Larry Wofford brings original ideas to the new International Business and Entrepreneurship Institute
Studio Blue makes its departmental debut
Genave King Rogers Business Law Center receives gift
The Energy Management Center’s pioneering program

Innovation
THANK YOU 2006-2007 CHALLENGERS

With a minimum gift of $2,500 to the Annual Fund, you can become part of a vital group of college leaders and encourage new gifts from alumni and friends. The College of Business Administration Annual Fund Challenge program provides students with professional development opportunities, research tools, state-of-the-art facilities and exposure to industry leaders through campus conferences and lecture series. Since its inception in 1995, the program has tripled alumni involvement and tripled the number of annual gifts—meaning our Challengers have contributed indispensable support to the College of Business Administration.

We challenge you to become a Challenger today. Please contact Amy Berry, CBA director of development at (918) 631-3111, or amy-berry@utulsa.edu.

More than 50 alumni and friends stepped up to the line last year. They challenge you to become a CHALLENGER today.

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Studio Blue creates a new way of learning for business students that allows for hands-on experience and creative thinking.

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Message from the Dean

As we move further into the 21st century, the TU College of Business Administration continues to provide innovative educational opportunities that prepare students to successfully compete in a rapidly evolving global business environment. Our graduates leave with a superior education and the business tools needed to be valuable in their first jobs, advance rapidly in their careers and start new businesses.

In this edition of The University of Tulsa Business Magazine, you’ll discover the innovative programs and teachings being introduced in the College of Business Administration. Our new energy management program — the only one offered by a private university — has 31 students enrolled in its first year. It has been enthusiastically received by both Oklahomans and international energy companies, many of which are partnering with the Energy Management Center to provide scholarships, internships and jobs to energy management students after graduation.

The International Business and Entrepreneurship Institute is breaking ground with a number of new initiatives, including hosting an entrepreneurship summit, strengthening the programs offered for family-owned businesses and developing new international business connections for TU students to study abroad. A new business innovation laboratory, Studio Blue, will open this spring. The facility will tap into the marketing and entrepreneurial skills of our students and faculty to develop creative solutions for real business problems faced by nonprofit organizations and corporations. And the Genave King Rogers Business Law Center received a gift from Genave King Rogers that will greatly expand the educational opportunities for business law students.

We believe our groundbreaking ideas are why the TU College of Business Administration was recently included in a 2007 BusinessWeek publication, The Best Undergraduate B-Schools; ranked 17th in the nation among schools where students have the best experience; and listed in the Princeton Review’s Best Business Schools, 2008 edition.

Our pioneering initiatives, outstanding programs and world-class faculty attract the best and brightest students to the College of Business Administration — a college committed to providing innovative educational experiences. But these achievements would not be possible without the dedication and support of alumni and friends of the college.

Sincerely,

Gale Sullenberger
Dean, College of Business Administration

College of Business Administration Mission Statement

Our mission, through creating and disseminating knowledge, is to educate and mentor business and healthcare professionals for leadership roles in the international arena.
Letter from the Chair

The bridge between the business world and the business classroom is a vital link connecting practitioner and protégé. The College of Business Administration’s Executive Advisory Board is dedicated to serving as that bridge. By providing a professional perspective on the academic mission of the college, the board works alongside faculty and staff to develop curriculum initiatives, refine existing programs and advance the outstanding business education offered at TU.

While this partnership between education and business is good for students seeking real-world experience, it is also good for employers looking to hire the best and brightest. Now, more than ever, through interdisciplinary programs and centers of innovation, a TU business education is preparing young men and women to meet the challenges of the 21st century.

The stories in this issue of the magazine provide evidence of a strong and vibrant business school in the process of continuous transformation. They are also a testament to the alumni, friends and industry partners whose generosity fuels our progress.

I am honored to serve as chair of the Executive Advisory Board during this time of growth. I hope you share my pride in all that our students and graduates have achieved—and my enthusiasm for all that is yet to come.

Sincerely,

Nick Allen
President, Budco, Inc.
Chair, Executive Advisory Board

The Mission of The University of Tulsa

The University of Tulsa is a private, independent, doctoral-degree-granting institution whose mission reflects these core values: excellence in scholarship, dedication to free inquiry, integrity of character, and commitment to humanity.

The University achieves its mission by educating men and women of diverse backgrounds and cultures to become literate in the sciences, humanities, and arts; think critically, and write and speak clearly; succeed in their professions and careers; behave ethically in all aspects of their lives; welcome the responsibility of citizenship and service in a changing world; and acquire the skills and appetite for lifelong learning.

WWW.CBA.UTULSA.EDU
Jim Cameron

Jim Cameron considers himself a tried-and-true Golden Hurricane fan. A College of Business Administration Executive Advisory Board member since 2003, Cameron has helped bring ideas from the private sector to the University.

Since graduating from The University of Tulsa in 1965 with a bachelor of science degree in marketing, Cameron has gone on to become one of Tulsa’s great entrepreneurs. He began his venture with just one customer while still a TU student. Years later, Cameron Companies’ Cameron Glass would become one of the largest manufacturers of tempered safety glass nationwide. The company produces glass for agricultural and construction equipment for Caterpillar, CNH, John Deere, Komatsu and others; glass for escalators; NBA basketball backboards; and even the rear window for the 2007 Dodge Viper.

Cameron attributes much of his success to the marketing, sales and accounting courses he took at TU, which exposed him to the realities he would face in the business world.

“It was certainly a wonderful experience to attend the University, and it’s rewarding to have a continuing role,” Cameron said. “TU is a great institution that continues to grow and progress, and it’s a tremendous asset for the city of Tulsa and for higher education. My hope is to provide some helpful and meaningful input to other students as they move forward.”

Kathy Lewallen

A little more than a year ago, Kathy Lewallen, SemCrude controller, was invited to join the Executive Advisory Board for the College of Business Administration. Without hesitation, she readily agreed.

“I like to have input with the College of Business Administration, especially on the accounting side,” Lewallen said. “The students are the future for the Tulsa market, so it’s beneficial on both sides for me to discuss the programs offered and the curriculum.”

