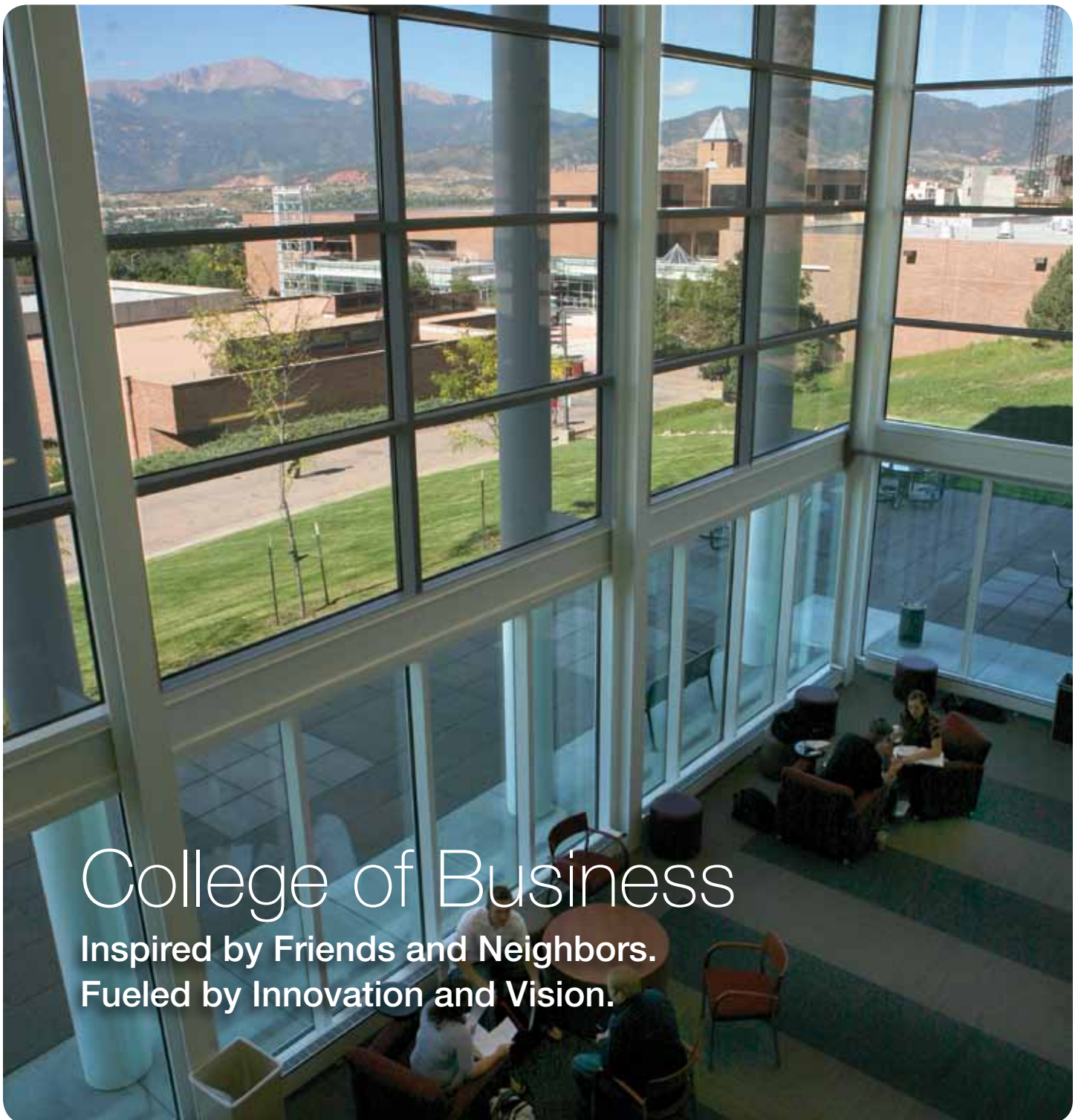


Creating Futures

UNIVERSITY OF COLORADO COLORADO SPRINGS



College of Business

Inspired by Friends and Neighbors.
Fueled by Innovation and Vision.



We are in the business of building successful futures.™

Business at UCCS

Developing the Leaders Tomorrow Needs

As we recover from financial crisis, we've learned a few things about what we want—and need—from tomorrow's business executives.

We need executives with integrity who have the courage to pursue moral and ethical paths despite opposing forces. We need team players who can collaborate with their communities, yet take independent entrepreneurial initiative to fill new niches around the corner and around the world. We need leaders with the confidence to look beyond short-term highs and lows, leaders with long-term vision.

Most of all, we need business thought leaders to educate and inspire a new generation of business professionals, right here in Southern Colorado.

In short: We need the UCCS College of Business.

Your support for the College of Business can help us grow our programs, support our faculty and students, and serve our communities.

