



**OSU**  
**Oregon State**  
UNIVERSITY

**College of Business**



# Join the evolution

## **A BRIEF HISTORY**

The College of Business looks to the future. We recognize that embracing change and nurturing innovation are essential when educating tomorrow's business leaders. Remembering our roots helps keep us on track toward our vision and inspires us to remain on the cutting edge.

Business education has been integral to Oregon State University since 1868, when the institution was in its infancy as a tiny community academy called Corvallis College. The two-year curriculum established in 1898 was expanded to a four-year curriculum in 1900 upon creation of the Department of Commerce.

In 1908, the foundation for today's vibrant business college was laid when John Andrew Bexell organized the School of Commerce, comprising three faculty members and 105 students. By then, Corvallis College was named Oregon Agricultural

College and it was among the first 11 institutions in the United States—and the first in the Pacific Northwest—to establish a school of business.

Construction of Commerce Hall, now called Bexell Hall, was completed in 1922. More than one-quarter of OAC students were enrolled in the School of Commerce in 1923 and their classroom experience included commerce laboratory courses—laying the foundation for today’s emphasis on experiential education.

Expansion continued, and by 1947 the name was changed to School of Business and Technology to reflect the school’s evolution. The school became fully accredited by the Association to Advance Collegiate Schools of Business in 1960. A master of business administration degree was formally approved in 1965. When university-wide changes occurred at OSU in 1983, the school became the College of Business.

Today, the College of Business has over 2,400 majors, serves over 3,500 students, and offers studies in seven academic disciplines. In 2006, the university formally approved the college’s transformation into a professional school. Students who are accepted for admission through a competitive application process will begin the professional program in their junior year.







# Become profession-ready

## VISION AND MISSION

Distinctive experiential learning. Mentoring by professionals in your chosen field. These opportunities and much more await you at the College of Business.

Our focus on excellence in business education, including our distinguished programs in entrepreneurship and family business, will prepare you well for starting your career. You will learn from nationally recognized faculty offering research-based instruction that will teach you to excel in tomorrow's global, knowledge-based economy.

To complement our strong graduate and undergraduate academic programs, the College of Business encourages experiential learning through outreach programs. These independent programs offer out-of-the-classroom learning experiences and provide opportunities for you and our faculty to add value to the region's economy.





# Live and learn

## **AUSTIN FAMILY BUSINESS PROGRAM**

Between 80 and 90 percent of all business enterprises in the United States are family-run operations. As one of the first family business programs in the nation, the Austin Family Business Program provides inspiration, education, outreach, and research to support the survival and success of family business enterprises. The program is a recognized leader in educating present and future family business leaders and service providers, and in advancing our understanding of family businesses through multi-disciplinary research. Undergraduate, graduate, and online courses in family business management are offered each year.

As a pacesetter resource, the Austin Family Business Program fosters healthy family businesses and prepares owners to balance the needs of their business, their family, and their individual well-being. Workshops address family-specific issues such as succession planning, family business values, communication and conflict, life cycles, estate planning, governance, and philanthropy. Business-specific programs include strategic planning, financial issues, competitive analysis, marketing and branding, and personnel issues.

The Austin Family Business Program sponsors the Excellence in Family Business Awards, which pays tribute each year to exemplary family businesses. Building on a rich tradition, the program articulates best practices and showcases family businesses that can serve as role models for others.

## AUSTIN ENTREPRENEURSHIP PROGRAM AT WEATHERFORD RESIDENTIAL COLLEGE

Learning to think like an entrepreneur—recognizing opportunities and understanding what it will take to make them happen—is a critical skill if you seek a vibrant and exciting career. Participation in the Austin Entrepreneurship Program at Weatherford Residential College can exponentially increase the value of your education by helping you learn to think like an entrepreneur early in your education.

The one-of-a-kind Austin Entrepreneurship Program at Weatherford Residential College provides a truly unique living-learning program for undergraduates. It offers entrepreneurship courses, hands-on experiences, meetings with visiting business professionals, and opportunities to test venture ideas. Through this innovative program, you can develop a business plan to commercialize an OSU innovation or even launch your own company.

When you enter the Austin Entrepreneurship Program at Weatherford Residential College, you will connect with other select students from a wide range of disciplines, including business, engineering, fashion design, horticulture, chemistry, English, music, history, political science, and exercise and sport science.

Housed in a fully restored, historic landmark in the center of campus, the Austin Entrepreneurship Program at Weatherford Residential College will enhance your university experience and accelerate you down the road to a successful career.







