Dean Thakor establishes the Radhakrishnan Gopalan Memorial Scholarship. Professor John Horn discusses how to think like your business competitors. And Darth Vader learns a lesson.

Dean announces 2023 Olin Award winners

Professors Seethu Seetharaman and Michael Wall, and Tony Sardella, senior research advisor—received the annual award. They developed a process for flagging suspicious transactions across 100 pharmaceuticals, taking aim at the opioid epidemic.

Memorial scholarship

Dean Thakor has established the Radhakrishnan Gopalan Memorial Scholarship in tribute to Radha, who died of cancer December 6. Please consider contributing here. Radha was a longtime, beloved professor of finance at Olin.

Learn to think like your competitors

Join us February 22 as Professor John Horn discusses insights from his new book, Inside the Competitor’s Mindset, in a conversation with
McKinsey Partner Emma Gibbs. The virtual event starts at 9 a.m. CT.

**Darth Vader learns a hard lesson**
Did it make sense for Darth Vader to keep changing the terms of his deal with Lando in “The Empire Strikes Back”? See what Olin Professors Hillary Anger Elfenbein and Bill Bottom say.

**Love at Knight**
If WashU holds a special place in your heart, let us treat you to a deal. Please click rate access and type "Knight" to book your stay at our Knight Center hotel. Offer valid February 17-19 at $199 per night. The package includes one drink and appetizer voucher redeemable at the Bear Public House on-site.

**Calling all high school students**
Did you know WashU Olin offers three summer programs for high school students to learn about business? Applications are now open for Gateway to Business, BOLD and Fleischer Scholars. If you know someone who’d be a great candidate, see our website for details.

**Using Behavioral Science to Improve Decision Making**
Learn how behavioral science can be applied to everyday decisions to nudge people to make better choices as consumers, employees and citizens. Learn more about this four-session virtual course and watch this short overview video by Olin Professor Nora Williams. The course begins Thursday, March 23, and costs $2,985.
Featured content for February

Check out the Old WashU community to learn about Olin Business School history. In a video, host Jeremy Slaten, BSBA 2026, explores Prince Hall, which served as a dormitory and a one-time home of Olin.

Log in

To access Lifelong Learning at Olin, visit learn.WashU.online and log in using your WUSTL key.

Need help accessing your WUSTL key? Visit the help page on learn.WashU.online.

Events

15 FEB

“Virtual Career Bootcamp: Defining Your Personal Brand”

22 FEB

“Leadership Perspectives: Startup 360°”

22 FEB

23 FEB
“Koch Center for Family Business: Ownership Insights in Motorsports”


25
FEB

“Forum on Medicine, Race and Ethnicity in St. Louis, Past to Future”

28
FEB

“Diversity Perspectives: Diversity Is the Future of Work”

1
MAR

“Virtual Career Bootcamp: Communicating Your Brand”

8
MAR

“Leadership Perspectives: She Suite”

Find regional events in your area

Know someone who would be ideal for one of Olin Business School’s programs? Click here to refer a candidate so we can follow up. Or if you’re interested in continuing your business education, let us know.

Refer a Candidate

Thoughts, comments, questions? Email Olin.

Washington University in St. Louis
Olín Business School