Dear Alumni and Friends,

With this fall issue of Price Magazine we focus on the role that the business of energy plays in Price College. This ever-evolving resource is present throughout campus in research and state-of-the-art lab facilities as well as with OU graduates moving on to work in such areas as oil, gas, mining, environmental and water resource industries and in government agencies.

Price College’s Energy Management Program (formerly Petroleum Land Management) has successfully prepared undergraduates for exciting opportunities in the energy industry for almost 54 years. It is coupled with other OU schools and colleges such as the highly regarded Mewborne College of Earth and Energy, which prepares undergraduates and graduate students in petroleum engineering and geophysics. The program places OU in a distinctive position within a select few universities in the world that have both the scope and legacy of preparing future leaders in the energy industry.

We have added an energy specialization in the MBA program, which has become one of the more popular options among incoming students. This emphasis highlights the distinct characteristics of the energy industry through classroom, hands-on and executives-in-residence exposure. The internship programs in London and Houston along with the Institute of French Petroleum in Paris are distinguishing features of this new offering.

Both our undergraduate and graduate energy opportunities have been augmented by an Ernst & Young Foundation grant that has made it possible for the college to add two valuable courses in energy accounting taught by associate professor Terry Crain.

You also will find a discussion in this issue about our recently formed Business Energy Solutions Center’s primary mission, under the leadership of executive director Dipankar Ghosh, to serve as a forum for thought, leadership and education. Already, the center’s research director, Chitru Fernando, and other Price College faculty collaborations have secured federal grants addressing national policy issues surrounding energy and financial markets. The center also is involved in executive management education focusing on developing upcoming energy industry leaders by providing them a unique opportunity to explore integrative business strategies, sharpen leadership skills, network and gain exposure to leading-edge practices in their field. Early reaction to our offerings in executive education have been extremely positive, resulting in scheduling additional classes as well as developing advanced program design.

Finally, the reality of our continued progress in the energy education and thought leadership space is all due to our incredible alumni, faculty and students. Our graduates have gone on to amazingly successful careers. The abundance of prominent alumni are too numerous to highlight in one issue. Faculty with expertise in the business-energy interface are vital to our curriculum delivery. We are fortunate to have a very talented faculty, some of whom are featured. Additionally, the students who seek out Price College to secure their business energy education are those who continue to make OU the school of choice for top recruiters in the energy industry. One of our energy management students, Alex Kaiser, is highlighted in this issue of Price Magazine along with a recent alumna of energy management, Vanessa Wind Thompson. Our excellent faculty and students participate in education and research in a wide array of business arenas, yet a point of distinction is our university’s valuable legacy in providing leadership for the energy industry. We thought you would enjoy reading about how Price College participates in preparing future business leaders and advancing our understanding of this critical sector of the global economy.

Ken Evans  
Dean and Fred E. Brown Chair