

Message from the Director of the Flores MBA Program

Welcome to the Flores MBA Program! Over the last few years, the program has graduated some of the region's most promising and capable business leaders. Beginning with a culture of leadership, developed through the excellent educational and social experiences of the students, and ending with the successful placement of those graduates into the work force, the Flores MBA Program has earned a national reputation for providing a first-class education. You are now responsible for perpetuating this reputation. Every year the Flores MBA Program becomes stronger and more recognized in the business and civic communities. We welcome you to come by the office in suite 3170 CEBA any time if you have questions or concerns, or if you would just like to visit, as we are delighted to have you in the Flores MBA family.

Enjoy the Launch,



David Shields
Director, Flores MBA Program



Please be sure to use the enclosed "Pre-Launch Checklist" to prepare for the Launch. We need several pieces of information from you as soon as possible, so we can properly welcome you to LSU. Please return the requested materials by **August 9, 2002**.

Launch into the Program!

Launch is your four-day orientation to the Flores MBA Program. The Launch has been designed to achieve 4 goals:

1. Welcome you as the newest member of the MBA family.
2. Introduce you to your new classmates and to the Flores MBA faculty, staff, second year MBAs, and some MBA alumni.
3. Prepare you to face the challenges of the program with confidence and necessary skills.
4. To have FUN!

Introduction

This Launch Packet provides important information about the MBA program and the Launch activities, which are designed to provide you the opportunity to meet classmates and have some fun together before classes begin. This program is not just another two years of classes: you have joined an organization of which you will be a member for life. Soon you will meet MBAs and faculty with whom you will probably become close friends, developing a life-long network of contacts and colleagues. Earning an MBA is not just an education, but also an investment in one's future. The Flores MBA Program provides resources that can help you achieve your personal and professional goals, and many opportunities to utilize those resources. Each class of MBAs that graduates from this program contributes to the strength of the LSU MBA reputation and has the responsibility of handing down to the next generation of students a program improved upon as a result of their dedication and hard work. This packet explains the importance and history of our college and the program. It also contains information about some of the special events designed specifically for the MBA students. The important details are what prepare our students for their careers. Whether they become corporate executives or entrepreneurs, the details are what set LSU MBAs apart.

This Launch Packet contains general information about the curriculum, including the specializations from which you may choose elective courses, and the process of obtaining an internship. Information about the first-semester professors is also included – they will be introduced during the Launch week as well. A detailed introduction of the Practice of Business course, a one credit-hour class held each semester, and the major role it plays in the continuing development of the MBA program will describe the MBA student's role in the Ourso College of Business. Information about career development resources, appropriate attire for the program, technology available in the college, and how to prepare for the Launch is also addressed in the packet. Please bring this packet with you to the Launch.

You can find in Appendix "A" the detailed Flores MBA clothing Guidelines. These guidelines are designed to provide you the descriptions of the different attire that you will need as a professional, and in which business setting each is appropriate. You can find pictures of suitable examples of each.

The MBA Association (MBAA) has provided an MBA Association Survival Guide (Appendix "B"), which contains information about the MBAA, the professional student organization of the program. The Survival Guide is designed to assist you in getting acclimated to life at LSU and in Baton Rouge. It includes an overview of a few services offered at LSU, as well as a calendar for the fall semester. It also includes information about living in Baton Rouge, such as dining and shopping areas and a listing of apartments, restaurants, and banks in the Baton Rouge area.

Please take time to thoroughly read through the MBA Launch Packet. There is an abundance of information included for your review. We look forward to seeing you soon!

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Louisiana State University

“The mission of Louisiana State University and A&M College is the generation, preservation, dissemination, and application of knowledge and cultivation of the arts for the benefit of the people of the state, the nation, and the global community.” (www.lsu.edu)

The LSU campus is located on over 2,000 acres in the southern part of Baton Rouge and is bordered on the west by the Mississippi River. Original campus architecture was based on the Renaissance domestic style of northern Italy (tan stucco walls and red tile roofs), with buildings that house most of the classrooms and administrative offices grouped around a double quadrangle and connected by colonnaded passageways.

A rich history and tradition began with LSU's founding in 1853 by the General Assembly of Louisiana. The institution's original name was the Louisiana State Seminary of Learning and Military Academy and was located northwest of Baton Rouge in Pineville, Louisiana. As the Civil War began, William Tecumseh Sherman was the school's superintendent. He was the first superintendent of the academy and when he resigned to assume a command in the Union army at the beginning of the war, the school was temporarily closed. The seminary reopened in 1865, but was later destroyed by fire in 1869. It was decided that the campus would be rebuilt in Baton Rouge and in 1870 the seminary was renamed Louisiana State University. Construction of the present campus began in 1922 and the first classes were held in 1926.

Today LSU ranks in the top 2 percent of the nation's colleges and universities. LSU's vision, as stated in the Strategic Plan for LSU, is to be among the world's leading research universities, taking undergraduate and graduate students to the highest levels of intellectual and personal development.

E. J. Ourso College of Business Administration

“The E. J. Ourso College of Business Administration at Louisiana State University and A&M College is the source of premier business, management, and economic education. Our aspiration is to become recognized as a peer among the top public business schools nationally. The college is committed to achieving excellence in the development, dissemination, and application of knowledge about the functioning of private, public, and not-for-profit organizations in a global environment. In pursuing this vision, the college is dedicated to creating a collegial and supportive learning environment for students, faculty, and staff.” (www.bus.lsu.edu)

For nearly seventy years, the business college has been an integral component of Louisiana State University and Agricultural & Mechanical College. Established in 1928, the college has long enjoyed a reputation for offering sound academic programs. The college was originally founded as the College of Commerce and was among the first group of public institutions to receive baccalaureate accreditation by the American Assembly of Collegiate Schools of Business (AACSB) in 1931. The college established its MBA program in 1935 and granted its first Ph.D. in 1938. In 1959, the college was renamed the College of Business Administration and gained AACSB master's accreditation in 1963. The first Executive MBA class was admitted in 1992 and the first Professional MBA class in 2001. Accreditation for both baccalaureate and masters programs was most recently reaffirmed in November 1996. Distinguished graduates, now nearly 25,000 strong, have created successful careers in all manner of business and governmental organizations. In August of 1996, the college was renamed the E. J. Ourso College of Business Administration. Along with the College of Engineering, it is housed in the Center for Engineering and

Business Administration (CEBA.) This \$15 million complex, completed in 1978, is a three-story building containing classrooms, seminar rooms, offices, laboratories, and research space.

An excellent faculty committed to superior teaching and research has made significant contributions in their fields of expertise. In the current year, faculty members have published greater than 300 articles and provided editorial service to more than 50 different journals. The Department of Finance ranked 18th nationally in terms of frequency of publication in 16 key journals, and the Department of ISDS ranked 11th in terms of publications in Decision Sciences and Management Sciences over a decade. Also, the Department of Marketing ranked 16th nationally in frequency of publication in the top journals in the field, while the Department of Economics ranked 40th out of 240 economics departments in terms of publications in the top 24 journals. For twelve out of the last fifteen years, LSU's Ourso College of Business students have received the international Certified Internal Auditor (CIA) Student High Achievement Award, the highest honor bestowed each year at the Institute of Internal Auditors (IIA) International Conference. This award is given to the student scoring the top exam grade in the world. The college is also proud that a total of twenty business graduates have received the University Medal for a perfect 4.0 gpa at the last four graduations. Acceptance into the Ourso College of Business is extremely competitive, as it has the highest gpa requirement in the University.



The Flores MBA Program

The Flores MBA Program is the flagship program of the E. J. Ourso College of Business Administration at Louisiana State University. Designated a Tier I Institution by the Carnegie Institute, LSU boasts a national reputation of renowned faculty and outstanding graduates. The Flores Program has ensconced itself as a crucial part of this reputation. Since its inception, many students have benefited from the education provided them academically, socially, and culturally. Students graduate from the MBA program with an intricate knowledge of business principles, as well as how to apply those principles in real world situations. By participating in activities and classes offered by the program and through the MBA Association, they develop important social and networking skills crucial to professional success. As part of a college that graduates 30% of all students in the LSU Graduate College, the Flores MBA Program will continue to leave its mark on LSU and the companies that recruit from the Ourso College of Business for years to come.

The MBA students are the role models in the Ourso College of Business, setting an example for the undergraduate business students. Beginning with the business casual dress code adopted by the MBA program, students realize that they are a part of something unique. Company recruiters often comment to faculty and staff that the MBA students “look the part” of the positions for which they are interviewing. This difference distinguishes the MBAs and gives them an extra advantage that helps them stand out in the minds of recruiters. The dress code also provides the students a level of pride that comes from

dressing the part. They become comfortable dressing as professionals and acting as leaders of the college and are able to easily enter into their roles in internships and full-time positions.

Dressing the part, however, does not make a leader. Students must behave as leaders and inspire others to do the same. MBA students accept this responsibility wholeheartedly and live it through participation in the MBA Association (MBAA). The MBAA is a professional organization for MBA students, designed to coordinate social, professional, and philanthropic activities with the goals of enhancing the education provided by the program and to give something back to the college and community as a whole. The MBAA holds several functions throughout the academic year, including the “Back to School” Social for students and faculty; the Annual Pig Roast and Crawfish Boil; Toys for Tots, which is a program sponsored by the United States Marine Corps to provide toys to underprivileged children during the Christmas holiday; the Mentor Program for incoming students; the Annual Wine and Cheese Party for faculty, staff, and students; and the Annual Charity Golf Tournament, which this year raised in excess of \$17,700. Activities such as these provide recognition to the students and the MBA program, but more important, they provide opportunities to the MBA students to develop the leadership skills and independence necessary to excel in the business world. Each student develops a level of respect for fellow students, university faculty and staff, and the community. MBAA members also develop an understanding of the amount of effort and planning necessary for the continued growth and success of an organization. This respect transcends the world of business and is carried into their personal lives as well.



