James C. and Cherie H. Flores
Master of Business Administration Program
Distinguished Speaker Series

E. J. Ourso
College of Business Administration
Louisiana State University
Our mission at the James C. and Cherie H. Flores Master of Business Administration Program at Louisiana State University is preparing our students to compete in a complex business world. We cannot say it any more succinctly. Beginning in 1899 when LSU organized its first four-year business program, through 1928 when the college was formally established, excellence has been and continues to be our tradition.

The Flores M.B.A. Program, which is part of LSU’s E. J. Ourso College of Business Administration, is proud to offer more than simply a degree. Our goal is to deliver a challenging and rigorous educational experience that prepares our students for the rapidly changing environment that is today’s business world. In striving to attain this goal, we are continuously shaping and reshaping the M.B.A. curriculum with the help of faculty, students, alumni, and business partners.

In the fall of 1998, we implemented our reengineered program to enhance our commitment to business education for the new millennium. Through the new curriculum, we will deliver an education to our students that is relevant today as well as tomorrow. Six themes provide the conceptual background for our new program:

- **Effective management of employee resources**
- **Developing, managing, and using financial information**
- **Understanding and managing the organization-environment interface**
- **Managing information and technology**
- **Developing global awareness**
- **Using tools and techniques for professional and personal development**

Graduates of the Flores M.B.A. Program will be facing a future filled with opportunities and excitement. Meeting such challenges is not an easy task. Businesses are confronting massive consolidation, technological advances; and fiercely competitive markets. We are confident that our faculty delivers the education needed to empower students to think and adapt, producing the intellectual leadership needed for the 21st century.
The Distinguished Speaker Series is an integral component of the new and innovative Flores M.B.A. Program curriculum. Through this series, students are exposed to the latest ideas and forces that are shaping American and international business with executives who are facing these issues daily and who provide significant educational enrichment that complements the in-class curriculum.