Lewallen earned a bachelor’s degree in accounting from TU in 1993. She then spent 10 years with PricewaterhouseCoopers, LLP before joining SemGroup in 2003. She said the education she received at the University helped catapult her career.

“The computer and communication skills I learned at the University gave me the ability to research and find an answer to any problem I’ve had during my career,” she said.

Lewallen remains active in the community serving on several boards in addition to TU’s executive board, such as the Cystic Fibrosis Foundation and the Oklahoma Chapter of the National Multiple Sclerosis Society.

“I look forward to watching the school continue to progress and grow by leaps and bounds,” she said.
Student Investment Fund Reaches $1.6 Million

Through careful study of the marketplace and the clever decisions made by TU students, the Student Investment Fund now has $1.6 million — a combination of stock earnings and Friends of Finance gifts.

The Student Investment Fund began in 1997 with $300,000 raised by Friends of Finance members. In 1998, the first securities purchase was made in an effort to give students hands-on experience without personal risk.

Today the class is run by students and is structured to look and feel like a true management firm. “This is the closest representation we have in the school of students managing their own company,” said Roger Bey, professor of finance.

Throughout the course, students study portfolios, accounting, management information systems, public relations and operations. They build a Web site, analyze securities, make buying and selling decisions and diversify portfolios. Together they learn how to balance optimal risk-returns with long-term wealth accrual.

Management Student Attends MacWorld Conference

Whether it’s the iPhone, the iPod or the latest MacBook, Apple has proven itself the reigning technology leader. And every year at MacWorld, Apple’s hottest innovation is unveiled. This year, TU’s Micah Keyan, management senior, was one of 80 Apple employees invited to the Jan. 14-18 conference in San Francisco, and one of only two Oklahomans. In addition to sparking creativity, the conference featured some of the most successful leaders in the industry.

Keyan, who works as a Mac specialist at the Woodland Hills store while earning a bachelor’s degree, submitted referrals from his supervisor and PC. Smith, TU professor of management.

TU Achieves MFT Success

In 2006, TU received high marks on the MFT, a major field test taken semi-annually by College of Business Administration students. When the test was first given to TU students in 2000, students scored in the 50th percentile. Since then, scores have risen each year, and soared to the 90th percentile in 2006. Richard Gebhart, applied assistant professor of operations management and CBA director of assessment, attributes the increasing excellence to awareness of the exam, preparation and the reinforcement of key student strengths.

Haden Snyder Enjoying Fulbright Grant

Since September, Fulbright winner Haden Snyder has been enjoying the culture of Munich, Germany, through the help of his grant. Living in the center of the city, Snyder has the ability to travel easily while he teaches English at two German high schools to 7th, 11th, 12th and 13th graders.

J. Markham Collins, associate dean of the College of Business Administration, and Snyder will travel to Transylvania this spring to distribute surveys to measure workplace values as a continuum of their joint research project. Snyder will return to the U.S. in July to continue his MBA studies at TU.

Professor Speaks at National Accounting Conference

Pat Hennessee, professor of accounting, spoke at the annual American Institute of Certified Public Accountants (AICPA) conference. The conference, held in Denver, Nov. 1-2, 2007, attracted top oil and gas businessmen, as well as economists, accountants and government agency employees.

“It was truly an honor to speak at such a well-established national conference,” said Hennessee.

During the conference, Hennessee spoke about the current tax situation facing the oil and gas industry while giving a broad overview of national policy. He compared U.S. tax provisions with financial accounting provisions, as well as looked at similarities and differences for potential future changes.
BusinessWeek Recognizes College of Business Administration

BusinessWeek magazine included The University of Tulsa College of Business Administration in the latest edition of its guidebook, *The Best Undergraduate B-Schools*, which features 121 business programs in the U.S.

The profile includes information about TU’s history, admission requirements, student performance on entrance tests, high school class rankings, academic programs, tuition and fee amounts, availability of financial aid and employment data for graduates. The high quality of CBA faculty is also highlighted in the profile.

Another point of pride is that TU’s College of Business Administration was ranked 17th out of 20 schools in *BusinessWeek*’s list of schools where students have the best experience. Some other schools featured in this list were the University of Pennsylvania, MIT, the University of California at Berkeley, Cornell University and the University of Washington.

Knoll Launches New Business

Many TU business majors begin their entrepreneurship efforts before they even receive their degree. Innovative TU business major Kenneth Knoll is one of these students and will soon launch his new company PetroTraxx — a mobile tracking system for oil and gas production.

Knoll’s system will track oil production for small and mid-size businesses that have anywhere from 30 to 1,500 wells. The company will offer an affordable, month-to-month contract that puts the solution right into the well pump-er’s hands.

“I was at a well site near my property visiting with a neighbor, and I quickly realized the need for a mobile solution. I knew there was something I could do in terms of a business start-up,” Knoll said.

Knoll quickly partnered with Duc Pham, who was able to obtain a software developer overseas. Currently, the PetroTraxx is beta testing with companies that participated in a pre-sale. Knoll hopes to begin pushing sales by mid-year.

“Today the industry has limited options for tracking systems. Most systems cost thousands upon thousands of dollars, which small businesses can’t afford,” Knoll said. “That’s where PetroTraxx can really make a difference. We’re offering a service that will not only track production and sales, it will also digitize the information for the companies. They’ll be able to track maintenance on wells and track where staff is at all times.”

Knoll, who will graduate in May with a finance and international business degree with a concentration in product innovation and development, is by no means new to entrepreneurial ventures. As a freshman at a Rosalia, Kan., high school he noticed the need for a DJ at local parties and dances. Not long after, he launched Edge Sight and Sound, a DJ company. He brought the company with him to Tulsa and is expanding it to include PA equipment for events, as well as rental equipment. Knoll is also a partner in Phanoll Holdings, a real estate investment firm with property developments in Oklahoma and Arizona.