The MBA students are introduced to business leaders throughout the year at several events, such as the Flores Distinguished Speaker Series. Designed for MBA students but also open to anyone interested in attending, the series allows the students to personally interact with business leaders from around the country. These businesspeople speak to the students about their companies and business trends within their industries. They also often provide insight into how one can succeed in his or her professional and personal life. After each presentation, a question and answer session is held in which students can “pick the brain” of these successful individuals, several of whom are alumni of LSU. Past speakers have included: Jerry Kohlenberger, president, ExxonMobil Global Services; Eddie Jones, president, Miami Dolphins; Kimberlee DeBossier, president, Bayside Engineering; Jim Flores, founder of Ocean Energy and current chairman and CEO, Plains Resources, Inc.; and Rick Wolfert, president, GE Capital Healthcare Financial Services. Building relationships with such individuals allows the Flores MBA Program to maintain invaluable ties to the business community. Many of the executives who have spoken have gained such a positive image of LSU MBAs that they include the program in their company’s annual recruiting calendar. Students have been hired by such companies as The Shaw Group, Inc. and Stirling Properties, Inc., due in large part to the experiences of the executives during the Distinguished Speaker Series. When graduates assume influential positions in these companies, MBA alumni benefit through the strong network of contacts by which many career changes are facilitated and by the increased value of a Flores MBA.

To prepare the students for life in the workforce as managers, workshops and office visits are held that teach students everything from business trends in specific industries to the etiquette expected of them at business dinners and receptions. These workshops are a part of the Practice of Business class. Several times each semester, students visit area businesses and are provided with an opportunity to gain insight into companies and industries that they many not otherwise experience in a classroom setting. The group visits are traditionally hosted by the executives of the companies. Past Practice of Business office visits have included: Louisiana Coca-Cola Bottling Co.; Kleinpeter Farms Dairy, Inc.; Associated

Grocers, Inc.; Neese Industries, Inc.; Alliance Bank; and other companies in the Baton Rouge area. A variety of seminars are also held for the MBA students, one of which is a business etiquette and protocol seminar in which a consultant teaches MBA students the finer points of behavior expected of a businessperson. Formal dining etiquette, including proper placement of silverware, conducting toasts, and appropriate conversation, is discussed. Appropriate behavior at receptions and in the office, including proper introductions, phone and email etiquette, and interviewing skills, is also addressed. These skills prove to be priceless to managers who must interact with company clients and who must be able identify potential employees who are capable of doing the same. Recruiters repeatedly comment that Flores MBAs stand out in the crowd and excel within their organizations because of their professionalism and poise.

Curriculum

Course Work

Kathy Bosworth, Assistant to the Director, MBA Programs, will schedule all of your courses during the next two years. If you have any questions about the courses, please view the course schedule online or visit Kathy in the MBA office in suite 3170 CEBA.

The MBA curriculum is prepared by our outstanding faculty to teach the application of modern business management principles to a wide range of decision-making situations. The integrated curriculum and the activities of the MBA program are designed to prepare you with the key skill sets sought by employers of MBAs. Courses will be highly interactive, based on the philosophy that adults learn more effectively by experiencing new subject matter than by just hearing and reading about it. Students are challenged to discover answers and solve problems, both individually and as part of a team, supported by the appropriate resources and the experience and expertise of their faculty.

The MBA faculty strives to ensure that there is never a dull moment in the classroom. They encourage students to openly communicate opinions and concerns about courses, as their goal is to ensure that each class of MBA students is receiving a premium education. This goal is attained by constantly improving the classroom experience year after year. Most of the faculty are also active practitioners in their fields and serve as advisors and consultants to business organizations. They make every effort to relate the information taught in class to the real world of business and to demonstrate the practical application of theory. Students realize the importance of these issues when visiting business executives from some of the largest companies in the nation speak to the classes about their challenges and strategies in the corporate world.

Specializations

The Flores MBA Program is unique in many ways. One aspect of this uniqueness is that work experience is not required for admission. Many individuals with work experience have already chosen a field of interest and are aware of the issues and technology of the industry in which they worked. By choosing a "specialization," from which electives may be chosen, Flores MBA students are given an opportunity to customize their education in the areas in which they are seeking education or skills. Exposure to issues and dynamics in the industry allows students with little work experience to effectively compete for full-time positions by offering to their employers fresh, innovative solutions.

More information about MBA specializations is available on the MBA website. Incoming students are also encouraged to speak with second year students about their specializations to gain a better

understanding of the opportunities those specializations provide. Most second year students have completed an internship and utilized those skills learned in the classroom. Visit www.bus.lsu.edu/directory/mba and choose “MBA, Class 2003” to see where the second year MBAs worked as interns.

MBA Advisory Team

During their second year, MBA students may be selected to participate in the MBA Advisory Team. Inspired by the work of Harvard Business School professor Michael Porter, who founded the “Initiative for a Competitive Inner City” in 1994, our program consists of a team of students that assists a business in developing long-term growth strategies by analyzing its operations and providing technical, financial, and marketing consultation.

The intent of the program is for the team of MBA students to assist individual local inner-city businesses and the communities in which they operate. Students learn that healthy businesses are valuable assets to the communities, providing not only a product or service, but also employment opportunities for the area’s citizens. While providing students with practical experience, the program also has a direct impact on the local economy. Projects are conducted with the support of Hibernia National Bank and the LSU Board of Regents.



The MBA Advisory Team has identified its mission as being a dedicated provider of research and resources to local businesses, enabling them to meet financial goals, gain competitive advantage, and understand the markets in which they operate. It provides MBA students the opportunity to integrate theories and concepts learned in class with consulting experience, thereby cultivating ethical and professional development. The program also provides the student a stipend. In order to be considered for the program, students must complete an application and submit it to the MBA Advisory Team advisors. To learn more about the MBA Advisory Team, visit http://www.bus.lsu.edu/mba/prof_adv.htm.

First Semester Flores MBA Professors Profile

Arthur G. Bedeian

Boyd Professor, Ralph and Kacoo Olinde Distinguished Professor of Management D.B.A., Mississippi State University. Research interests include human behavior in organizations and research methodology. Teaches courses in administrative theory and behavior, managerial decision-making, and the evaluation of management thought.



Young H. Chun

Professor of Decision Science, Marjorie B. Ourso Center for Excellence in Teaching Professor Ph.D., Purdue University. Teaches a variety of courses in Managerial Statistics, Operations Management, Management Sciences, Quality Control, Stochastic Models, and Statistical Forecasting. Research Interests are in sequential decision analysis, information economics, software quality management, and data mining.



Don W. Finn

Professor and Ourso Distinguished Chair in Accounting, Department of Accounting Ph.D., University of Arkansas. MBA, Arkansas State University. BA, Texas Tech. University Editor Emeritus, Behavioral Research in Accounting (AAA.) Research interests include budgeting, ethics, and behavioral decision making as it relates to accounting issues.



Robert J. Newman

South Central Bell Business Partnership Professor Ph.D., University of California at Los Angeles. Specializes in labor, industrial relations, and health economics.



P. David Shields

Professor, James C. Flores Endowed Chair of MBA Studies; Director, MBA Program Ph.D., University of Michigan, CPA, Ohio. Research and teaching interests in financial and managerial accounting, environmental accounting, and auditing.



Sonja Wiley-Patton

Assistant Professor Ph.D., CIS, May 2002, University of Hawaii. Research interests include Organizational Impact, Technology Adoption, and Medical Informatics in the Health Care industry. Sonja will be new to the college this year.



For more information on Flores MBA professors, please visit:
http://www.bus.lsu.edu/directory/COB_Staff_Directory/ , then search "Flores MBA Program."

Practice of Business

The Practice of Business class is a one-hour class, held each semester for all full-time MBA students. The following are modules of this class.

Flores MBA Distinguished Speaker Series

The Flores MBA Distinguished Speaker Series was established in 1998 to provide students an opportunity to meet successful business executives who are willing to share their anecdotes and “secrets of success” with the MBA students. The series provides a wonderful opportunity for students to gain insight into some of the most successful companies in the nation, first-hand, from the leaders of those organizations.

These executives are here not only to discuss their companies and their personal successes in the business world, but also to meet the LSU MBA students. Several, such as Jimmy Maurin, Chairman and CEO of Stirling Properties, Inc.; and Jim Bernhard, President, CEO, and Director of The Shaw Group, Inc., have been so impressed with the student body, their communication skills, and the questions asked that they have established full-time and summer internship positions within their firms for MBA students.

A question and answer session follows each presentation. Reading pertinent information about the speakers’ companies before attending allows students to prepare for the presentation and ask informed questions. Many of these executives began their careers from the same seats in which you will soon be sitting. Don’t hesitate to ask them about their personal opinions on the keys to success. You will be delighted at how eager they are to speak with you about your future. By participating in this series, Flores MBA students have the opportunity to meet executives, an option that many other students do not have until they begin full-time careers. We encourage you to personally introduce yourself to these guests at the reception following the lecture—they will remember you!



Attendance at these presentations is one way that you, as an LSU MBA, can contribute to the program and increase the value of the degree that you are striving to obtain. The Flores Distinguished Speaker Series maintains the vital network of LSU MBAs and executives, providing an invaluable link of employment opportunities for LSU students. The stronger our program grows in the eyes of successful alumni and these successful executives, the stronger the LSU MBA legacy becomes.

MBA Professional Development Workshops

Recruiting companies, many of them seeking managers, will test students’ skills in order to determine who will be a suitable match for their organizations. In order to provide the training and preparation required to compete with other MBAs who have already had the opportunity to gain interpersonal and managerial skills in the workforce, we provide Professional Development Workshops for Flores MBA students. These workshops cover a variety of topics, including:

- Resume and Cover Letter Development
- Interviewing Skills
- Business and Formal Dining Etiquette
- Benefits and Compensation Packages.