# Explore unlimited possibilities

## CORE CURRICULUM

Think of the business core curriculum as your personal launching pad. With a focus on technology, innovation, entrepreneurship, business sustainability, and the global economy, the College of Business inspires and prepares you to explore your unlimited potential. Throughout your time at OSU, our academic advisors are a valuable resource to help you make informed choices and decisions about your education, including pointing you toward scholarship opportunities.

The business core curriculum provides a solid understanding of each discipline, including accounting, entrepreneurship, finance, international business, management, management information systems, marketing, and general business. Once you have completed the pre-business program and qualified for entry into the College of Business Professional School, you will select an undergraduate degree in the business discipline of your choice. You can choose to add disciplines as your education progresses. Post-graduate study and an MBA program are also available.

No matter which discipline you choose as your focus, your education will stress innovation and the entrepreneurial process. You will graduate with a firm understanding of how to take an idea or insight from discovery to implementation. When coupled with the ability to solve problems and think critically, the broad range of skills you obtain as a graduate of the College of Business empowers you to enter the workforce prepared to compete for a job in the global economy.





# Study outside the classroom

## **EXPERIENTIAL LEARNING**

Real life doesn't fit inside a classroom, and neither does our curriculum. Experiential learning serves as a cornerstone of all our disciplines. At the College of Business, you will experience rigorous, integrated undergraduate and graduate programs that translate theory into practice.

Internships introduce you to the real-world workplace while providing a safety net in which you can seek advice and guidance. Student-led organizations provide a great way to meet students with shared interests, exchange valuable information on specific areas of interest, and expand your social and professional networks. Organizations include Alpha Kappa Psi (business association), Beta Alpha Psi (accounting honorary), Beta Gamma Sigma (business honorary), SIFE (Students in Free Enterprise), Finance Club,

Investment Group, Management Club, Marketing Club, MBA Associates Club, and the Students of Information Management Club.

Working closely with a faculty mentor and business professionals, you can participate in the Close to the Customer (C2C) Project, which enables you to conduct market research, plan marketing strategies, and manage projects for clients seeking help with their businesses.

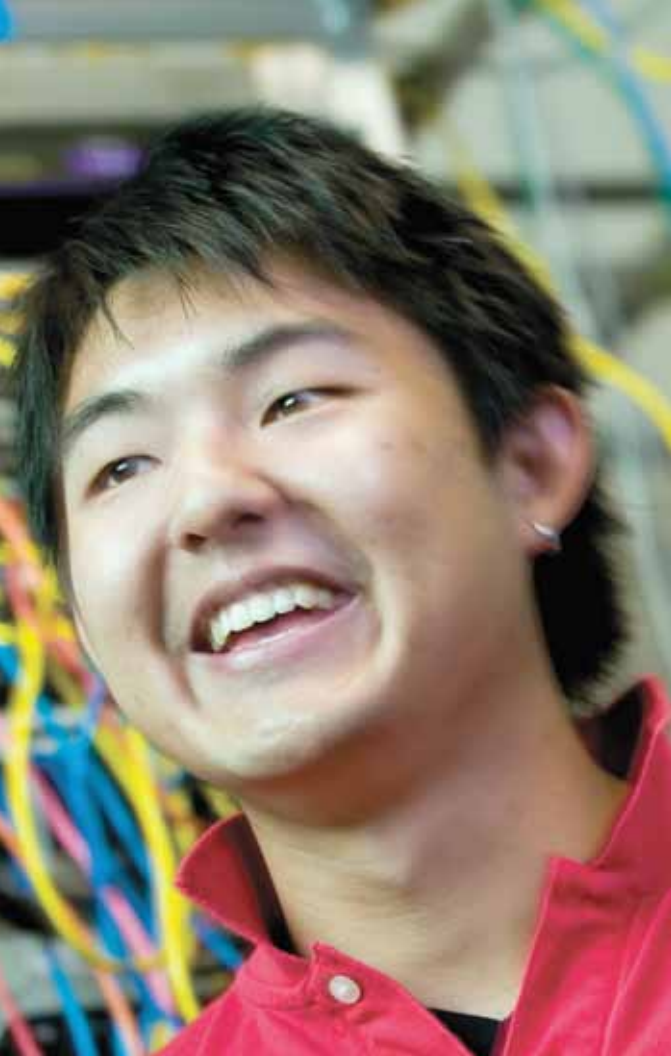
In the course of your business education, you might collaborate with on-campus peers, prepare projects with students across the globe, start your own micro-business, study internationally, or receive mentoring from local business professionals. Whatever opportunities arise, you will add depth and breadth to your skill set and broaden your horizons.

