductions in funding that may not be known until October, the College of Business intends to remain stable for 2003-04. We plan to offset the bulk of reductions by not filling positions left vacated by retirements or departures, managing our savings and increasing student resource fees. Because we also experienced increased credit hours as a result of more students, we hope the OSU funding is increased by the allowed 4 percent in this area for 2003-04.



During the last year, the College of Business has also been building bridges with industry and its alumni to further the strategic plan for the college, which includes a significant investment of private dollars. This endeavor has resulted in an upward trend in fundraising,

both for the launch of the new Austin Entrepreneurship Program and for the college's scholarship and teaching programs.



Annual giving increased from close to \$86,000 last year to more than \$96,000 this year. The increase in annual fundraising has been augmented with a \$1 million bequest in 2001-02 and the anticipation of another \$3 million in planned gifts in the future.

Further, the college has raised a total of \$4.7 million for the entrepreneurship program, which will be an ongoing focus for fundraising for the College of Business as the college develops the program and expands its offerings.



Major Austin Entrepreneurship Program Donors

\$1 million & above

Ken & Joan Austin

\$250,000 to \$999,999

Bernie Newcomb

\$100,000 to \$249,000

Larry H. Brown

\$50,000 to \$99,999

Payson Cha

\$20,000 to \$49,000

Scott & Judy South

Gordon Clemons

Leon & Erika Giles

Lee & Connie Kearney

Allen Leggett

Jim & Debbie Parkin

\$10,000 to \$19,999

John & Brenda Lobbato

The McClure Family

Jim Mendenhall

Larry & Joanne Brown

Brent, Bryan & Brad Bullock

Scott Cassidy

Wayne & Sandy Ericksen

Scott & Diane Hildebrandt

OSU Student Foundation

Jim Schupp

Harald & Sally Smedal

\$5,000 to \$9,999

Ron & Judy Adams

Bob & Betty Bauer

Hank Bauer

Scott Burri

Ken & Heather Eagon

Claude & Melissa Elmore

Ron & Ann Emmerson

Dave & Corrine Gobeli

Al & Pat Guidotti

Karen & Lee Harding

Bruce & Pat Hraba

In Memory of Scott Jockers

Ilene Kleinsorge & Tom Walmsley

Tim Lee

Eric & Holly Lindauer

Janet Redmond

Robin Roberts

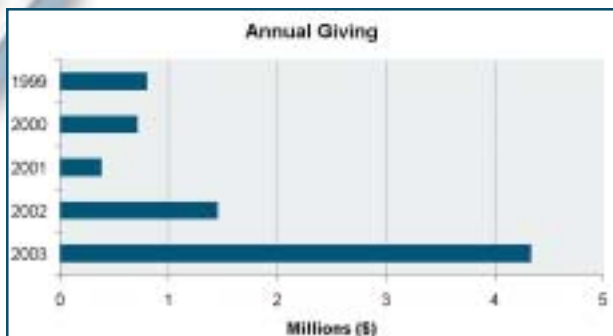
Barney Rogers

Harley & Brigitte Smith

Mildred Talbot

Tom & Ann Usher

Marion Weatherford





Strategic Plan

Mission

The mission of the College of Business is to favorably impact its constituents in successfully managing and developing enterprises.



2008 Goals and Objectives

We will:

A. Educate life-ready business professionals through our undergraduate, graduate and outreach programs.

- ◆ Increase placement of our students into internships and careers upon graduation to be consistent with the top 50 business schools in the nation.
- ◆ Increase business international exchange programs from six to 12 and increase participation of undergraduate students by 50 percent.
- ◆ Increase joint masters programs and professional certification programs with other OSU colleges and industry by 50 percent.
- ◆ Raise the quality of the undergraduate and graduate students admitted to the College of Business.
- ◆ Improve the visibility and impact of the college through outreach programs and creative partnerships.
- ◆ Expand the impact of the Austin Family Business Program into the Western region.



B. Improve our nationally recognized research to impact on successful enterprises.

- ◆ Develop a reputation for knowledge transfer through the Austin Entrepreneurship Program.
- ◆ Establish a center for sustainability scholarship that incorporates community, environment and economics into business research.
- ◆ Establish a scholarship program focused on enterprise and innovation development concepts.



C. Maintain College of Business and Accounting Program AACSB accreditation.

D. Improve the overall financial position of the College of Business through non-state dollars.

Keeping in mind the goals of Oregon State University, which are to be a statewide campus, provide a compelling learning experience and be a top-tier university, the greatest contribution the College of Business will make is by providing business leadership to Oregon's economy. By educating life-ready business professionals, expanding the scope and reach of our programs, and raising additional capital, we will lead business education, complement other top-tier OSU initiatives, and serve the people of Oregon and beyond. Our forthcoming College of Business Enterprise Management and Development Center will provide us with the additional momentum and resources to capitalize on our potential.

College of Business Enterprise Management and Development Center

Business and
Information
Technology Extension

Business Incubator
Community

Contemporary Issues
Assessment

Austin Family
Business Program

Academic Programs:
B.A. in Business Administration
with Options in
Accounting
Finance
General Business
International Business
Management
Marketing
MIS
MBA/MBE
Oregon Executive MBA

Austin
Entrepreneurship
Program

Business Solutions
Group

Future Programs

Sustainability
Initiative

Research and
Scholarship
Programs

Professional
Management
Development Program

Oregon State University

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