The workshops identify topics in which students are interested, preparing them not only for corporate life, but the life of a professional in general. Buying a car or a home, retirement investing, and deciding which health benefit options to purchase are just some of the topics that students are often interested in learning about before they enter the workforce.



Some workshops are held twice during the two years of study. Most students find that once they have experienced and utilized the skills taught at the workshops, they enter into a different stage of their career development. In the first session, students learn many new tips, but once they have completed an internship and possibly traveled internationally, more questions arise.

Site Visits

Site visits are incorporated into the Practice of Business course to provide first-hand exposure to both the planning and development issues faced by a company, as well as the implementation of the solutions to those issues. The locations visited allow students to experience not only the corporate facet of the business, but also to see how the actual products are manufactured, ordered, tracked, received, and processed. Students gain an understanding of the logistics involved in maintaining accurate inventory of products and observe the efficient communication made possible by technological advances within the industry. Many of these concepts can be translated across numerous fields. Some examples of past visits include Louisiana Coca-Cola Bottling Co.; Associated Grocers, Inc.; and Kleinpeter Farms Dairy, Inc.

While on site, company executives escort the MBA students on tours of their companies. They discuss managerial qualifications, industry characteristics, best practices, and benchmark performances in an informal presentation. By participating in these tours, you will gain a perspective of the company beyond what others experience on similar tours. The knowledge gained will be useful in your future courses and for judging career opportunities. Conversations with managers and operations specialists reveal how companies cultivate and shape their operational capabilities to meet current and future market needs. Don't hesitate to ask questions. The executives are always eager to discuss their businesses.



MBA Dress Code

The Flores MBA Program is a professional business program; therefore an image of professionalism and leadership is as important within the program as it is to the businesses in which students eventually work. During the Launch you will learn what attire is appropriate for certain events.

Professional

Some events are formal and require professional attire. These events include the Alumni Dinner, which is held the first night of the Launch, the Distinguished Speaker Series lectures, and the E. J. Ourso College of Business Administration Career Receptions.

Business Casual

Many organizations in recent years have adopted a business casual dress code. Recruiters often invite students to information sessions about their companies and recruiting dinners or receptions. When attending these events, it is a good idea to err on the side of safety and dress with these guidelines in mind.

MBA Classroom Attire

To encourage professionalism among the students and communicate it to those outside the program, the dress code while in the classroom and while representing the MBA program in the community is “MBA Classroom Attire.”

Casual

Casual attire is suggested for events that may prove to be more physical or when students will be outdoors for extended periods of time in warm weather, such as during the first day of the Launch and at intramural and outdoor events. Casual attire includes shorts or jeans and T-shirts or pullovers. An MBA shirt will be provided at the Launch, and you will have time to change. We recommend that you wear tennis shoes, or some other type of comfortable shoes, during the first day of the Launch.

In Appendix A of this packet, you will find the Flores MBA Program Clothing Guidelines which provides detailed descriptions and pictures of the appropriate attire. The dress code distinguishes the Flores MBA students from the undergraduate business students. If you have any questions about what to wear for specific events, please ask your mentor or check the Calendar of Events on the Ourso College of Business website to determine the appropriate attire for an event.

Career Development

Internships

An internship is an opportunity to gain experience in the field of work you intend to pursue following graduation. In addition to providing an opportunity to experience working within a company, you will have a chance to evaluate the industry to see if it is a good fit for you. A summer internship is a great way to apply classroom education in a real-world setting, while gaining practical experience in a corporate environment.

During a summer internship, the company has an opportunity to evaluate you as a potential full-time employee. Many full-time employment offers are extended at the end of a summer internships to students who perform well.

During the Launch information will be presented to you on internships. The second year students will also share information about their internship experiences and offer you an opportunity for Q&A following their comments. LSU interns have been paced locally, nationally, and internationally. Many participating companies are Fortune 500 companies. Students are encouraged to take part in the summer internship program, regardless of previous work experience. To learn where the second year MBAs are interning, please visit www.bus.lsu.edu/directory/mba and choose “MBA,” class of “2003.”

Career Reception

During the fall and spring semesters of each year, the Ourso College of Business hosts its Career Reception at LSU's Lod Cook Alumni Center. This event has proven to be incredibly successful, with more than 700 students and 200 company recruiters attending each reception. The Abell Board Room in the alumni center is reserved exclusively for MBA students to meet with recruiters from a wide range of industries and geographic locations. The participating recruiters and company representatives use this event as an opportunity to interact with MBA students to identify potential candidates to interview for internships and full-time employment.

This year the fall reception will be held September 18, 2002 from 5:00pm - 8:00pm. Professional business dress is required and each student is asked to bring plenty of resumes. By going to www.bus.lsu.edu and selecting "Career Reception 2002," you can view the companies who are planning to attend.

Technology

E. J. Ourso College of Business Administration

Website – www.bus.lsu.edu

This site is updated daily, with important information that is useful to all Ourso College of Business students. Included on the site is information about other business college programs, alumni events, faculty, research, and placement. Directories for faculty and staff, the LSU community, and MBA students are also included. The calendar, located under the "Student" link, contains most events of the college. Select any event to obtain a description of the event, times, location, who is invited, appropriate attire, and contact person.



PAWS (Personal Access Web Service) – paws.lsu.edu

PAWS is the official form of communication used by LSU students, faculty, and staff. From the site, students have access to email and a campus directory, can buy tickets to events, register for classes, check grades, access the LSU library, check the status of financial aid, and a number of other services.

Blackboard – blackboard.lsu.edu

Blackboard is the tool used daily to communicate among MBA faculty, staff, and students. Students log on to Blackboard daily for all class and MBA announcements. The Common MBA Site is the portal (called a "course") through which the MBA office and the MBAA officers will communicate with each other and the MBAA officers will communicate with each student. Most professors use Blackboard to post notes, syllabi, messages, and assignments. You will learn more about Blackboard during the Launch.

Facts you should know

Who is E. J. Ourso?

E. J. Ourso is the benefactor of the business college at LSU. In August 1996 Ourso and his late wife Marjory pledged \$15 million to the college, which now bears his name. At the time, the gift was the largest ever to an LSU academic unit and the sixth largest ever to a U.S. college of business.

Ourso is a native of Donaldsonville, LA and is the first to concede that he had humble beginnings in his business career, selling scrap paper and live chickens door to door. His energy and persistence paid off later in life, as he accumulated an empire consisting of funeral homes, flower shops, and insurance companies, which he recently sold for \$180 million.

Their pledge to the business college is the latest on a long list of gifts to LSU by E. J. and Marjory, who contribute not only to LSU but to charitable organizations across southern Louisiana. Ourso continues to be involved with the college and is committed to its vision of being recognized as a peer in the top twenty public business schools in the nation.



Who are James C. and Cherie H. Flores?

James C. and Cherie H. Flores endowed the MBA program of the E. J. Ourso College of Business Administration at LSU with a gift of \$2,060,000 (\$3.6 million when Board of Regents Support funds and MBA Alumni Challenge funds are added). Their generous gift supports the funding of academic chairs, professorships, and scholarships, and allows the MBA program to build a national reputation for excellence in the highly competitive arena of graduate business education. The endowment also supports the Flores MBA Distinguished Speaker Series, in which Mr. Flores served as the inaugural speaker in September 1998.

Jim Flores is Chairman of the Board and Chief Executive Officer of Plains Resources Inc. He was a founder of Flores and Rucks, an oil and gas exploration and production company that later became Ocean Energy, Inc. and served as Vice Chairman of the Board of Directors of Ocean Energy, which is now one of the largest independent oil and gas companies in the U.S. Flores has served on the State of Louisiana Governor's Energy Advisory Council and as Director of the Louisiana Independent Oil & Gas Association and the Mid-Continent Oil and Gas Association. He has also been an active member of the Independent Petroleum Association of America, the U.S. Oil and Gas Association, the American Association of Petroleum Landmen, the Texas Independent Producers and Royalty Owners Association, and the Houston Producers Forum. Flores was inducted into the All-American Wildcatters in 1999.

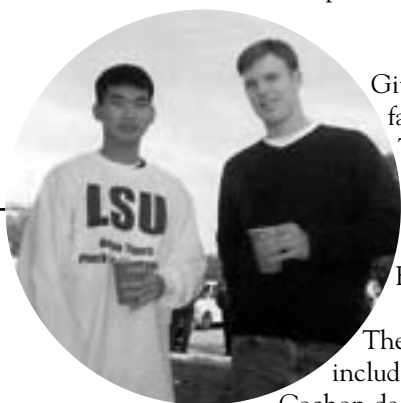
Jim and Cherie Flores are both alumni of the business college. Jim graduated in 1981 with a Bachelor of Science in Corporate Finance and in 1982 with a Bachelor of Science in Petroleum Land Management. Cherie graduated in 1986 with a Bachelor of Science in Marketing. The union they formed later grew beyond conventional ideas of marriage into a partnership in every sense of the word. Both are active members of their community and participate in numerous civic and philanthropic activities. They are actively committed to their alma mater. Jim serves on the Dean's Partnership Board for Excellence and in 1996 was named to the LSU E. J. Ourso College of Business Administration Hall of Distinction.



What is the MBA Association and why should I join?