After graduation, Knoll will begin work as a senior internal auditor at ConocoPhillips.
Students in Free Enterprise Reach Out to Community

TU Students in Free Enterprise (SIFE) were busy this spring semester developing leadership, teamwork and communication skills through community outreach endeavors. The team held two important initiatives — a leadership academy for high school students and a women's entrepreneurship exposition.

“L.E.A.D. the Way,” the fourth annual leadership academy, took place Jan. 19, 2008 in the Allen Chapman Activity Center. Twenty-five public and private schools participated, each with four students in attendance. The majority of students were sophomores, which will give them two years to make an impact in their schools using the leadership skills learned at the academy.

“High school students tour the campus, learn about the College of Business Administration programs and gain valuable leadership skills they can take back to their schools with them,” SIFE Team Advisor Claire Cornell said. “It is also a wonderful opportunity for the TU students involved with SIFE to utilize their leadership abilities and to demonstrate and use the skills and knowledge that they have learned in their college classes.”

In addition to the academy, SIFE also held the Second Annual Women's Entrepreneurship Expo Feb. 23, at the Allen Chapman Activity Center. Local female entrepreneurs bought tables and set up materials relating to their businesses. The public was invited, giving women a chance to talk to other women who have started their own business ventures.

“The beauty of the expo is that the public can obtain realistic advice from real women who have gone through the process before,” Cornell said.

Speaker, John Blue from Oklahoma Small Business Development Corporation taught attendees how to write a business plan. Rose Washington Rentie of the Tulsa Economic Development Corporation spoke about how to find the proper funding for a new business venture, and Risha Grant, owner of Xposure magazine, addressed ways the owner of a new business with a limited budget could market their company.

SIFE is a global, nonprofit organization that is changing the world through highly dedicated student teams on more than 1,600 university campuses in 40 countries. SIFE offers students the opportunity to develop leadership, teamwork and communication skills through learning, practicing and teaching the principles of free enterprise. The concept is simple — SIFE students work as teams to design educational outreach projects that help individuals in their communities develop a better understanding of the principles of free enterprise.
Former Congressman Speaks at Friends of Finance Meeting

Steve Largent has proven himself as a triple threat — a successful businessman, political powerhouse and football legend. So it’s no surprise he spoke to a packed house at the Sept. 6 Friends of Finance Executive Speaker Series luncheon.

Largent, a former U.S. congressman and member of the Pro Football Hall of Fame, represented Oklahoma’s First Congressional District from 1994 to 2002 while advocating lower taxes, less regulation and strong free markets. Today he serves as president and chief executive officer of CTIA — The Wireless Association.

“We were thrilled to have a business and political leader of such stature at our first Friends of Finance luncheon of the academic year,” said Bob Fitzgerald, Friends of Finance president. “I think those in attendance walked away with new and innovative business ideas.”

Largent, who received a bachelor’s degree from TU, was a standout wide receiver for the Golden Hurricane from 1972-75 and led the nation in touchdown receptions during his junior and senior years. As a member of the Seattle Seahawks, Largent established himself as one of the game’s most sure-handed receivers. He held all major NFL receiving records by the time he retired in 1989.

Other 2007-08 Friends of Finance speakers include Al Walker, chief financial officer of Anadarko Petroleum; Christopher Soder, president of North American Travel and priceline.com; Wade Miquelon, executive vice president and chief financial officer of Tyson Foods, Inc.; Clarence Otis, Jr., chairman and CEO of Darden Restaurants, Inc.; Joseph Craft, president, chief executive officer and director of Alliance Resource Partners; Michael Morris, chairman, president and chief executive officer of AEP; and Ken Levit, executive director of the George Kaiser Family Foundation.

Largent, like many other speakers, elected to share ideas and perspectives with TU students after the luncheons.

TU’s Friends of Finance is an organization consisting of business professionals, TU alumni and supporters of the College of Business Administration. Members share an interest in business-related issues, particularly finance and operations management, and gather to share business advice and methods. They are also committed to helping TU gain prominence in these areas. For further information about Friends of Finance, please contact Judy Adair at (918) 631-2588.

Professor Publishes Revenue Management Journal

The first volume of Wen-Chyuan Chiang’s quarterly journal, the International Journal of Revenue Management (IJRM), was published in 2007. The interdisciplinary journal offers a source of reference and an international forum in the field of revenue management and includes articles that discuss theoretical development and applied research. Topics from yield management, to strategic alliance, to consumer behavior are covered throughout the journal.

Chiang, TU professor of operations management and editor of IJRM, and Jason Chen, editor-in-chief of IJRM, wrote an article that was included in the journal titled, “An overview of research on revenue management: current issues and future research.” Chiang also coedited a special issue of the International Journal of Manufacturing Technology Management on “Value Chain Management.”
Jim Payne Retires After 25 Years

Jim Payne wants that TU rocking chair — TU’s 25-year anniversary gift to faculty and staff. He also knows 25 years is a perfect milestone to hit just before retirement. So this May, TU says farewell to Jim Payne, the only professor left from the original management information systems department.

“TU has been a wonderful choice for me,” Payne said. “It’s been more than I expected or could have dreamed of. It keeps you young seeing so many new, excited, bright freshmen every year. You have a chance to make a difference in their lives.”

To Payne, teaching has been one of the most fulfilling experiences of his life. He loves that every student has a story, a life, and he loves that he still keeps in touch with students from more than a decade ago.

“It’s always a great experience to have a professor that truly cares about the students,” said Paul Smith, in a letter to Payne.

Ironically, after being raised by two teachers, Payne swore he would never go into education. But after more than 12 years of traveling for his profession, he moved back to Oklahoma in 1981, taking a job as a computer programmer for The Williams Companies. That same year, Payne was asked to teach computer programming as an adjunct professor at TU. Two years later, he was teaching full time at the University.

It quickly became apparent to everyone around him that he had a knack for it, and in 1987, he became the recipient of the Outstanding Teacher Award, one of TU’s highest honors.

Payne earned a biology and chemistry degree from Central State University and a master’s degree in education administration and computing technologies from TU. After he retires, Payne plans to spend his days traveling, mountain climbing, spending time with his seven grandchildren and, of course, swaying back and forth in his TU rocking chair.

