

FYI Points: TU College of Business Administration

I wrote these blurbs for use on the TU Web site. The task was to be brief and Web friendly, engaging and substantive. Short is tough, but it's a very helpful discipline to be able to state your message in one tight paragraph. You can use more space if you *choose* to, but if you *have* to, you probably haven't focused your message enough.

Muscles for Mars

With manned Mars missions in America's sights, the NASA budget isn't the only thing needing to bulk up. That's because zero gravity takes a heavy toll on muscle and bone mass. John Caruso, TU associate professor of Exercise and Sports Science, is on the leading edge of "exercise countermeasures" to keep astronauts spaceworthy. His latest discoveries focus on combining the asthma medication albuterol and a particular type of exercise known as "eccentric resistance training." It's research so weighty that it just might float someday.

Uganda believe what we're doing with online education.

MBA graduate Clint Davis (2003) helped TU put the distance in "distance learning." As a student in TU's online iMBA program, he did most of his studies 8,300 miles from Tulsa – in Jinja, Uganda, where he and his wife managed "a smorgasbord of community development projects" under the sponsorship of their church. During his time in the program, Davis logged on from Kenya, Rwanda, the United Arab Emirates and the United Kingdom. The iMBA program makes a full MBA education possible for busy professionals through a power-packed online mix of lectures, multimedia, discussion forums and live chat. The lockstep program requires two courses per 16-week term, three terms a year, for two years. (TU also offers an online Master of Taxation program that is enrolling professionals from the four corners of the U.S.) For more information, visit www.cba.utulsa.edu.

Smart money (people)

Just how sharp are our Master of Science in Finance students? The fall 2003 entering class posted a mean GMAT score of 691, bringing the overall mean GMAT of our MSF students to 648. (By way of context: Only 12 domestic MBA programs have a higher mean score.) TU's Department of Finance and Operations Management underscored that milestone with other recent successes, which included placing a graduate intern with the

Commodities Futures Trading Commission, growing the student-managed portfolio to \$600,000 and hosting a series of distinguished speakers through the Friends of Finance organization. These guests included energy industry legend T. Boone Pickens; Commodities Futures Trading Commission Chairman James Newsome; and ConocoPhillips Chairman Archie Dunham.

\$600 Gs provide “Ohs” and “Ah-has.”

Nobody disputes the value of hands-on learning – especially when you’re handling more than half a million dollars. TU’s Student Investment Fund course puts students in charge of a real investment portfolio, valued in excess of \$600,000 (March 2004). Students manage these investments using a financial firm model and are responsible for all operations, including securities analysis, buy/sell decisions, asset allocation, portfolio accounting, and MIS functions. As an added bonus, income from the Student Investment Fund has provided more than \$95,000 in scholarships for TU students.

No birdbrains, just birds and brains.

When Tulsa Zoo administrators needed a lift for their new interactive bird exhibit, they turned to students in the College of Business Administration’s Integrated Marketing Communications track. The students produced billboard, print and TV spots around the “Wings Gone Wild” theme; these pieces ran in the Tulsa market during early 2004. This project followed an earlier collaboration in which TU marketing students developed a campaign for the zoo’s penguin exhibit. (The American Zoo and Aquarium Association recognized that campaign’s TV spot as one of the 15 Best Zoo TV Commercials, chosen from entries that were submitted by more than 250 zoos around the country.)

A supremely useful preparation

Alumnus Jeff Oldham (BSBA '00, Finance) built on an outstanding TU career by completing a law degree at Northwestern University. Now he is preparing for one of the legal profession's most fascinating jobs: clerking for U.S. Chief Justice William H. Rehnquist from October 2004 through June 2005. At TU, Oldham was a standout, earning TU Man of the Year, 2000 Outstanding Finance Major, and Jess Chouteau Top-10 Senior honors. He represented TU and Oklahoma as a 1999 Rhodes Scholarship state finalist. He also minored in political science, completed the certificate program in legal studies and was a member of the honors program. He played varsity tennis for three years and headed the Student Investment Fund – all while maintaining a 4.0 grade point average. (No wonder he was judged worthy.)

Managing risk, making money through high technology.

In the ongoing quest for value, serious financial managers need serious tools. The TU College of Business Administration features the Williams Risk Management Center, a high-tech learning environment featuring live Wall-Street data feeds, “war-room” style projection displays, and powerful computing stations that let students develop and test trading strategies against real-time markets. The only difference between here and an actual investment firm is that the annual bonuses are much smaller. (On the other hand, we won’t fire you, either.)

TU Innovation Institute develops high-tech business plans.

Conceive it; design it; patent it; manufacture it; market it. The TU Innovation Institute (TUI2) provides a unique interdisciplinary forum where engineering, business, arts and sciences, and law students come together to study and develop comprehensive plans for marketable technology-based products. Students have explored products including a specialized sifter for use in commercial bakeries, a device that measures athletes' jumping performance, and, with Zebco, a small amphibious electric vehicle. The Zebco project included research travel to China. Students also collaborate with the Oklahoma Technology Commercialization Center (OTCC) to analyze actual business plans submitted by aspiring entrepreneurs.

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