The MBA Association (MBAA), a professional graduate-student organization, is a fundamental part of the MBA experience. The association strives to create an atmosphere conducive to the professional and personal development of its members. Its purpose is to provide members the opportunity to succeed by:

- Becoming involved in the surrounding community
- Creating opportunities for the enhancement of professional skills
- Building relationships outside of class with fellow students
- Developing a strong alumni network
- Representing the Flores MBA Program, E. J. Ourso College of Business, & LSU



Giving back to the local community through volunteer service projects is an important facet of the MBAA. One annual event the MBAA has developed is the Charity Golf Tournament. With the proceeds donated to a charity voted on by the MBA students each year, the event brings together local companies, students, and members of the community. Last year, the Second Annual MBAA Charity Golf Tournament raised greater than \$17,750. The association has also worked with the Baton Rouge Food Bank, Junior Achievement initiatives, hurricane relief efforts, and charity day sales.

The MBAA plans a number of social events each year, including corporate-sponsored tailgate parties, the fall Cochon de Lait (Pig Roast) and Fish Fry, the Spring Wine and Cheese Party, and the Spring Crawfish Boil. Students have the opportunity for friendly competition through various basketball, softball, soccer, and volleyball intramural games. Members assimilate quickly into the business school community through various networking opportunities, social outings, and service activities. The MBAA provides excellent leadership opportunities and adds to the graduate school experience for the MBA student.



MBAA members develop indispensable friendships, learn more about the global business environment, interact with the business community, and participate in numerous community service projects. Events are designed to complement the MBA program's curriculum and allow members to expand their professional and social network by developing professional relationships and friendships with people from all walks of life.



What are the Executive and Professional MBA Programs? Why are they important to me?

The Executive MBA and the Professional MBA programs are designed for working professionals who prefer to earn their MBA on a part-time basis, while continuing their current employment. Each class of students progresses through the curriculum together and is encouraged to learn from one another through traditional academic work and shared experiences.

The Professional MBA program, which comprises 33 months of study from start to finish, is intended for the working professional who prefers to attend evening classes on a part-time basis. The PMBA program is designed for professionals with a minimum of three years of full-time business experience and provides a solid management core, augmenting the professional's primary field of employment. It consists of 14 core courses, assuring the student an in-depth understanding of all major business fields. No electives are required since this program is designed to provide a solid management core; however, students who wish to develop a specialization may do so after completing the PMBA.

The Executive MBA program is intended for the working professional with a minimum of five years of full-time business experience. The program constitutes 18 months of study over two academic years, with classes held on alternate weekends (Fridays and Saturdays.) The EMBA curriculum consists of 15 core courses, covering all major business fields. Students also take three advanced topic courses, covering current topics of interest.

The EMBA and PMBA programs provide a valuable link to the full-time MBA students. The executive and professional students and alumni are often employed by corporations who hire full-time MBA students. Many are also in positions that hire or can influence hiring decisions. As our MBAs, executive, professional or full-time, rise in the ranks of some of the nations top corporations, the value of each MBA degree is enhanced.

I wasn't an undergraduate business major or I've been out of school for quite a while. Am I going to be lost in the MBA Program?

Relax. You are not alone. The MBA program was traditionally designed for students with non-business backgrounds. As long as you have completed the requisite classes and are not afraid to work hard, you will be fine. All of the classes start off with the basics, but they move quickly—keeping up with your assignments is a key to success. Do not hesitate to use the faculty, second-year mentors, and your classmates as resources.



Fall 2002 Calender

August:

- 20-23 **MBA Launch**
- 26-30 **MBA Group Resume Workshops (1 hour each)**
- 26 Classes Begin

September:

- 1 Football: LSU @ Virginia Tech
- 2 Labor Day
- 7 Football: Citadel @ LSU
- 14 Football: Miami (Ohio) @ LSU
- 18 **Ourso College of Business Career Reception**
- 19 LSU Career Day
- 27 **Distinguished Speaker Series – Randy Russ/Community Coffee**
- 28 Football: Mississippi State @ LSU

October:

- 5 Football: UL Lafayette @ LSU (Homecoming)
- 10 Fall Holiday Begins
- 10-11 **Southwest MBA Alliance – Dallas, TX**
- 12 Football: LSU @ Florida
- 14-17 Midterms
- 18 **Distinguished Speaker Series – Jan Jobe/Pan American Life**
- 19 Football: South Carolina @ LSU
- 26 Football: LSU @ Auburn

November:

- 9 MBA Association Cochon de Lait
- Football: LSU @ Kentucky
- 16 Football: Alabama @ LSU
- 22 **Distinguished Speaker Series – Jim Hackett/Ocean Energy**
- 23 Football: Ole Miss @ LSU
- 28-29 Thanksgiving Holidays
- 29 Football: LSU @ Arkansas

December:

- 2 Classes Resume
- 4-6 Concentrated Study Period
- 7 Football: SEC Championship (Keep your fingers crossed.)
- 9-13 Final Exams
- 20 Commencement

Schedule

LAUNCH SCHEDULE

| Begin TIME | End TIME | ACTIVITY (Location) | ATTIRE* |
|-----------------------------|----------|--|------------------|
| Tuesday, August 20 | | | |
| 9:00 AM | 9:30 AM | Registration (Room 1119 CEBA) | Active Casual |
| 9:30 AM | 10:30 AM | Welcome | Active Casual |
| 10:30 AM | 11:00 AM | MBAA Officer Introductions | Active Casual |
| 11:00 AM | 12:00 PM | Lunch (provided) | |
| 12:00 PM | 3:00 PM | Team Building (LSU REC Center) | Active Casual |
| 3:00 PM | 6:00 PM | Break | |
| 6:00 PM | 7:00 PM | Class Photos (Faculty Club) | Professional |
| 7:00 PM | 9:00 PM | Kick-off Dinner (Faculty Club) | Professional |
| Wednesday, August 21 | | | |
| 8:30 AM | 11:30 AM | Myers/Briggs (1119 CEBA) | Classroom Attire |
| 11:30 AM | 12:00 PM | Lunch | |
| 12:00 AM | 2:00 PM | Summer Internship/Specialization (1119 CEBA) | Classroom Attire |
| 2:00 PM | 3:00 PM | Scholarships/Grad Assistantships Blackboard/SIS** | Classroom Attire |
| 3:00 PM | 3:15 PM | Break | |
| 3:15 PM | 4:15 PM | Monstertrak** | Classroom Attire |
| 4:15 PM | 4:30 PM | PAWS | Classroom Attire |
| 4:30 PM | 5:30 PM | Scavenger Hunt (1119 CEBA) | |
| Thursday, August 22 | | | |
| 8:00 AM | 10:30 AM | Presentation Skills Workshop (1119 CEBA) | Classroom Attire |
| 10:30 AM | 12:00 PM | Lunch/Presentation Preparation | Classroom Attire |
| 12:00 PM | 2:00 PM | Presentation Development/Rehearsal | Classroom Attire |
| 2:00 PM | 4:30 PM | Presentations | Classroom Attire |
| 4:30 PM | 5:00 PM | Summary and Conclusion (1119 CEBA) | Classroom Attire |
| Friday, August 23 | | | |
| 8:00 AM | 12:00 PM | Resume and Cover Letter Workshop (with Fashion Show as Break) (1119 CEBA) | Classroom Attire |
| 12:00 PM | 12:30 PM | Travel to Stadium | |
| 12:30 PM | 2:45 PM | Lunch with Faculty and 2nd Year Students (Tiger Den Suites) | Classroom Attire |
| 2:45 PM | 4:30 PM | Team Building with 2nd Years/MBAA Mentor Introductions | Classroom Attire |

* See Appendix A for definitions of acceptable attire.

** Students will be divided into two groups -- each group will participate in each seminar.

Launch Schedule Breakdown

Tuesday, August 20

Register (9:00-9:30) 1119 CEBA

-Register and receive your MBA shirt and Launch Binder.

Welcome (9:30 – 10:30)

-Dr. Shields, the Director of MBA Programs, will introduce himself and the MBA office staff. He will speak about the program and what to expect throughout the Launch and the next two years.

MBA Association (MBAA) Officer Introductions (10:30-11:00)

-The officers of the MBA Association will introduce themselves and describe their duties, as well as the purpose of the MBAA.

Lunch (11:00-12:00)

-Lunch will be provided for you on campus.

Team Building with Four Winds (12:00-3:00) LSU REC Center

-Four Winds has been an integral aspect of the Launch for many years. Representatives facilitate team-building activities by incorporating physical activities, challenging puzzles, and games into the afternoon. Remember to wear comfortable tennis shoes.

Break (3:00-6:00)

-Go home, clean up, and get ready for the Alumni Dinner.

Class Pictures (6:00-7:00) Faculty Club

-Pictures will be taken of you both individually and as a group. The individual pictures will be posted on the Ourso College of Business website under “MBA Directory.”

Alumni Dinner (7:00-9:00) Faculty Club

-Appropriate attire for this event is professional (please see the “Clothing Guidelines” in Appendix A). This is a formal dinner with MBA alumni, business college faculty and staff, and your classmates. Please complete the dietary restrictions section of the personal information sheet if you have any special requirements.

Wednesday, August 21

Myers/Briggs Type Indicator (8:30-11:30) 1119 CEBA

-Dr. Kerry Sauley and Dr. Shirley White will administer the MBTI exam, which identifies personality types. They will discuss the results with you and identify common behaviors of each type.

Lunch (11:30-12:00)

-Lunch will be provided for you on campus.

Summer Internship/Specializations (12:00-2:00) 1119 CEBA

-Wendy Luedtke will discuss the role of internships in the MBA program.
-Second-year students will discuss their internships and specialization options.

Monstertrak (2:00-3:00)/(3:15-4:15)

-Mary Feduccia, director, Career Services, will introduce you to Career Services and the job-posting site Tigertrak (Monstertrak).

Scholarships/Grad Assistantships Blackboard/SIS/PAWS (2:00-3:00)/(3:15-4:15)

-Wendy Osborn Luedtke will discuss scholarship and assistantship options. She will also introduce Blackboard, SIS, and PAWS options that are relevant to MBA students.