Beta Alpha Psi Wins Awards

Beta Alpha Psi, the national honor fraternity for accounting, finance and management information systems students, was recently recognized as the recipient of two esteemed awards.

The TU Student Association honored the organization as TU’s Finest Student Organization for 2006-07. It also won the Ernst & Young Diversity Award last summer, a $2,000 national award for chapters that have made an impact on diversity in their school and community.

In other Beta Alpha Psi news, the organization’s advisor, Tracy Manly, associate professor of accounting, received the TU Student Association Lewis Duncan Advisor Recognition Award for her work with the organization. The award honors advisors who have contributed their time and expertise to student organizations.
Russian Business School Director Visits TU

The College of Business Administration welcomed Lyubov Yakovleva, director of the Institute for International Business Education (IIBE) in Zelenograd, Russia, to Tulsa Jan. 14-20. Yakovleva met with representatives from the University to discuss the future of their partnership.

“We have a lot to learn from America,” Yakovleva said. “The U.S. is No. 1 in business education in the world. You are pioneers. We’re trying to learn from TU how to teach and what to teach.”

IIBE, formerly Zelenograd Business College, began as a joint initiative between TU and the Moscow Institute of Electronics Technology (MIET). Former TU president, Robert Donaldson, and former MIET rector, Vitaly Verner, shared a vision to introduce Western-style business education in re-born Russia. After receiving approval for a grant, IIBE’s first group of students was admitted in 1992.

Since IIBE’s inception, TU professors have traveled to Moscow to deliver condensed courses for virtually every class as well as conduct research. TU students, in turn, are the prime beneficiaries of the more seasoned and worldly faculty who bring their experiences back to their classes.

As a part of its commitment to IIBE, the CBA offers an annual assistantship to the leading graduate from IIBE to work on a master’s degree at TU. Without exception, these students have enhanced the learning environment in TU’s MBA program while serving as some of the college’s best graduate assistants.

Although TU is no longer an official partner, the University is committed to IIBE’s success. Future plans will include further development of the relationship between the two schools, a more extensive exchange program and an extension of activities.

“It’s important to understand each other better, and in the future be equal partners,” said Yakovleva. “We are still small and young, but Russians develop very fast.”

Last October, Collins Professor of Marketing Saeed Samiee and Trustees Professor of Finance Bob Monroe traveled to Zelenograd to join dignitaries from Moscow city government, high ranking administrators, faculty, business executives, alumni representing virtually every IIBE class and students in celebrating IIBE’s 15th year anniversary.

100% MIS Job Placement

A career in management information systems (MIS) is quickly becoming one of the most alluring in the business world. And with a shortage of MIS professionals that has left many companies in serious need of MIS employees, TU students are receiving 100 percent job placement directly following graduation.

“What people don’t realize is that MIS uses technology to determine how to make an organization run better; it helps businesses leverage existing resources with information by keeping track of database reports,” said Akhilesh Bajaj, Chapman professor of MIS. “It’s a much more interesting and dynamic field than students initially think.”

The College of Business Administration, which takes this critical need for MIS professionals seriously, formed an MIS lab to train students in the latest MIS trends.

“All programming classes are taught in the lab, making it a unique resource,” Bajaj said. “The MIS lab also serves a dual purpose — a lab with appropriate software, databases, Web servers and development programming, as well as a teaching resource.”

The lab is multifunctional and easily shifts from lecture space to work room. With 20 computers lining the walls and large tables centered in the middle, students are able to maneuver throughout the room. So when lecture time arrives, students can use the tables, and when it’s time to engage in hands-on practice, they can move back to their computers with just a swivel of their chairs. Eight servers also line the back walls.

Through the lab, students learn to develop software solutions, as well as design and customize software. Students also learn to identify customer segments and evaluate investments and develop programming, database, networking and communication systems skills.

Thirty percent of the time the lab is used for classes. The remaining 70 percent is reserved for student use, giving students an ideal space to work on class projects, development, analysis and design.

“The lab is also a great recruiting tool,” Bajaj said. “And with multiple job opportunities for every graduate, students do not have to worry about unemployment after graduation. The amazing thing about the MIS world right now is that professionals have the opportunity to work anywhere in the world with any type of company with a starting salary of $50,000 or higher.”

Currently the MIS program has 50 students, but hopes to increase that number to 80 over the next several years. More elective courses are being added to the MIS program to further strengthen the curriculum.
SPIRIT Scholars Deliver Toys to Kids

The ConocoPhillips SPIRIT Scholars brightened the day for hospitalized children at Saint Francis Children’s Hospital in Tulsa on Dec. 5, 2007. The scholars collected 300 toys during their annual toy drive and delivered them to children ranging from infants to 16 years on the oncology and pediatric floors. Many toys were placed in storage to be given to future patients.

Family-Owned Business Institute

According to the Family Firm Institute, the greatest part of America’s wealth lies with family-owned businesses. However, only 30 percent survive into the second generation, 12 percent into the third and 3 percent into the fourth and beyond.

The University of Tulsa established the Family-Owned Business Institute (FOBI) to help family businesses improve the transfer of the business from one generation to the next. FOBI provides a focal point in the state for all family businesses and a forum for the development and dissemination of information relevant to the continuity and health of the family business.

FOBI also offers specialized courses in family business management covering the legal, management and financial challenges unique to family-owned enterprises, which ensures all involved have the tools necessary to preserve a family-owned business for future generations.

For further information about FOBI, contact Claire Cornell at (918) 631-2684 or claire-cornell@utulsa.edu, or visit http://bus.cba.utulsa.edu/fobi/.

FOBI Members, Sharon and Forrest Cameron

Forrest Cameron met his wife, Sharon, in 1964 at one of the most memorable games in TU football history — the Golden Hurricane dominated the Oklahoma State Cowboys 61 to 14. “She was sitting next to me, and I thought to myself, ‘If she’s bringing me this much luck, I should take her along for the rest of the ride.’” And some ride it’s been.