Our Programs

Serving Our Unique Community, Uniquely

Not only does the UCCS College of Business give students a solid foundation in fundamental business practices, it also connects students with the community, and fills niches that distinctively address the region's challenges and strengths.

The College boasts...

- **International Accreditation** by AACSB International—the Association to Advance Collegiate Schools of Business—a distinction earned by just 5 percent of business schools in the world
- **UCCS's top undergraduate degree program** with more than 1,300 students on campus
- **A thriving MBA program** with 450 students. An online option helps 225 students overcome geographic and logistical obstacles to a UCCS education, especially nontraditional and military students
- **A Bachelor of Innovation™ program** that blends business and engineering curricula with team-based work and industry mentorships to teach students how to turn ideas into marketable products and services

- **Programs in Sport Management and Golf Management** (the latter, one of just 20 accredited by the PGA) that prepare professionals for industries that fit Colorado's health and fitness culture, in partnership with national governing bodies and entities such as the U.S. Olympic Committee



- **The Southern Colorado Economic Forum**, which convenes business community leaders to assess and improve the region's economy
- **The Small Business Development Center**, which offers business consulting and training that maximizes the economic potential of Colorado entrepreneurs

Our students benefit from our innovative programs and collaborations—and go on to apply their knowledge in the real world.

Your support for UCCS programs improves our ability to serve our students and our region.



The College of Business **Daniels Ethics Initiative** puts UCCS at the forefront of a national movement to view business not merely as a means toward personal profit, but an engine to better our communities and our planet. Our graduates will be equipped with ethical decision-making skills that are integrated into the curriculum. Partnerships with diverse entities such as Junior Achievement and the U.S. Air Force Academy maximize the impact of our ethics curriculum.

Teaching and Research Renowned Expertise in Diverse Fields

College of Business faculty includes outstanding teachers and researchers in a wide array of disciplines and niches, and practitioners who have launched and led profitable enterprises. This combination of classroom and real-world savvy helps students convert academic theory into action.

UCCS students have unusual access to faculty expertise in...

- **Entrepreneurship:** El Pomar Chair in Business and Entrepreneurship **Thomas Duening** has conceived a national competition to spur development of sports, health, and outdoor-related businesses in the Pikes Peak region.
- **Information Systems:** Cougar Professor of Information Systems **Gary Klein**—cited by an industry journal as the most prolific publisher in the world in his field—produces influential work in areas such as project management and emerging technologies.
- **Production Management:** Professor **Rebecca Duray** examines issues such as mass customization, strategic operations, and Lean applications in health care and information systems to help companies operate more efficiently.
- **Sport Marketing:** Professor **Eric Olson** directs the Sport Management program, and has done landmark work linking tobacco marketing and youth behavior.



Small class sizes and a culture of collaboration allow UCCS business students to develop strong mentoring relationships with faculty. As enrollment continues to grow, we need to grow our faculty in tandem, in a variety of business disciplines. Endowed chairs, professorships, and research funding can help the College of Business compete worldwide in recruitment and retention of expert faculty.

Your support for College of Business faculty enhances the caliber of our research and teaching.

"I am honored to support UCCS and the College of Business because of the exceptional education I received and the opportunities it afforded me. I would not be where I am today without my experience at UCCS."

Michael Fryt, '77
Donor and Corporate
Vice President, Tax, FedEx

To learn about the many ways you can make a gift, contact:

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**University of Colorado
Colorado Springs**

Our Students Motivated and Diverse

Throughout Dwire Hall, you'll see enthusiastic, bright, and motivated UCCS business students—whether it's a team of MBA students generating a business case for sustainability, or a disabled Air Force veteran founding a high-tech company.



Given UCCS's high proportion of first-generation, low-income, military veteran and otherwise nontraditional students, many of them have overcome substantial challenges before even arriving on campus.

We want to serve a broader array of students regardless of their means, educate more international students, and compel Colorado's best and brightest here to pursue business education at home. Need- and merit-based scholarships help us mitigate costs of higher education for students who might otherwise not be able to complete their degrees. Funding for internships and fellowships helps students gain the real-world experience that will help make them more valuable to employers after graduation.

Your support for College of Business students gives the next generation of business leaders a head start.

Our Goal

Preparing for Tomorrow's Challenges

The world moves fast, and the College of Business is moving fast along with it. We're attracting a diverse group of top students and internationally recognized faculty, and serving our region and our field with research and outreach. We're integrating theory and practice to provide a relevant, innovative education for our graduates. We're graduating leaders and entrepreneurs with decision-making skills. And fueled by the passions and commitments of our donors, we've got a strong wind at our back.

Your support for the College of Business builds successful futures—throughout southern Colorado and beyond.

*"We want to be not just the best business school in Colorado, but the best business school **for** Colorado."*

Venkat Reddy
Dean