Scavenger Hunt (4:30-5:30)

-At the end of the day, there will be a scavenger hunt in CEBA and the surrounding area. The goal of the scavenger hunt is for you to become familiar with the CEBA building, which can get pretty confusing, and to have some fun with your new friends.

Thursday, August 22

Presentation Skills Workshop (8:00-10:30) 1119 CEBA

-Graduates of the 2002 MBA class will discuss the importance of presentations both within class and in the workplace, including planning, developing, and delivering a presentation.

Lunch/Presentation Preparation (10:30-12:00)

-At the end of the Presentation Skills Workshop, you will be divided into groups and given a topic to research. You will have time to research the topic and have lunch with your group. Your research resources may include this Launch packet, the Internet, and several key persons in the Ourso College of Business who will be available to meet you and answer questions you may have about certain MBA events.

Presentation Development/Rehearsal (12:00-2:00)

-Develop a PowerPoint presentation and rehearse with your group.

Presentations (2:00-4:30)

-Present your topics to the class, second-year MBAs, and staff.

Summary and Conclusion (4:30-5:00) 1119 CEBA

-Discuss and evaluate the presentations.

Friday, August 23

Resume Workshop with Fashion Show (8:00-12:00) 1119 CEBA

-Dr. Shirley White will discuss resumes, writing cover letters, and what is expected of you in job interviews. Included is a lighthearted fashion show to demonstrate appropriate and inappropriate business attire.

Travel to the Stadium (12:00-12:30)

-Travel to Tiger Stadium for Lunch. Directions will be provided at the Launch.

Lunch with MBA Faculty, Staff, and Second Year Students (12:30-2:45)

-Lunch will be provided in LSU's newly built Tiger Den Suites inside Tiger Stadium. A beautiful view of the football field will greet you as you meet faculty, staff, and second year students.

Team Building with Second Years (2:45-4:30)

-The second year students will introduce themselves through team building with your class. You will also meet your MBAA Mentors.

Rest up for 2 Years of MBA School (4:30-Monday Morning)

Some Common Questions from Incoming MBA Students

Q: What is the MBTI?

A: The MBTI (Myers-Briggs Type Indicator) is a common and effective personality test that is used by many organizations to identify possible traits of employees.

Q: I have taken the Myers-Briggs test in the past, so do I have to take it again? How will I use it?

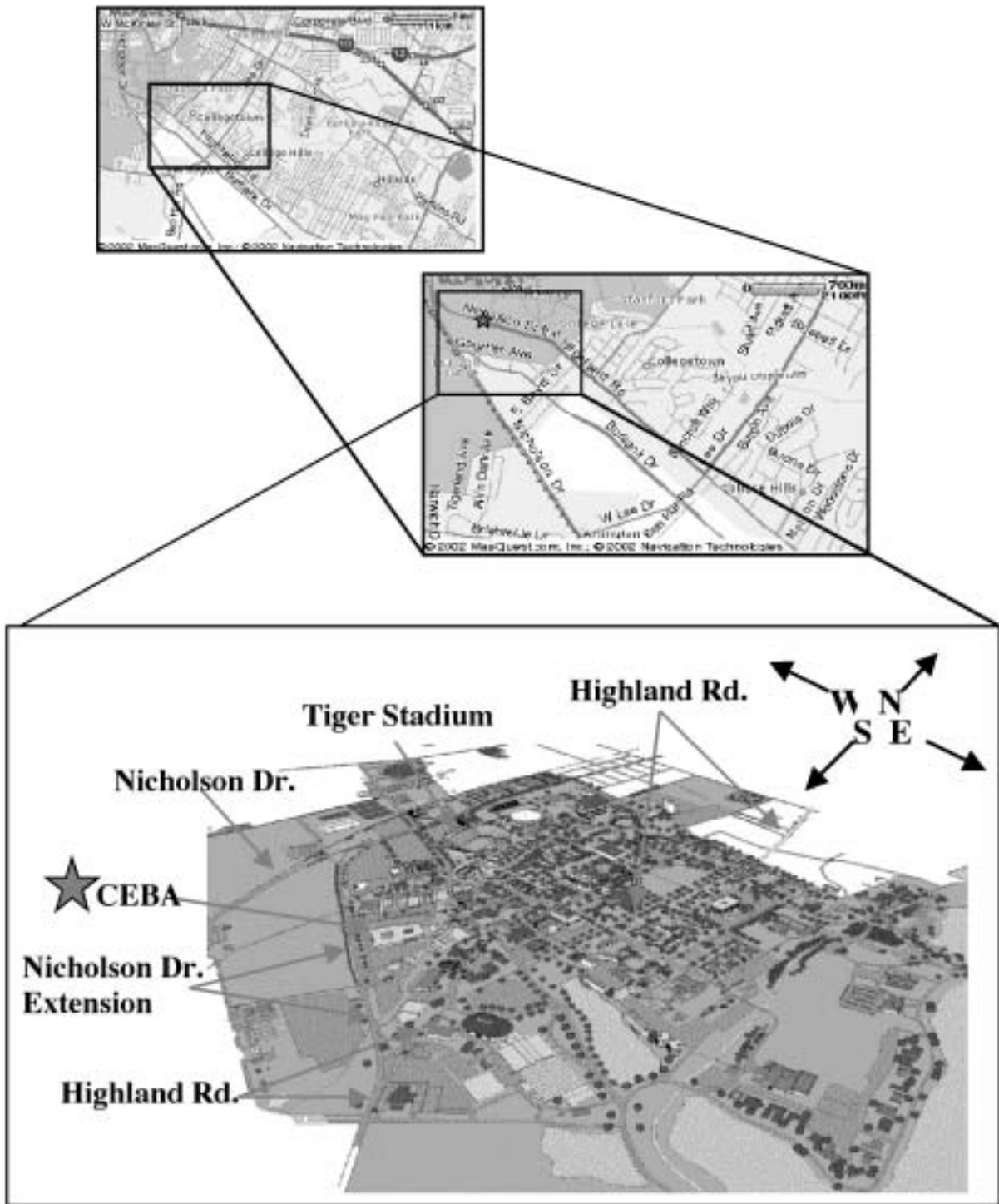
A: Yes, all students take the MBTI on Wednesday. Although some have taken it in the past, all students are asked to participate because they may learn even more about their personality type.

Q: I am an LSU undergraduate, and I already know how to use the LSU PAWS system. Do I have to attend the PAWS session for the Launch?

A: No, you are not required to attend the PAWS session if you were an LSU undergrad. You must stay for the scholarship, assistantship, Blackboard, and SIS presentations, but you may leave during the PAWS session and take an extended break before the scavenger hunt.

How do I get to CEBA?

Map to CEBA (Center for Engineering and Business Administration)



Flores MBA Contact Information and Titles

You can find photos of the MBA Staff by selecting "Flores MBA Program" at www.bus.lsu.edu/directory/COB_Staff_Directory.

MBA Staff

David Shields
Director, MBA Programs
dshiel1@lsu.edu
578-8867

Scott Fargason
Associate Director, Joint JD/MBA Programs
sfargas@lsu.edu
578-6220

Allison Bridgewater
Assistant Director, MBA Programs
abridg2@lsu.edu
578-2932

Kathy Bosworth
Assistant to the MBA Director and
Graduate Counselor, MBA Programs
babosw@lsu.edu
578-8892

Shirley DeJean
Administrative Assistant, MBA Programs
and Graduate Studies
sdejean@lsu.edu
578-8867

Wendy Osborn Luedtke
Director, Alumni and Recruiting Relations
wendy@lsu.edu
578-8865

Ben Melancon
Assistant, MBA Programs
bmelan9@lsu.edu
578-8867

Graduate Assistants and Student Workers

Julie Madere
Graduate Assistant, MBA Class of 2003
jmader1@lsu.edu

Lynlea Roussel
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Jennifer Templet
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Luc Nguyen
Student Worker, Undergraduate in
Computer Science and Computer Engineering
tnguy91@lsu.edu

Thuy Nguyen
Student Worker, Undergraduate in
Electrical Engineering with a Minor in Business
tnguy62@lsu.edu

Missy Tregre
Student Worker, Undergraduate in Finance
mtregr1@lsu.edu

MBA Association Officers and Cohort Leaders



President: Chris Psilos, cpsilo1@lsu.edu



Vice-President: Josh McInteer, jmcint1@lsu.edu



Treasurer: Nicolle Couret, ncouret@lsu.edu



Philanthropy Chair: Mandy Lavergne, mlaver1@lsu.edu



Social Chair: Jimmy Wong, jwong1@lsu.edu



Communications Chair: Manny Crespo, mcrespo@lsu.edu



Intramural Chair: Drew Reeves, jreeve7@lsu.edu

Second Year Cohort Leaders:



Ernie Ballard, eballa1@lsu.edu



Lara Carter, lcarte2@lsu.edu



Winter Malbrough, wmalbr2@lsu.edu



Heather Sturlese, hsturl1@lsu.edu



Jennifer Templet, jtemple2@lsu.edu

Pre-Launch CHECKLIST

Please complete and return the following items to the MBA Office before August 9:

- Personal Information Sheet
- Code of Student Conduct
- MBA Association Application and Fees
- Four Winds Waiver

Please complete the following prior to August 20:

- Health Coverage
- Obtain PAWS Account
- Obtain LSU Tiger Card (LSU has issued new Tiger Cards – each person must obtain a new card.)
- Obtain a Parking Permit
- Resume Worksheet

Obtain Health Coverage

Student Health Center care is available at a very low cost. It is not necessary that a student have insurance to use the SHC; however, any serious accident or illness requiring hospital care could be extremely expensive. Please visit www.lsu.edu/shc for more information.

The SHC's Insurance Office has a full-time employee to assist students in submitting health insurance claims for services rendered at the SHC. This office is located in Room 192. The telephone number is 225-578-3304, FAX 225-578-5655, and e-mail is cdcarney@lsu.edu.