Since that glorious Pokes defeat, Sharon (BSBA ’68) and Forrest (BSBA ’74), have built a successful — and busy — life together; a life that includes publishing six monthly newspapers 12 months a year in addition to the www.gtrnews.com Web site.

The papers, published under the umbrella name Greater Tulsa Reporter (GTR), have grown from a single publication — the Union Boundary, founded in 1993 — to include the Tulsa Free Press, Jenks Gazette, Broken Arrow Express, Owasso Rambler and Bixby Breeze. In addition, GTR also prints specialty papers for particular TU athletic teams and other organizations.

The result yields community news for each school district in the Tulsa area that is delivered to nearly 100,000 readers.

“We want to ensure we print local news with the quality of a Wall Street Journal article,” Forrest, GTR publisher and editor, said. “We write about local people and local news in each of these communities in addition to our greater Tulsa news. We want recipients to pick up the paper and know the people inside.”

Forrest has worked hard to reach quality in his profession, having earned a doctorate in mass communication from the University of Kentucky in 1989. In addition, Sharon and Forrest both hold MBA degrees.

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“It takes a husband and wife team to do this kind of work,” said Sharon, GTR’s chief financial officer. “It’s a much easier business relationship because you know, understand and trust the person you’re working with so closely.”

Forrest and Sharon joined TU’s Family-Owned Business Institute in 1999 with hopes of networking with others in similar circumstances.

“It’s one of the few entities that deal with family businesses and family relationships,” said Forrest.

With the success of GTR and the couple’s involvement with FOBI, the region is sure to hear more about Sharon and Forrest’s success in the coming years.
The Tulsa community lost a wonderful professor and dear friend on March 14, 2007, when TU Professor James W. Cagley passed away. He had an upbeat attitude and sense of humor that were instrumental in developing a great chemistry with colleagues and students alike. It is impossible to determine the number of students influenced by his teachings or advisement over the last 26 years, but it is certain that TU will never be the same.

Cagley was born June 22, 1939, in Hopkins, Minn. A whiz on the golf course, he secured a membership certificate for the PGA in 1961 and soon began teaching professionally at Interlachen Country Club in Edina, Minn. He later attended the University of Minnesota, where he received three degrees, then began teaching at Marquette University in Milwaukee, Wisc. He went on to become the senior marketing research analyst at the Joseph Schlitz Brewing Company.

Cagley returned to the academic world when he joined the marketing faculty at TU in 1978. His research was published in the leading marketing journals, and he received numerous honors including the College of Business Administration Mayo Teaching Excellence Award in 1981-1984 and 1990, the CBA Innovation in Teaching Award in 1996 and 2000, The University of Tulsa Mortar Board Professor of the Year Award in 1983 and 1986 and TU’s Outstanding Teacher Award in 1983. He was also named Mr. Homecoming in 1997 and received the Lewis E. Duncan Advisor of the Year Award in 2000. He is survived by his wife of 45 years, Lorraine; his son and daughter-in-law, Richard and Jackie Cagley; his daughter and son-in-law, Joanne and Doug Lown; his grandchildren, Noah, Camille, Jonah, and Micah Cagley; and Laurel Anne and Andrew Lown; his brothers, Tom and Mike, and his sisters, Kay and Connie.

Prospective students who visited the TU campus often met with Cagley. The reasons were simple — he was always there, and he was very good at convincing students that TU is a very special place. He always made time for students and enjoyed watching them develop. “Cagley,” as he was affectionately called by colleagues and students, was a dedicated educator who never underestimated the significance of students.

“Cagley,” as he was affectionately called by colleagues and students, was a dedicated educator who never underestimated the significance of students.
less of the role he served — as a peer, an academic advisor or as faculty advisor for the Pi Kappa Alpha Fraternity — he never had a hidden agenda or an ulterior motive when he offered advice. It was certain that if you asked his opinion, you would get it, and it would be honest, insightful and wise.

Cagley was also a very influential mentor. Former students visited him frequently, and he maintained many more contacts via phone and e-mail. Alumni who had assumed leadership roles would often ask Cagley for advice because they knew he would help them with tough decisions, both professional and personal.

Dale Lunsford, current president of LeTourneau University and former student and colleague of Cagley at TU, said, “I doubt that I would be working in higher education today if I had not met Jim Cagley. His enthusiasm for the study of marketing and his sincere attention to his students deeply impressed me. What an honor to say I knew Jim Cagley as a professor, a mentor and a friend.”

Cagley’s office door was always open, and visits to the third floor of Business Administration Hall proved to be memorable. Everyone was welcome, whether it was a colleague discussing current events or a student discussing Cagley’s mind-numbing quizzes (those “torture devices” had a reputation that truly tested the “survival of the fittest” theory). He would listen to almost anything while occasionally flipping pencils into the ceiling tiles above his desk. It was certain that most encounters would include either a story or a joke, often about golf or Scotland (he was especially proud of the 18-hole golf mural that covered his wall), but most would inevitably end with one of his contagious laughs.

Cagley was known for his competitive spirit, especially in regard to golf. In recent years, he traveled to Europe and played golf on some of Scotland’s most beautiful and famous courses. His honorary membership at St. Andrew’s was a testament to his accomplishments and expertise. He loved teaching everyone about the sport of golf, especially his grandchildren, but occasionally a student would be silly enough to challenge “the old man” to a game. When this happened, you could see the competitive fire light up in his eyes. His experience and athleticism would usually provide him with a win and, more importantly, weeks of bragging rights.

Students worried that Cagley would become inaccessible after he became associate dean for the college, but that concern quickly vanished; he simply could not tolerate his door being closed because of the message it sent to visitors. A steady stream of students and alumni were at his door — either to see him or to see “Scary Larry,” the black lab he rescued who proved to be his constant companion. He understood the significance of pets and often brought Larry to work.

One student regularly visited the office because it helped her cope with being away from her mother, whose cancer had come out of remission. She would visit with Jim, then sit on the couch and cry while petting Larry. The two of them provided her with both the courage to deal with being away from home during heartbreaking times, and the strength to focus on her studies. Though Larry now has joined Cagley, their memories continue to inspire many of us.

