“RISKY BUSINESS”— The increasingly popular Integrated Business Core curriculum in the Michael F. Price College of Business is attracting students eager to experience the hazards and rewards of entrepreneurship. In a real-world practicum, they form companies, select products, work with suppliers, arrange financing and market to the public. Then they add a couple of wrinkles to the mix by incorporating hundreds of hours of volunteer service to Oklahoma-based nonprofit organizations, who also share in the net profits from the students’ enterprise. Story on Page 22.