It is your responsibility to begin the process to file insurance claims. The SHC will not automatically file claims for you. Your insurance company may request additional medical records from you, the SHC or other medical providers. This may delay payments of claims.

Obtain a Personal Access Web Services (PAWS) account

This is critical for two reasons:

1. PAWS e-mail is the principal means of communication for the MBA program and the Ourso College of Business. It is critical that you check your PAWS e-mail daily.
2. The Launch will include a PAWS workshop. Your account must be established prior to the Launch in order for you to participate (see below for instructions). Instruction will be provided on how to use PAWS for e-mail, how to forward your mail to another account, how to use PAWS to check grades, course announcements, etc. PAWS is a convenient service, used by all LSU students. Each student's email account is capable of holding up to 50 megabytes of information.

Completion of a password change through REGGIE (LSU's touch-tone information system) takes only a few minutes, although the change will not go into effect for approximately 2 hours. This procedure will change the old password and establish the new password for the logon id specified. You must know your ID number (Social Security Number) and personal access code (PAC) number (the system recognizes your birth date—mmddy— as your PAC number until you change it to something more unique and secure.)

There are two ways to obtain a PAWS account:

1. call REGGIE (578-4437/ 57T-IGER)
2. go online to the PAWS account application page (paws.lsu.edu)

If you experience any problems with your PAWS account, please call the LSU Computing Services Application Services Center at 578-0100

Obtain an LSU Tiger card (ID card)

Because LSU has recently developed a new system for ID cards, every student is required to obtain a Tiger Card. Follow these directions to obtain a card:

1. Report to the Campus Card Operations office, Room 221 of the LSU Union.
2. A photo ID (Driver's License, Passport, etc.) will be required to get a card.

Each student, faculty, and staff member is given their first Tiger Card at no charge. A fee of \$15 will be charged if your card needs to be replaced. Tiger Cards are good as long as you are at LSU!

Students use the Tiger Card to check out books from the library, gain access to athletic events and the Recreation Center, and use Tiger Cash and meal plans. Tiger Cash is a debit card system encoded on your LSU Tiger Card providing a fast, safe, and convenient way to make purchases all over campus, including at the campus copy machines. You will not need your card during the Launch, so if you do not have one, you have the option of obtaining it prior to or after the Launch.

If you have any questions about obtaining an ID card or a Tiger Cash account, please call 225-578-4300 or send an e-mail to TigerCard@lsu.edu.

Obtain a parking permit

Any student operating a vehicle on campus must have a parking permit (hangtag.) Towing is strictly enforced! The permit costs \$39/year. Student vehicles without parking permits will not be ticketed prior to September 4th as long as they are parked legally and in a student-parking zone. Vehicle hangtags must be displayed beginning September 4, 2002. Parking permits may be purchased via REGGIE, 225-578-4437, or online using your PAWS account, until fee bills are printed. If you have received your fee bill and did not purchase a hangtag, you must go to the Office of Parking, Traffic, and Transportation to purchase a hangtag.

For more information:

Office of Parking, Traffic and Transportation

LSU Public Safety Building

South Stadium Road

Baton Rouge, LA 70803

parking@lsu.edu

225-578-5000

Flores MBA Program

Clothing Guidelines

fashion
police



What looks fine, and what should be fined!

MBA Clothing Guidelines

The Flores MBA Program is a professional business program; therefore an image of professionalism and leadership is as important within the program as it is to the businesses in which students will eventually work. The dress code distinguishes the Flores MBA Program from the rest of the business students. The following guidelines will assist you in having a better understanding of the various types of business attire. If you have any questions about what to wear for specific events please check the Ourso College's Calendar of Events to view the appropriate attire for the event.

Professional Attire

Some events are formal and require professional attire. These events include the alumni dinner, which is held the first night of the Launch, the Distinguished Speaker Series lectures, and the E. J. Ourso College of Business Administration Career Receptions. Below are descriptions of professional attire along with some pictures to guide you in your professional attire selection.

Men:

- Business suit with a well-pressed long sleeved dress shirt, tie, belt and dress shoes.
- Navy to dark gray business suit. Navy is the dominant power color. Black is for funerals and socials.
- Maximum of one patterned item of clothing. Recommendation is solid color suit and shirt and patterned tie.
- Trousers long enough to cover your socks and to have a slight break over your shoes.
- Ties that reach your belt line, preferably silk or high quality blend. The best choices are solid, stripes, or small pattern ties limited to three colors. Burgundy is a good choice because it is considered a serious color. Tie clips and tacks are way out of date.
- Dark socks that match your suit and are long enough so as not to allow any skin to show when you cross your legs.
- Black, cordovan, or brown classic lace-ups, shined, and in good repair.
- Leather belts with small belt buckles.
- Facial hair, if worn, should be trimmed and well groomed.

Do Not Wear:

- Bottom button on your suit jacket buttoned.
- Flashy ties (avoid pink and yellow).
- Both a belt and braces (suspenders). If you wear braces make certain they fasten inside your trousers with buttons. No metal clip-ons.
- White or ankle socks.
- Earrings.

Women:

- Business suits consisting of matching jacket and bottom in conservative dark colors. The bottom piece can be a dress, skirt, or dress pants with a dress blouse.
- Skirts at knee length.
- Heels up to 1 to 2 inches.
- One or two pieces of appropriate jewelry and only one earring per ear.
- Nude, taupe, navy, or black hosiery required at all times.
- Tailored purse with shoulder strap (to keep your hands free for greeting).
- Conservative business make-up and nail polish.

Do Not Wear:

- Tight or revealing clothing.
- Sleeveless, strapless or spaghetti strap clothing.
- Denim clothing of any kind.
- Shorts of any kind or length.
- Cropped tops, or any other top that shows your stomach.
- Skirts shorter than one inch above your knee or longer than two inches below your knee.
- Casual shoes, sandals, athletic shoes, or shoes that expose your toes.
- Excessively high heel shoes.
- Bangles or dangly earrings.
- Ankle bracelets.
- Extreme styles of nail polish, jewelry, or scarves.
- Hats.
- Hosiery darker than your skirt or slacks.

Professional Attire for Men and Women Also Includes:

- Laundered shirts with light to medium starch, hung (not folded to avoid creases).
- Clean clothes that do not show wear.
- Tucked in shirt.
- Pants breaking just above the shoe.
- Long sleeved shirts that reach the base of the hand and shows slightly when wearing a jacket.
- Polished leather shoes in good repair.
- Belts in belt loops.
- Conservative watch.
- Neatly groomed hair that is clean and out of your eyes.
- Clean and neat nails of appropriate length.
- Ring on your left ring finger only. Rings on your right hand interfere with shaking hands.
- Trench coats should be worn if outerwear is needed.
- Umbrellas should be a solid dark color (no logos).

Professional Attire for Men and Women Does Not Include:

- No pens or pocket protectors in your shirt pocket.
- No visible body piercings.
- No visible tattoos.
- Heavy cologne.
- Gum chewing.

Professional Attire- Men's



Professional Attire- Women's



Business Casual

Many organizations in recent years have adopted a business casual dress code. While there are varying degrees of business casual, the following are conventional guidelines. Recruiters often invite students to information sessions about their companies and recruiting dinners or receptions. When attending these events, it is a good idea to err on the side of safety and dress with these guidelines in mind. Included are a few pictures to help in your selection. When in the work force, remember to dress where you aspire to be, not where you are.

Men:

- Dress slacks, khakis, corduroys, or wool slacks with a leather belt.
- Blazers and ties are appropriate, but not necessary (preferred at information sessions).
- Long-sleeved button down shirt pressed (preferably white, light blue, or conservative stripes) and short-sleeved button down shirts.
- Buttoned down collar shirts must have collars buttoned down.
- *Collared polo-type shirts are appropriate in more casual situations.
- Crew-neck sweaters, cardigan sweaters, or vests.
- Dark socks (should be mid-calf length so that no skin is visible when you sit down).
- Facial hair, if worn, should be trimmed and well groomed.
- Trench coat, topcoat, or leather blazers are appropriate for outerwear.

Do Not Wear:

- Unbuttoned or open shirts.
- White or ankle socks.
- Earrings.

Women:

- Skirts, slacks, and dresses. Slacks should be tailored and creased.
- Skirts and dresses should be knee length.
- *Dress straps should be at least one inch wide.
- Dress shirts, blouses, and sweaters (not too tight or low cut).
- Hosiery (patterned not appropriate) with dresses and skirts; trouser socks or stockings with slacks.
- Tailored purse with shoulder strap (to keep your hands free for greeting).
- Natural makeup and conservative color nail polish.
- Trench coat, pea coat and blazers are appropriate outerwear.

Do Not Wear:

- Sleeveless, strapless or spaghetti strap clothing.
- Cropped tops, or any other top that shows your stomach.
- Shoes that expose too much of your toes (dressy open toe shoes only).
- Bangles or dangly earrings.
- Extreme styles of nail polish, jewelry, or scarves.

* These items are not appropriate for recruiting information sessions.

Business Casual for Men and Women Also Includes:

- Shirts laundered with light to medium starch, hung (not folded to avoid creases).
- Clean clothes that do not show wear.
- Tucked in shirts.
- Pants breaking just above the shoe.
- Long sleeved shirts should reach the base of the hand and show slightly when wearing a jacket.
- Leather shoes polished and in good repair.
- Belts in belt loops.
- Conservative watch.
- Neatly groomed hair that is clean and out of your eyes.
- Clean and neat nails of appropriate length.
- Ring on your left ring finger only. Rings on your right finger can interfere with handshakes.
- Umbrellas should be a solid dark color (no logos).