To honor Jim Cagley, a memorial scholarship fund for marketing students has been established in his name to perpetuate his influence on the lives of students. Please use the enclosed envelope to send your contribution to the James W. Cagley Memorial Scholarship in Marketing. We cannot think of anything Cagley would have liked more.
innovative programs

Graduates from the College of Business Administration owe much of their success to the innovative programs the college offers. By conscientiously staying ahead of the curve, the college provides students with the most valuable and creative tools available.

Entrepreneur Larry Wofford takes the reins with the new International Business and Entrepreneurship Institute. His innovative ideas will help propel the Institute into one of the most prestigious in America. This year, the energy management program provides a new curriculum that differs from other programs in the nation — giving TU students an edge over their peers in the field.
On The Ride Track

Larry Wofford’s innovative and successful business experiences spur creative thinking in TU’s entrepreneurship programs.

TU alumnus and professor, Larry Wofford, transformed a small, nondescript Harley dealership into a massive Route 66 experience — a community for Harley enthusiasts who share a passion for freedom and the open road. Year after year, Wofford continues to improve upon and expand his Route 66 Harley-Davidson business, which is unlike any other in the nation.

“It’s essential that we continuously bring innovative ideas to the business. It isn’t just one and we’re done. To remain successful, we have to be the next best thing all the time,” said Wofford, who is codirector of TU’s new International Business and Entrepreneurship Institute and was recently named the Davis D. Bovaird chair of entrepreneurial studies.

As Bovaird chair, Wofford will develop a program for TU students focusing on entrepreneurial innovation and opportunity community wide, as well as teach an entrepreneurship course for graduate students.

“The beauty of entrepreneurship is that is cuts across all disciplines and gives students the chance to identify good and bad business opportunities,” said Wofford. “My goal is to teach students who are interested in entrepreneurship how to do it, do it well, and do it with the right values.”

TU business students have much to learn from the man who owns a one-of-a-kind Harley store famous for its unique Route 66 design and family-style customer relationships.

“Young entrepreneurs must know how to take risks and cross the threshold while adapting to the times. But they can’t expect to get rich quick. It’s critical they embrace the helicopter perspective and remove themselves from the daily fray to gain a broader perspective,” Wofford said.

Wofford’s success didn’t happen by chance. He knew how to take a commonplace dealership and create a real brand and a unique niche — a talent that will be a great asset as new entrepreneurship programs take shape at the University.

“Harleys aren’t just about motorcycles; they’re about camaraderie and family. We wanted to depict that in the store,” said Wofford, who bought the dealership not long after he and his wife, Pat, discovered the thrill of hitting the highway on a new Harley.

The store reflects the couple’s love for the road, with vivid wall murals illustrating the beginning of the Route 66 highway in 1926 Chicago and a reproduction of the sign in Los Angeles where the highway ends. Across the store’s floor lies a map connecting the two cities. Other Route 66 elements are seen throughout the store, as well as a 1926 gas pump from a Missouri station, historical photos of Tulsa, old street lamps and two classic Harleys.

Since buying the dealership in 1998, Wofford has moved its location and expanded it to include a warehouse, larger showroom and garage. And Harleys aren’t the only items for sale. Customers can also buy merchandise, motorcycle parts and even a delicious meal at the only 5 & Diner in Oklahoma — the perfect addition to the store with its 1950s style red and grey vinyl and tabletop jukeboxes.

“We’re always looking for ways to improve our customers’ experience, and the diner was a logical step. Our customers are like a family, and they wanted somewhere to dine while visiting the store,” Wofford said. “That’s a lesson I hope to instill in my students — always listen to your audience. Talk to your customers because you can’t afford to always find new ones. Become their friend and aim to never disappoint.”

The award-winning store was named top powersports retailer for 2006 by Dealernews magazine — the first time in five years a Harley-Davidson store had won the top prize. As of today, the business has been
honored four years in a row as one of the Top 100 Dealerships in North America by the magazine.

Wofford is not new to the TU family. He earned a bachelor’s degree in economics and a master’s degree in business administration from TU, and he was professor of finance and real estate at the University from 1974 to 1987. Wofford also holds a master’s degree from the University of Oklahoma, a doctorate in finance and real estate from the University of Texas at Austin and is a certified urban planner.

“Many of the business skills I have today, I learned at TU, and I am thrilled to give back to the institution that offered so much to me,” said Wofford. “My hope is for students to walk away from my classes with hands-on experience and the tools they need to create a successful business of their own.”

A Cutting-Edge Institute

Last fall, The University of Tulsa’s goal to establish a center promoting entrepreneurship among its student body was realized when the International Business and Entrepreneurship Institute (IBEI) became fully operational on campus in the College of Business Administration.

“The International Business and Entrepreneurship Institute is the next step in TU’s development of cutting-edge business programs and a step toward more fully integrating our student body with the Tulsa business community,” said Gale Sullenberger, dean of the College of Business Administration.

Still in its beginning phases, IBEI will be a gateway to the real world of international and entrepreneurial endeavors for graduate and undergraduate students at TU. The Institute will supplement classroom learning with programs that provide students with practical experiences such as internships, seminars, workshops and international opportunities. Students will also be encouraged to participate in global field studies and business plan competitions.

“We want this program to have lasting effects,” said J. Markham Collins, director of IBEI. “This means our job is two-fold. We must produce entrepreneurial graduates, and we need to ensure we contribute to the entrepreneurial community.”

To determine where there are entrepreneurial gaps, overlaps and excess in the Tulsa community, IBEI hosted the Entrepreneurship Service and Education Providers Summit April 12. “This was a catalyst for getting people together and improving the integration of services and flow of information with service providers,” said Larry Wofford, codirector.

The next step is to reformulate the program’s curriculum to expose students to entrepreneurship as early as their freshman year. New fundamental courses and electives will be created and fully integrated by 2009. “Entrepreneurship is a mindset — it’s action-oriented. We need to teach students how to look for opportunities and how to shape ventures. Therefore, we want the curriculum to include

International Business and Entrepreneurship Institute Codirector Larry Wofford, Assistant Director Claire Cornell and Director J. Markham Collins.
With 31 students already enrolled, the TU Energy Management Program’s first year has been successful not only in attracting top business students, but also in bringing industry leaders to teach and mentor TU students.

