



UNIVERSITY OF OREGON  
Lundquist College of Business

# BUSINESS HONORS PROGRAM



# Exceed Your Expectations

The Lundquist College Honors Program is about more than academic excellence, more than getting the edge in a competitive job market, and more than proving you're smart and capable.

The Honors Program is an incubator for tomorrow's business leaders. Every year, we select thirty-five students for the academic journey of a lifetime. You'll challenge, support, and motivate each other in a series of designated classes. The bar is high, but you already knew that. This is a place for inquisitive achievers who want to test their limits.

Are you worried you're not ready? We'll help you get there—and achieve more than you ever dreamed was possible.

**ON THE COVER:** Nick Barton '14. Nick Barton is currently an assurance intern at PricewaterhouseCoopers. Read his story at [business.uoregon.edu/nick](https://business.uoregon.edu/nick)

## Ten Reasons Why You Belong in Honors

### 1. Camaraderie and Small Classes

Join thirty-four other motivated, big thinkers who are hungry to learn. You'll collaborate and form lifelong bonds with future business leaders.

### 2. Real-World Experience

In the capstone class, you'll solve strategic problems for real clients who need your ideas and want to implement your solutions.

### 3. Access to an Alumni Network

Our grads have joined Fortune 500s, earned MBAs from elite business schools, launched companies, worked with world-changing nongovernmental organizations, and conquered Wall Street, Main Street, and more.

### 4. Unique Professional and Service Opportunities

Honors students visit such companies as Nike, welcome accomplished guest speakers, and participate in case competitions and alternative overseas experiences. Recently, sixteen students spent their spring break in Costa Rica, working with the residents of rural El Higueron to build a basketball court.

### 5. Designated Faculty

Learn from full-time instructors who love to teach and, most importantly, who are deeply invested in your success. They have a track record of excellence and lead lively class discussions.

### 6. A Strong Reputation

Thanks to the success and integrity of our graduates, the Honors Program is highly respected by leading companies, employers, and the business community at large.

### 7. Skills That Set You Apart

Yes, you'll study accounting or finance or marketing, but you'll also learn how to listen. You'll learn how to speak, write, and present. These are the often-undervalued abilities that accelerate business success.

### 8. Exceptional Self-Awareness

Effective leadership requires a secure understanding of who you are and what you value. Exploring your own communication and leadership style is an essential part of the Honors Program.

### 9. Team Collaboration

If you're smart and motivated, you're probably tempted to "do it all yourself." The Honors Program requires close collaboration and efficient group work. Navigating team dynamics is a skill you'll rely on for decades to come.

### 10. The Challenge You Need

Ready to step up your game? Honors is the place for you. With one-on-one support from the director, faculty, and your outstanding classmates, you'll be amazed what you can achieve. Overcoming challenges is what builds lasting confidence.



“THE HONORS PROGRAM PREPARED ME TO SUCCEED AT HARVARD BUSINESS SCHOOL. WHAT REALLY STANDS OUT IS THE COMMITMENT OF EVERYONE INVOLVED. IT CREATED AN ENVIRONMENT WHERE NOTHING COULD OCCUR BUT SUCCESS.”

— JOHN FEENEY '08, AND MBA '13  
FROM HARVARD BUSINESS SCHOOL

JOHN FEENEY IS CURRENTLY ASSOCIATE DIRECTOR OF  
CONTRACTS AND PROPOSAL DEVELOPMENT—FINANCE AT  
PHARMACEUTICAL PRODUCT DEVELOPMENT

Read his story at  
[business.uoregon.edu/john](https://business.uoregon.edu/john)

# LEADERSHIP



As an honors student, you'll begin by exploring your natural leadership and communication styles. You'll build on your strengths and confront your challenges—both personal and academic. You'll learn how to manage a demanding workload, develop solutions for real clients, tackle a rigorous curriculum, and make lifelong friendships in the process. Sometimes you'll soar, and sometimes you'll fall short. But ultimately, you'll thrive.

After two years in honors, you'll leave the Lundquist College with a sense of pride and the confidence you need to tackle whatever comes

your way. You'll not only earn a degree with that hard-won "honors" designation, but you'll also develop a combination of skills and self-awareness that will set you apart from the pack.

The Honors Program also has a network of accomplished alumni who can offer support, perspective, and inspiration. They often return to tell their stories, and without fail, they all share the same conclusion: "Applying to the Honors Program was one of the best decisions I've ever made."

If you're ready, it's time to write your story.

### **Cohort Model**

A maximum of thirty-five students are admitted to the Honors Program each year. Smaller class sizes mean you get individual attention and greater access to your professors. There's no "teaching at" our students either. Classroom discussions are lively and interactive.

### **Faculty**

Our faculty members have the award-winning teaching skills and professional experience you'd expect, with a level of caring and commitment that goes above and beyond.

