

MBAs play at starting businesses

*Entrepreneurship
Immersion Day gives
hands-on experience*

By Victor Runyan
Oregon Daily Emerald

Graduate students played with junk from Goodwill and Bring Recycling and designed models of an educational toy for children and a mind-controlled butler robot.

The exercise was part of Entrepreneurship Immersion Day, in which the Charles H. Lundquist Center for Entrepreneurship gave eight first-year graduate students hands-on experience with starting a small business.

Two groups of four business students competed for \$50 worth of gift certificates during the exercise. Each group was given a box of junk and was required to design a product using all of the material in the box. The groups made business plans to create and market their products.

The competition ended in a tie and the gift certificates were split

among the contestants.

"I think it sheds an interesting light on the entrepreneurship process," first-year MBA student Bill Cresswell said.

The event, sponsored by the Master of Business Administration program, featured presentations and work sessions looking at two vital parts of creating a business: having a marketable product and managing money.

This presentation was intended to get students excited about the MBA program and make them think about business issues over the summer.

Finding a market niche and financing are two problems people face when starting a business, said Barry Weisband, director of the center for entrepreneurship. The event offered a taste of the issues and skills involved in running a business that are taught in the MBA program.

"They'll get this in so much depth next year it will be running out their ears," marketing professor Del Hopkins said.

Hopkins led an informal dis-

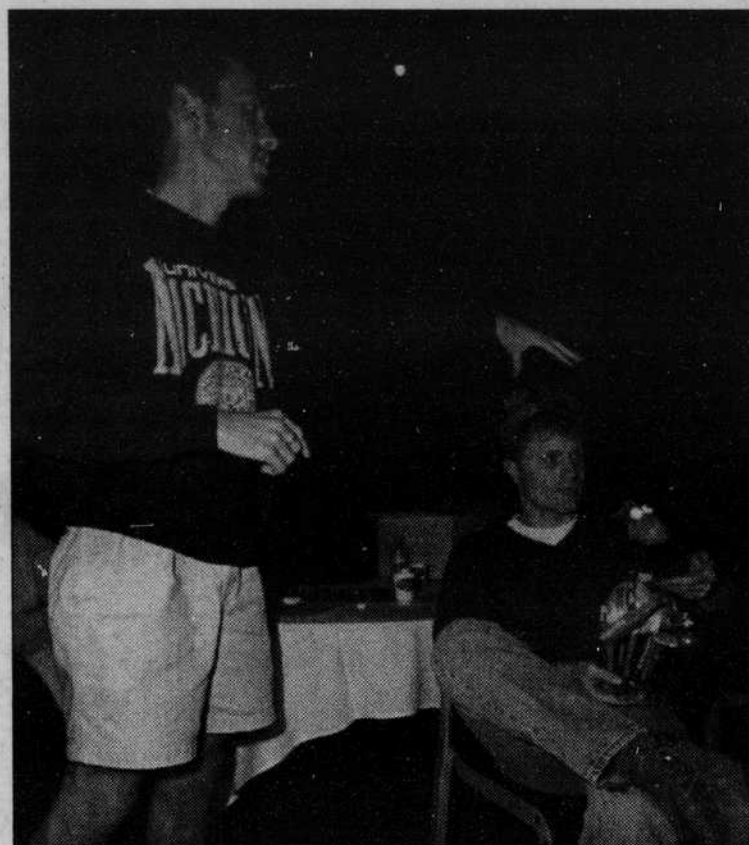
cussion session about what makes an opportunity. He said opportunities are created by changes in the world. These changes include technological, social or legal changes, such as the Endangered Species Act, the rising "unhipness" of Levis with the young and genetic engineering. He said science in particular offered markets previously undreamed of.

It is "so far into the realm of science fiction I can't even comprehend," Hopkins said.

Accounting professor Helen Gernon introduced the business students to one of the cold realities of business: cash. She said an important issue is finding money to cover expenses. Her purpose was to interest students in learning about finance management finances.

Gernon wants "to get people excited about cash," she said.

Immersion Day is in its third year, and unlike previous years, attendance was not mandatory for the approximately 75 students in the first year of the program.



First-year MBA students Chris Larson and Damion Francaviglia demonstrate their team's creation, 'The Butler 3000,' for Entrepreneurship Immersion Day.

Greek chapter presidents go behind bars to help defeat muscular dystrophy

They must raise \$1,000 to be released from the University of Oregon Presidents' Lock-up

By Jason George
Oregon Daily Emerald

Beware of the inmates today in the EMU Amphitheater.

From 9 a.m. to noon, presidents of Greek chapters will be in prison for the University of Oregon Presidents' Lock-up to benefit the

Muscular Dystrophy Association. Although no crime has been committed, their releases are contingent on their ability to raise enough money. The "inmates" must raise \$1,000 for their freedom from the makeshift prison.

More than 19 chapters will be participating, said Mark Tsuchiya of the MDA. To help raise funds, the presidents have been instructed to get the help of house members, a faculty representative or an athletic coach. The students have been raising money in the past weeks, but they will need to complete their fund raising today. They will be plead-

ing for donations and using cell phones to gain their freedom.

Tsuchiya said the EMU was an obvious choice for the event.

"It is the first student lock-up that we have done, so we are trying to hit the biggest area we can hit on campus," Tsuchiya said.

Ryan Winann of Theta Chi said the house was excited about the event.

"It is a good cause, so why not? It raises money for kids with MD and it is great for the house," he said.

The event was organized by the Universi-

ty's student executive committee for MDA. The committee is also working on the Mike Bellotti Golf Classic, which will be held Friday, May 21 at the Springfield Country Club. University students will perform media relations and help organize events for MDA.

The golf classic was inspired by Ducks assistant football coach Gary Campbell, whose son has a form of muscular dystrophy.

Muscular dystrophy is a hereditary disease that destroys the muscles of the body. There is no known cure.



UNIVERSITY DAY CEREMONY

MAY 13

1:00 pm by the Daily Grind
Plaque Dedication

Featuring: The university Duck
President Frohnmayer, Mayor
Jim Torrey and City Councilman
Bobby Lee.



STUDENT ADVISORS WANTED

Need committed and creative student volunteers to advise the University Health Center regarding programs, services, finances, and health insurance.

Student advisors will spend about 1-2 hours per week as members of the evolving Student Health Advisory Committee (SHAC) and will guide the University Health Center in promoting a healthy campus through the storm of health care reform.

Successful participants will gain an in-depth understanding of health care delivery and its financing, will learn about the health issues of college students, and will develop interpersonal skills and confidence.

Routine meetings are scheduled at 3p.m. Fridays, allowing members to plan their class schedules accordingly.

Applications can be picked up at the University Student Health Center front desk.

Completed applications should be submitted to the University Health Center Director's office by Tuesday, May 18.

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