Companies have taken notice of the initiative and are already competing for interns, said Ted Jacobs, director of the Energy Management Program.

“The program allows Tulsa-area companies to cherry pick the talent we have available and find the best fit for their firms,” Jacobs said.

The energy sector has sought to provide a new wave of talent in the wake of the Enron scandal, which saw a large number of experienced energy people leaving the business. As a result, companies were left scrambling to find educated people to take their place.

Through TU’s well-rounded curriculum and innovative, interdisciplinary program, students in TU’s Energy Management Program have a distinct advantage over their peers to take those posts.

“Our students think of energy in terms unlike students from other schools, even Ivy League schools,” said Jacobs. “They learn to speak fluent energy and are well versed in both midstream and upstream energy.”

The pioneering curriculum exposes them to both sides of energy management and utilizes classes from the College of Law and the College of Engineering and Natural Sciences to round out the curriculum.

“The program itself is unique if you look at overall curriculum requirements, but it’s also unique in that the students are going to understand specifics of this industry,” said Tom Seng, adjunct professor. “They’re going to learn about the energy business, oil, natural gas and power as it exists in Oklahoma and producing regions today. The knowledge they have when they leave will allow them to work for an energy company and understand what drives that company in terms of the commodity they’re producing and marketing.”

Another TU advantage is proximity to major energy companies, which are either headquartered in Oklahoma or have significant operations here. Through TU’s excellent partnerships with these firms, students are able to gain real-world experience through internships and other practical applications of their classroom learning.

“The opportunities available to TU students wouldn’t exist without a program like this,” said David Korell, energy management student and vice president of the Energy Management Student Association. “You get practical experience you wouldn’t get in the classroom. I decided on energy management instead of an MBA or law degree because it’s such a versatile degree, which will be beneficial when I get out into the workforce.”

In addition to the curriculum and mentoring programs, Jacobs plans to create an international component to the program with study abroad opportunities.

**Program Now AAPL Approved**

The American Association of Professional Landmen (AAPL) has recognized TU’s Energy Management program as an approved “AAPL Petroleum Land Management or Energy Management or Natural Resource Management Program.”

“The approval brings instant credibility to our program throughout the upstream industry,” said Ted Jacobs, director of TU’s program.

The status allows TU energy management students to apply for AAPL scholarships, be eligible for AAPL outstanding graduate awards and to attend AAPL-sponsored events at no charge. TU also may host AAPL-sponsored educational seminars for local landmen associations.
Students at The University of Tulsa advance quickly in the workforce not only because of the innovative programs offered at TU, but because they are taught how to generate innovative ideas themselves. The Genave King Rogers Business Law Center, with the help of a generous donation, also will offer expanded services. This year, a particularly ingenious idea will be executed — the creation of a state-of-the-art marketing studio. Teachers will be able to educate students using hands-on techniques. The result will be an incubator that produces inventive product ideas, campaigns and marketing strategies.
Gift from Genave King Rogers Funds New Business Law Center Programs

In 1997, the College of Business Administration, like many business schools, offered only a single required undergraduate course in business law. Now, due to the visionary ideas and the financial support of Genave King Rogers (BS ’38), the University is one of the few schools in the nation with an endowed business law center. And with Rogers’s most recent gift, the center will have the ability to expand educational opportunities for TU business students.

“I believe business law is an essential part of business education,” said Susan Boyd, applied assistant professor of business law and director of the Genave King Rogers Business Law Center. “Our students have a need and a desire for a rich curriculum, and the center offers a number of courses for both undergraduate and graduate business students, some of whom plan to attend law school.”

Boyd’s vision for a business law center was realized when Genave King Rogers, the first woman to graduate from TU’s College of Business Administration and a generous friend to the University, agreed to provide an endowment for the creation of a business law center in 1999. Boyd and Rogers shared a common vision of expanded opportunities for business students to increase their knowledge of the legal environment of business. New business law classes were developed in employment law, business law for entrepreneurs and family-owned businesses, and these courses proved to be very popular with students.

In fall 2007, Rogers made another significant gift to the business law center. As a result of this additional funding, TU business students will have the opportunity to participate in a new international business law and human resources course during summer 2008 that will include a 10-day international trip. Thirteen students and two faculty members will receive travel support from the Business Law Center so they will have the opportunity to witness first-hand the practice of business law in other cultures.

Future plans for the Genave King Rogers Business Law Center include:

- Hosting a collegiate competition and a business law bowl for high school students
- An annual trip to the American Bar Association Business Law Section Annual Conference for the top five business law students
- Annual scholarships for three Genave King Rogers business law scholars
- Presentation of an annual award for the top undergraduate research paper at the Academy of Legal Studies in Business

Three new business law classes were added this spring, and students will have the opportunity to enroll in a real estate property course next fall.

“Because of Genave’s generosity and affection for TU students, we are able to offer more business law courses than other universities of a comparable size,” Boyd said.

The Business Law Center is gaining a well-deserved reputation for its diverse business law course offerings, innovative educational opportunities and community involvement. Without Rogers, the Business Law Center and its successful programs would not exist. The College of Business Administration is very fortunate to have the support of Genave King Rogers, one of its most distinguished alumni.
Studio Blue — named for the spirited colors of the revered Golden Hurricane — is a state-of-the-art facility that will allow students to cultivate their marketing skills.

“Innovation can’t be outsourced,” said Charles Wood, associate professor of marketing. “Students must be actively involved in the creative process. They must learn to incubate and be able to apply themselves to any product problem.”

The modern, dynamically designed studio will look drastically different from anything else seen in the Business Administration Hall. Sleek, modern and designed specifically to promote creative thinking, Studio Blue will include all the tools necessary to sketch, model prototypes and design various levels of media. Fully customizable to a project, the studio will also include an observation room for focus groups, high-tech computers, white boards, camera equipment and a symposium.