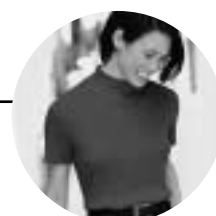
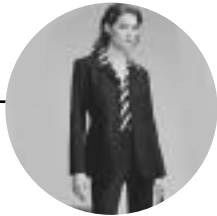
Business Casual for Men and Women Does Not Include:

- Jeans, casual pants, or shorts.
- Tight and revealing clothes.
- Athletic wear, t-shirts, fleece, or wind suits.
- Athletic shoes, bare feet or open toe sandals, and hiking boots.
- No caps or hats.
- No visible body piercings (exception- women's pierced ears).
- Heavy cologne.
- Gum chewing.

Business Casual- Men's



Business Casual- Women's



Classroom Attire

To encourage professionalism among the students and communicate it to those outside the program, the dress code while in the classroom and while representing the MBA program in the community is "MBA Classroom Attire." Below are descriptions and pictures of classroom attire.

Men:

- Dress slacks, khakis, corduroys, or wool slacks with a leather belt.
- Pressed long-sleeved or short-sleeved button down shirt.
- Collared polo-type shirts are appropriate.
- Crew-neck sweaters, cardigan sweaters, or vests.
- Dark socks (should be mid-calf length so that no skin is visible when you sit down).
- Leather loafers, oxfords, or boots.
- Facial hair, if worn, should be trimmed and well groomed.

Do Not Wear:

- Unbuttoned or open shirts.
- White or ankle socks.
- Earrings.

Women:

- Skirts, slacks, and dresses.
- Skirts and dresses no shorter than three inches above your knees.
- Dress straps should be at least one inch wide.
- Dress shirts, blouses, and sweaters (not too tight or low cut).
- Loafers, pumps, slides, mules, and conservative sandals.

Do Not Wear:

- Spaghetti straps.
- Cropped tops, or any other top that shows your stomach.
- Bangles or dangly earrings.
- Extreme styles of nail polish, jewelry, or scarves.

MBA Classroom Attire for Men and Women Also Includes:

- Clean, well pressed clothes that do not show wear.
- Tucked in shirts.
- Polished leather shoes in good repair.
- Belts in belt loops.
- Conservative watch.
- Neatly groomed hair that is clean and out of your eyes.
- Clean and neat nails of appropriate length.
- Ring on your left ring finger only. Rings on the right hand can interfere with handshakes.

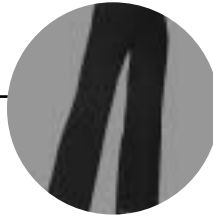
MBA Classroom Attire for Men and Women Does Not Include:

- Jeans or shorts.
- Tight and revealing clothes.
- Athletic wear, t-shirts, fleece, or wind suits.
- Athletic shoes or flip-flops.
- No caps or hats.
- No visible body piercings (exception- women's pierced ears).
- Heavy cologne.

Classroom Attire-Mens



Classroom Attire- Women's



Survival Guide

Louisiana State University MBAA Survival Guide

Welcome to tiger country!

MBAA Survival Guide for Incoming MBA Students

This section of the packet is provided by the MBA Association (MBAA), which is the professional student organization of the Flores MBA Program. The purpose of the Survival Guide is to assist the incoming class with the transition from the work world or undergraduate student life to MBA student. The guide includes information about the MBAA, LSU, campus services and phone numbers, websites, restaurants, study areas and maps.

Just one year ago, we in the MBAA were in your shoes, anxious about beginning a new chapter in our lives. Many of us received our undergraduate degrees from LSU, but others did not. Those who moved to Baton Rouge from other areas sometimes found it difficult to become acquainted with the city. We hope that this Survival Guide will help to ease some of the normal anxiety associated with moving to a new city. If you have any questions about living in Baton Rouge or about the MBA program, please feel free to contact any of the MBAA officers or cohort leaders. Their contact information can be found under the Flores MBA Contact Information section of the Launch Packet. We are happy to help. Also be sure to introduce yourself to all of the second year students at the Friday social during the Launch and the team building events that afternoon.



Enjoy the Launch and the next two years of MBA school!

The Flores MBA Class of 2003

What the Flores MBA Association has to Offer

All Flores MBA students are encouraged to join the MBAA, as it is the professional student organization of the program and the center of student activity. Read the following and then be sure to return your membership form to become a member of the MBAA and to reserve your football tickets in the MBA section of Tiger Stadium. To purchase football tickets and reap the other benefits of the MBAA, one must be a member. For more information about the MBAA, refer to the "What you should know as a Flores MBA" in the Launch Packet. The membership form for the MBAA can be found as a separate insert of the Launch Packet. Please mail it in with the rest of the necessary paperwork by August 9.



What can you expect from the MBAA?

Reserved seating in the MBA section of Tiger Stadium for home football games
Interaction with MBA faculty and staff outside of the classroom
Tailgates for home football games
MBA Communications Directory
MBAA Website
Cochon de Lait (Pig Roast)
Fish Fry (fall)
Back to School BBQ (fall)
Philanthropic activities, including the Annual Charity Golf
Tournament (spring)
Crawfish Boil (spring)
Mentors
Wine & Cheese Party (spring)
Back to School Party (spring)
Intramural athletics entry fees
Staff thank you gifts
Teacher and Mentor of the Year gifts
Activities to build your resume



Important Campus Numbers and Websites

Athletic Ticket Office
578-2184
www.lsusports.net

Flores MBA Office
578-8867
www.bus.lsu.edu/mba

Ourso College of Business
578-3211
www.bus.lsu.edu

Campus Card Operations
578-4300
www.fas.lsu.edu/ccop

Graduate School
578-2311
gradlsu.gs.lsu.edu

Parking and Traffic
578-5000
www.lsu.edu/parking

Campus Dining Services
578-6642
www.chartwells-lsu.com

Golf Course
578-8808
www.lsu.edu/ofs/golfcour

Residential Housing
578-8663
www.lsu.edu/housing

Campus Information
578-3202

Health Center
578-6271
www.lsu.edu/shc

University Police
578-3231
www.lsu.edu/police

Career Services Center
578-2162
www.lsu.edu/career

Library
578-5652
www.lib.lsu.edu

University Registrar
578-1686
www.lsu.edu/registrar

Financial Aid
578-3103
www.lsu.edu/financialaid

Office of Student Aid and
Scholarships
578-3103
www.lsu.edu/financialaid

Living in Baton Rouge

Living in Baton Rouge, Louisiana

We understand that moving to a new place can be overwhelming. If you are new to Baton Rouge, we hope that the following information will assist you in making your transition easier. Call the MBA office if you have any questions. We usually have an MBA or two in the office who would be happy to give you some friendly advice.

Internet Resources

NOTE: Louisiana State University does not take responsibility for, endorse the viewpoints of, or vouch for the accuracy or authenticity of any electronic data or information available via these sites.

The following websites contain information about our city and state:

Baton Rouge Area Convention and Visitor's Bureau: www.bracvb.com

Baton Rouge Net: www.brnet.com

East Baton Rouge Parish Library: www.ebr.lib.la.us

Info Louisiana: www.state.la.us

Louisiana Business and Technology Center: www.bus.lsu.edu/lbtc

Louisiana Resources on the Internet: www.artsci.lsu.edu/poli/newla.html

Official Website of Baton Rouge: www.ci.baton-rouge.la.us

Online Baton Rouge: online-batonrouge.com

The Baton Rouge Advocate Online: www.theadvocate.com

The Chamber of Greater Baton Rouge: www.brchamber.org

The Greater Baton Rouge Internet Rest Area: www.baton-rouge.com

The Greater Baton Rouge Business Report: www.businessreport.com

WAFB Channel 9: www.wafb.com

WBRZ Channel 2: www.wbrz.com

WVLA Channel 6: www.wvla.com

Weather Underground: Baton Rouge: www.wunderground.com/US/LA/Baton_Rouge

Apartments

MBA students can opt for on-campus housing in either residence halls or apartments. If you are interested in on-campus housing, please contact Residential Life at (225) 578-8663 or send an email to reslife@lsu.edu. You can also visit their website at www.lsu.edu/housing.

Abundant housing is available in both houses and apartments off-campus as well. The following list should help get you started on your search for a place to live. The complexes listed are places where 2nd year MBA students have lived or are currently living.

Walking Distance

El Cid Apts.
4033 Burbank
(225) 766-3773

Embassy Apts.
3964 Gourrier Ave.
(225) 766-5038

Smith Apts.
4214 Swire Ave.
(225) 767-1823

Driving Distance (Most of these apartments are also located on the LSU bus route. Be sure to ask!)

Bienville Towers
2100 College Dr.
(225) 928-9137

One Lakeshore Place
940 Stanford
(225) 766-7750

Sterling Apts.
4500 Burbank
(225) 768-7172

Brightside Crossings
1443 Brightside Dr.
(225) 819-0530

Park on Bluebonnet
8008 Bluebonnet
(225) 761-1300

Tiger Plaza
4445 Alvin Dark Ave.
(225) 766-6789

Brightside Place
1855 Brightside Dr.
(225) 766-8637

Place du Plantier
550 Lee Dr.
(225) 766-7380

Varn Villa
1645 Brightside Dr.
(225) 767-2434

Coventry Terrace
3033 July St.
(225) 344-9387

Plantation Trace
5151 Highland
(225) 766-7675

Oakbrook
5075 Nicholson
(225) 709-5450

Sharlo Apts.
2000 Brightside
(225) 769-3451

Local Realtors

Local realtors lease many apartments, condominiums, and houses around Baton Rouge.

