



Robert Taylor

“RISKY BUSINESS”—The increasingly popular Integrated Business Core curriculum in the Michael F. Price College of Business is attracting students eager to experience the hazards and rewards of entrepreneurship. In a real-world practicum, they form companies, select products, work with suppliers, arrange financing and market to the public. Then they add a couple of wrinkles to the mix by incorporating hundreds of hours of volunteer service to Oklahoma-based nonprofit organizations, who also share in the net profits from the students’ enterprise. *Story on Page 22.*

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