Wood said having a hands-on learning experience is one of the keys to learning innovation. Students will have a setting in which to learn innovative problem-solving skills with Studio Blue.

“We want students to leave the University with the capability to apply what they’ve learned at the studio, as well as with a dynamic portfolio,” Wood said.

Wood understands the culture surrounding the creative process and insists his students perfect their talent before sending them into real-world situations. In past years, marketing students have worked on advertising and marketing campaigns for Bell’s Amusement Park and the Tulsa Zoo. The studio idea Wood hatched will further expose students to the tools and techniques used by some of the world’s most creative corporations. Students will pair with local non-profit organizations and companies to work on projects, strategies and product ideas, as well as participate in student competitions.

The experience will be classroom driven, and the studio is flexible enough to accommodate many different projects at one time.

“Studio Blue will promote out-of-the-box thinking among our business students. We’re excited for its launch and the ability to give our students a creative zone to think innovatively,” said Gale Sullenberger, dean of the College of Business Administration.

Studio Blue, which will open its doors before the end of the spring semester, is an innovative new asset for the education of the nation’s top business students.
Professor Visits Sister Cities in Germany and China

As chairman of the board for Tulsa Global Alliance, J. Markham Collins, associate dean of the College of Business Administration, visited two of Tulsa’s Sister Cities in fall 2007.

Collins, along with four other delegates from Tulsa, including Mayor Kathy Taylor, first traveled to Beihai, China, for four days. While there, the group visited area high schools, orphanages and vo-tech schools. Collins said the delegation was also interested in economic development between the two cities, as well as learning about and making contact with key businesses.

“This trip was significant in that not only was the mayor in attendance, but a representative of the University was also able to visit — the only professor from an Oklahoma college.”

During the stay, Collins was impressed with the extent to which the Chinese community enjoyed their company and with their eagerness to discover more about American culture.

Collins went on to meet eight Tulsa delegates in Celle, Germany, including Tulsa councilman Bill Martinson. All of Celle’s Sister Cities were in attendance for the 40th anniversary of Tavestock, England’s sisterhood. The three-day trip entailed meetings and presentations on the city’s oil and horse industries. Some also participated in a conference about the future of Europe.

“It’s important these countries and municipal areas learn more about America,” Collins said. “They’re organized with a formal structure designed to help them do it.”

Collins said he is in the midst of writing a grant that would allow the University to place business students in these Sister Cities for international business internships and accept their students for internships with Tulsa companies.
Faculty Publications, Awards and Accolades

Associate Professor of Finance **DAVID ENKE** and Assistant Professor of Petroleum Engineering Yu Meng presented their paper entitled “Stock Trading Based on Neural Network Modeling and Fuzzy-Technical Indicators” at the 2007 ANNIE conference in St. Louis. For their efforts, the professors won second place in the category “Best Application—Novel Smart Engineering Systems Design Award.” Approximately 150 papers were considered for the award.

**AKHILESH BAJAJ**, Chapman Professor of Management Information Systems; **WRAY BRADLEY**, associate professor of accounting; and **KAREN CRAVENS**, Chapman Professor of Accounting, published their article, “SAAS: Integrating Systems Analysis with Accounting and Strategy for Ex Ante Evaluation of IS Investments,” in the *Journal of Information Systems*, Vol. 22. The article provides a comprehensive framework to evaluate return on investment in information system projects before they are actually implemented.

Vince Ovlia, Associate Professor of Finance **DAVID ENKE** and Michael Davis published “The Effect of a Congressional Election on Future Equity Market Returns,” in the 2008 *Global Journal of Business Research*.


**JILL HOUGH**, associate professor of management, along with K. Ellis and M.A. White, presented “Staying the Corporate Social Responsibility Course Following Mergers and Acquisitions” at the Strategic Management Society Conference in San Diego in October. Hough also published an article in *Enterprise Information Systems* titled “Contextual Factors Affecting the Integration of Enterprise Systems in Post-Merger Oil and Gas Companies.”

**BRIAN CHABOWSKI**, assistant professor of marketing, joined the College of Business Administration to teach undergraduate and graduate courses and conduct research in the areas of marketing management and strategy.
TRACY MANLY, associate professor of accounting, was the recipient of the TU Student Association Lewis Duncan Advisor Recognition Award for her work with Beta Alpha Psi. The award honors advisors who have contributed their time and expertise to student organizations.

LARRY WOFFORD returned to TU as codirector of the new International Business and Entrepreneurship Institute, Professor of Entrepreneurship and the Davis D. Bovaird Chair of Entrepreneurial Studies.

DAVID ENKE, associate professor of finance and the H. Michael and Laurie Krimbill Finance Fellow, began teaching and conducting research in the area of financial risk management at the University in the fall.

On Nov. 28, TU friends and family gathered at SemGroup for a reception honoring Larry Wofford as the new Davis D. Bovaird Chair of Entrepreneurial Studies.
New Assistant Professor of Management **James Senese** began teaching strategic management courses at the graduate and undergraduate levels in fall 2007. His extensive executive experience in business strategy and mergers and acquisitions in the car rental industry provides him with unique preparation for teaching and research in these key business areas.

The University welcomes **Michael Troilo** as a Wellspring assistant professor of international business. His teaching and research will be primarily in the area of international business and entrepreneurship in China.

As the sun sets during an TU-OU game, we at the College of Business Administration are reminded of the successful partnerships we’ve built with the Tulsa community — relationships that improve the quality of education for our students and help entrepreneurship efforts in the Tulsa area.
The Gift of Education

**Hilti Scholars**
With Hilti’s new funding program, five deserving international business and language majors will receive a three-year scholarship to the University.

**SPIRIT Scholars**
ConocoPhillips increased funding to the SPIRIT Scholars program by 50 percent this year — allowing more business and energy management majors to receive scholarships and increasing their chances for a bright future.

You too can help future TU business students achieve success.

If you’d like to make a gift to help support College of Business Administration scholarships, please call Amy Berry at (918) 631-3111 or e-mail amy-berry@utulsa.edu.
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