Coldwell Banker
(225) 292-8230

Lewis Companies
(225) 928-9007

Southland Properties
(225) 751-0093

Latter & Blum
(225) 297-7888

Saurage Property
(225) 925-2500

Other Housing Resources

Apartments.com: www.apartments.com

Baton Rouge Apartments: <http://batonrouge.springstreet.com>

Homestore.com: www.homestore.com

The Baton Rouge Apartment Guide: www.apartmentsbatonrouge.com

The Baton Rouge Advocate Online Classifieds: <http://br.theadvocate.com/classifieds/>

Important Phone Numbers

These numbers will come in handy during your move to Baton Rouge.

Baton Rouge Water Co.
(225) 925-2011
www.batonrougewater.com

Cox Communications
(225) 615-1000
www.cox.com

Bell South Telephone Co.
(225) 557-6500
www.bellsouth.com

Entergy Electric Co.
(800) 368-3749
www.energy.com

Area Banks

All of these banks also have ATM's at the LSU Union.

Bank One
www.bankone.com
(800) 777-8837

Hancock Bank*
www.hancockbank.com
(225) 292-0336

Union Planters*
www.unionplanters.com
(225) 924-9280 or (800) 982-1291

Campus Federal Credit Union
www.campusfederal.org
(225) 769-8841

Hibernia Bank
www.hibernia.com
(800) 666-4417

Whitney National Bank
www.whitneybank.com
(877) 611-9448

*offers free checking accounts

Local Grocery Stores

Albertson's

2950 College Dr. (near I-10)
7515 Perkins Road (near Essen).

Super Target

6885 Siegen Ln. Take a left onto Siegen off of I-10 East. It will be on the right.

Super Wal-Mart

10606 South Mall Dr. Take a right onto Siegen off of I-10 East. Take a left at the first light, or stay in the right lane and take the South Mall exit.

Winn-Dixie

5555 Burbank (corner of Burbank and Lee).

Convenient Places to Shop

Cortana Mall

www.cortanamall.com

Get on I-10 East. At the I-10 / I-12 split to either go to New Orleans or Hammond, go toward Hammond (I-12). Exit Airline Hwy. North, and stay on Airline until you see Cortana Mall. It will be on your right, immediately after Florida Blvd.

Mall of Louisiana

www.mallofla.com

This is the newest and perhaps the "best" mall as far as having most of the retail chains. It is located right off I-10 at Bluebonnet. You can't miss it.

Tanger Outlet Center

www.tangeroutlet.com

Drive down I-10 East toward New Orleans for about 30 minutes until getting off at Exit 177 Gonzales. Take a right on Highway 30, and then another immediate right. You can also take Nicholson (Hwy 30) all the way from campus to Gonzales. Shop away!

Some favorite MBA Eateries in Baton Rouge

The following is a list of eating places located near LSU: make no mistakes, there are many more, but this is a list of some of the preferred hot spots. Louisiana is known for people who love to eat, and the restaurant owners in Baton Rouge make certain you will not leave their restaurants hungry.

Arzi's Restaurant

5201 Nicholson Dr.

(225) 766-3323

If you like Greek & Lebanese food then you're sure to love Arzi's. They specialize in Shawarma Plates and Shish Kabob's, but you'll have a hard time finding a favorite on their menu. Everything is fabulous.

Atcha Bakery & Café

3221 Nicholson

(225) 383-7482

Atcha is more than just the average bakery. They bake their own pita bread, Jerusalem bagels and the best baklava in town along with 12 different pastry items. Atcha is also an eatery dine-in place that serves shawarma chicken, gyros, homos, falafel and others. You can also shop from the middle-eastern variety food and gifts.

Brew-Bacher's Grill

5251 Nicholson Dr.

(225) 766-8491

You'll never find a better Chicken Club sandwich in town. It's also a great place to hang out, have a couple of pitchers and watch the latest game on their big screen TV.

Calendar's Restaurant & Bar

4350 Highland Rd.

(225) 769-3751

Burgers, sandwiches, salads, great appetizers and home of the all-famous TOUCHDOWN! You'll have to drink it to believe it. Bring some friends because you won't be able to do it alone.

Chili's Grill & Bar

4550 Constitution Ave.

(225) 927-0035

www.chilis.com

Famous for their Baby Back Ribs and Awesome Blossoms, you're sure to find something you love at Chili's. Don't forget to order one of their margaritas.

Izzo's Illegal Burrito

4250 Burbank, Suite 111

(225) 214-0870

www.izzos.com

Located near campus, Izzo's offers a fresh, quick, and healthy alternative to fast food. They specialize in burritos made by hand and created by you, but beware of the Illegal Burrito.

Mellow Mushroom

4250 Burbank, Suite 101

(225) 490-MELL (6355)

www.MellowMushroom.com

Enjoy the healthy and tasty delights that Mellow Mushroom has to offer while dining in a relaxed and eclectic atmosphere. Choose from various pizzas and calzones, or be creative and design your own.

Mike Anderson's Seafood Restaurant

1031 W. Lee Dr.
(225) 766-7823
www.mikeandersons.com

Famous for their fresh south Louisiana seafood entrees and specialty dishes. They use only the freshest gulf shrimp, lump crabmeat and crawfish, and if you like oysters on the half shell, this is the place to go.

Ninfa's Mexican Restaurant

4738 Constitution Ave.
(225) 924-0377

One of the best Mexican restaurants in Baton Rouge, you're guaranteed to leave feeling stuffed; however, you have to go early or you had better be ready to wait.

Portobello's Italian Grill & Café

1072 West Lee Dr.
(225) 761-5005

Wonderful food and great atmosphere. Excellent for a date with your significant other or just out with friends. Make sure to get a meal with their signature Portobello mushrooms.

Raising Cane's Chicken Fingers

3313 Highland Rd.
(225) 387-3533

Started in 1996 by LSU graduate Todd Graves, Raising Cane's has become a fixture in Baton Rouge. There are six other locations across the Baton Rouge area besides the Highland restaurant. With side orders of cole slaw, fries, and Texas toast, a Cane's chicken finger box with their signature "Cane's sauce" will satisfy even the hardest appetite. The company is in the process of offering franchises, so expect to see a Raising Cane's in your neck of the woods soon.

Rotolo's

1125 Bob Petit
(225) 761-1999
www.rotolos.com

Serves pizzas, salads, and calzones with only the freshest ingredients, along with more than 40 varieties of beer. Eat inside or enjoy some of the best local entertainment around outside on the covered deck. They also deliver!

Sammy's Grill & Oyster Bar

8635 Highland Rd.
(225) 766-7650

Their temperature-controlled patio is the perfect place to go and hangout with a group of friends. The menu consists of steaks, sandwiches, burgers, poboy's, etc. and you're guaranteed to have a good view of the latest sporting event on one of their five TV screens.

Semolina

4506 Jamestown Ave.
(225) 924-4506
www.semolina.com

Their slogan is "The Original International Pasta Bar" and this is evident at every visit. Almost any kind of pasta dish you can think of is served there, and they are sure to have the perfect bottle of wine to top off any meal.

Serrano's Salsa Company

3347 Highland Rd.

(225) 344-2354

www.serranossalsacompany.com

Tangy, zesty Mexican style food served in large portions. Offers original house Margaritas and a selection of greater than 50 tequilas. Eat inside or sit outside and enjoy the relaxing atmosphere in the covered deck area. Live entertainment each weekend of LSU home football games.

The Chimes

3357 Highland Rd.

(225) 383-1754

Featuring 120 beers from 24 countries. The Chimes offers delicious seafood po-boys and entrees and some of their very own Louisiana specialties.

The Great Wall Chinese Restaurant

3084 College Dr.

(225) 928-3213

Features one of the best Chinese buffets in town. You're sure to not go hungry after this meal.

Convenient Places to Study

LSU is well known for its party atmosphere; however, when it's time to study – it's time to study! There are numerous places located on or near campus where one can hide for a few hours and spend some quality time with the books. The following is a list of convenient places to study. Of course there are numerous others, but these of some of the more popular ones.

Barnes & Noble

2590 CitiPlace Court
926-2600

Caliban's Books

3615 Perkins Rd.
383-2665

Law Library

Located in the Law
Center on campus
578-8802

Starbucks Coffee

5720 Corporate Blvd.
926-7204
3009 College Dr.
216-7880

Bluebonnet Library

9200 Bluebonnet
763-2240

Coffee Call

3010 College Dr.
756-3193

Middleton Library

Located in the quad on
campus
578-3653

CC's Gourmet Coffee
House

4410 Highland Rd.
761-9220
9757 Perkins
767-6406

Highland Coffees

3350 Highland Rd.
336-9773

Perks Coffee House

2008 Perkins Rd.
344-7375

Joe Muggs Café

3525 Perkins Rd.
343-9584

Movie Theatres

Oak Cinema 8

www.oakcinema8.com
15365 O'Neal
755-8888

Siegen Village Cinema

7166 Siegen Lane
292-6195

Tinseltown Cinema

10955 North Mall
295-3300

United Artist Citiplace
Theatre

2610 Citiplace Ct.
216-0056

Getting around

An Easy Guide to Getting Around Baton Rouge

Always remember I-10, Perkins, Highland, Burbank, and Nicholson run parallel to each other. Acadian Thruway (which turns into Stanford at Perkins Road, which turns into LSU Avenue at West Lakeshore), College Drive (which turns into Lee Drive at Perkins Road, which turns into Brightside at Nicholson Drive), Essen Lane (which turns into Staring Lane at Perkins Road), Siegen Lane (which turns into Burbank at Highland Road and Sherwood Forest at Airline), and Bluebonnet Road run parallel to each other and intersect I-10.

I-10 runs East to West passing through Baton Rouge. I-10 East splits into I-10 (which will bring you to New Orleans) and I-12 (which will bring you to Hammond.) I-10 West splits into I-10 West (which will bring you to Lafayette and Texas) and I-110 North (which will bring you to Natchez/ Monroe and the Baton Rouge airport).

Hopefully this map will make everything above a little easier to visualize.