## Honors Curriculum

### **FIRST YEAR**

#### **Fall Term**

**BA 352H** Business Leadership and Communication

**OBA 330H** Business Statistics

**MKTG 311H** Marketing Management

#### **Winter Term**

**OBA 335H** Concepts of Production and Operations Management

**FIN 316H** Financial Management

#### **Spring Term**

**FIN 311H** Economic Foundations of Competitive Analysis

**MGMT 321H** Management and Organizational Behavior

### **SECOND YEAR**

#### **Fall Term**

**OBA 340H** Business Information Systems

#### **Winter Term**

**BA 453H** Business Strategies for Global Competitiveness

# CAM

**"THERE'S JUST AN  
INCREDIBLE CAMARADERIE  
THAT DEVELOPS WITHIN  
THE PROGRAM.**

“YOU REALLY BUILD THESE GREAT  
CONNECTIONS THAT FOLLOW YOU FOR  
THE REST OF YOUR LIFE.”

— AMBER HULL '13

AMBER HULL IS CURRENTLY AN AUDIT ASSOCIATE AT KPMG.

Read her story at

[business.uoregon.edu/amber](https://business.uoregon.edu/amber)

# ALUMNUS

OVER AND OVER, THAT'S  
WHAT HAPPENS—AND THOSE  
RELATIONSHIPS PERSIST.”

— MIKE DORE, INSTRUCTOR OF MARKETING



Success in the Honors Program is about more than just doing well in classes. You will become engaged in your own learning and experience and demonstrate leadership. You will represent the best of the Lundquist College of Business, and the bar is high.

It will be challenging, and that's the point. You will assert yourself and discover (or rediscover) that you are a high performer and can execute actions at a high level—higher than you thought possible. You'll learn from mistakes, figure out what went wrong, and give it another shot.

It will be difficult, rewarding, fun, and life-changing.

"Our students are significantly better prepared to overcome challenges and solve complex problems because of their experience in the Honors Program," explained Deb Bauer, director of the Lundquist College Honors Program and the Peter W. and Maryanne L. Powell Distinguished Senior Instructor of Finance.

You'll finish with a new understanding of what it means to truly be successful.

## Application Process

### □ Required GPA

A minimum cumulative GPA of 3.50

A minimum GPA of 3.60 in the required prebusiness courses: Business Administration 101, Accounting 211 and 213, and Economics 201 and 202 (Not applicable to freshman applicants)

- Clear, well-organized essay of 500 (maximum) typewritten words
- Two letters of recommendation
- Transcripts
- SAT or ACT scores
- Résumé

For more information, visit [business.uoregon.edu/honors\\_](https://business.uoregon.edu/honors_)

## Requirements

Honors Program students must earn at least an average GPA of 3.00 for their first five honors courses in order to continue in the program.

Students in the Honors Program will need an overall GPA of 3.30 across all of their upper-division business courses in order to graduate with honors.

Lundquist College of Business honors students take their upper-division core courses together as a cohort. Students may request an exception to this requirement from the director of the program.

Students must participate in required, noncourse-related Honors Program activities (for instance, mandatory attendance at events outside of class acting as representatives of the college, networking events with alumni, specialized training, and so forth).

Students who successfully meet the requirements of the Honors Program will receive a diploma with honors in business administration and their transcripts will designate honors courses.

A student who has completed the Honors Program but has not earned an overall GPA of 3.30 in upper-division business courses will receive a letter of completion. The student's diploma will not contain the honors designation.

## Accreditation

The University of Oregon is a member of the exclusive Association of American Universities (AAU). The Lundquist College of Business and the Department of Accounting are separately accredited by the Association to Advance Collegiate Schools of Business (AACSB).



“HONORS GAVE ME THE OPPORTUNITY TO INTERACT WITH OTHER PEOPLE WHO WERE LIKE-MINDED, PEOPLE WHO WERE SEEKING OUT A CHALLENGE, WHO HAD THE MENTAL CAPACITIES AND THE GUTS TO TAKE IT ON.”

— AIDAN PARISIAN '08, BUSINESS AND ECONOMICS

AIDAN PARISIAN IS CURRENTLY RISK ASSURANCE MANAGER AT PRICEWATERHOUSECOOPERS.

Read his story at

[business.uoregon.edu/aidan](https://business.uoregon.edu/aidan)

# CHALLENGE

[business.uoregon.edu/honors](http://business.uoregon.edu/honors)

# BUSINESS HONORS PROGRAM

**INQUIRIES:**

Deb Bauer, Director, Honors Program  
djbauer@uoregon.edu  
541-346-2836

Undergraduate Programs  
1208 University of Oregon  
Eugene, Oregon 97403-1208  
**T** 541-346-3303 | **F** 541-346-3341



**UNIVERSITY OF OREGON**  
**Lundquist College of Business**

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