## **INTERNATIONAL BUSINESS EXCHANGE PROGRAM**

As the largest business exchange program in the state, the Arthur Stonehill International Business Exchange Program enables more than 65 students each year to study abroad. It offers numerous program locations, including cities in Austria, Australia, China, Czech Republic, Denmark, Germany, Mexico, Norway, Sweden, and Thailand.

Most students participate in an international business exchange during fall term of their senior year. As an exchange student, you'll experience cultural immersion while embarking on a journey of personal growth and furthering your business education. You'll learn more about yourself, and the experience will help you develop one of the most critical skills in business: relationship building. By studying alongside other international students, you'll be exposed to different approaches to international issues, discover how others perceive the United States, and learn how to apply diverse points of view to your work.

Flexibility, intellectual curiosity, and self-discipline are the keys to success in an overseas classroom. In today's competitive job market, an international business exchange gives you a definite advantage in your search for employment.



## **BUSINESS SOLUTIONS GROUP**

It's hard to think of any part of the IT industry that doesn't benefit from what happens at the Business Solutions Group. The most obvious beneficiaries—OSU students—gain valuable hands-on experience. Companies outsourcing work to the group benefit from competitive rates and the knowledge that they are investing in their future workforce by supporting student learning. And, ultimately, Oregon and the larger economy benefit by gaining qualified talent.

No other four-year college or university offers a model of experiential learning like the Business Solutions Group. As a business, computer science, or engineering student intern, you will support the strategic business goals of Fortune 500 companies such as Microsoft, smaller commercial businesses, state agencies, and others by providing them with product testing, quality assurance, software development, or business analysis services.

Guided by seasoned professionals, you will be rewarded for sharing your natural curiosity, energy, and problem-solving skills while collaborating to create value. You will then go on to enter the workforce with an advantage that few graduates can boast: real industry experience. Graduates of the Business Solutions Group step into high-tech careers with significantly reduced on-the-job training needs, often surpassing their peers in attaining the position that's a perfect fit.



# Be the visionary

## **MASTER OF BUSINESS ADMINISTRATION**

Intensive. Innovative. Integrated. The hallmarks of the OSU Master of Business Administration Program prepare you for the business environment you'll find in today's global marketplace.

The MBA program provides a general business management education with an emphasis on entrepreneurship and innovation. If prerequisites have been met at the undergraduate level, an MBA can be completed in just nine months. OSU is one of the few universities nationwide to offer such an accelerated program. Or you may choose to enroll in a multiple-year full-time or part-time program. All options allow you to complete your courses in the evening. If necessary, undergraduate foundational coursework can be completed as a fully admitted MBA candidate.

The Integrated Business Project serves as the core of the MBA program and provides a swift initiation into the real world of business. Working with a team, you will create a fact-based, research-driven business plan that outlines growth or directional change for an established business, creates an entrepreneurial venture from scratch, or develops plans to license and commercialize new technologies. Your team will participate in the MBA Business Plan Competition judged by seasoned entrepreneurs, finance executives, and venture capitalists with an eye out for the next big idea. Since its inception, the Integrated Business Project has received significant attention from the business community.

Upon completion of the MBA program, you will have the skills to develop an investor-ready business plan, present a compelling argument for funding, formulate strategies to be competitive in an international business environment, manage innovative and creative organizations, and evaluate the implications of applying concepts of sustainability, ethics, and social responsibility to managerial decisions.





# Learn from business experts

## THE FACULTY

Faculty members at the College of Business are both acclaimed at OSU and have achieved recognition from the global educational and business communities. Our professors have received professional awards and honors, authored textbooks that have been translated into multiple languages, and published research in leading professional journals. As just one example, two OSU marketing faculty published an article that ranked as one of the ten most-cited scholarly works in the study of marketing.

In addition, College of Business professors have won prestigious research grants from the National Science Foundation and the Marketing Science Institute, and have consulted for several Fortune 500 companies such as Hewlett-Packard, General Motors, Kellogg's, Harley-Davidson, and Coors.

But what truly sets the College of Business apart is the praise our professors receive from countless students each year. The quality and dedication of our faculty give you a distinct advantage throughout your education.

# Realize your dreams

## **JOB PLACEMENT**

After investing in your education, finding a job after graduation is a priority for you—so we make it our priority, too. The college hosts several career forums and alumni business panels to introduce you to company representatives from a broad spectrum of industries throughout the country. These events provide opportunities for you to cultivate business contacts and give you an insider's perspective on the job market.

Graduating from the College of Business means you have received an education that emphasizes entrepreneurship, sustainability, technology, and an understanding of the global economy. You will leave with the skills, perspective, and knowledge you need to launch your new career. Whether you choose to go to work for an international corporation, a local enterprise, or to start your own business, you will be prepared for success.



