

EXPERIENCE BUSINESS & ECONOMICS



Our Students in Action!
(experiential learning)

BUAD 210 Entrepreneurship



Students work in teams to turn an idea into a marketable project. They start using surveys of potential customers on campus to determine interest in their product, do production profitability analysis, manufacture and actually sell their product. Startup capital is provide with net profits given to a charity voted on by the class. Donations: \$228 to Rescue Mission in 2008; \$126 to the American Cancer Society in 2009; and \$516 to a child stricken with a rare disease in 2010.

BUAD 211 Global Management



Students in Global Management learn about the culture of global meetings and International business lunch and dinner interaction with an “eating” experience at a local Chinese restaurant. Practicing use of chopsticks was a requirement.

BUAD 211 Global Management



Toni McLawhorn



Amy Morris

Students in Global Management learn about career opportunities in the global arena from Ms. McLawhorn in Roanoke College Career Services. What jobs may be available, how to search, how to apply, and other topics were covered. Amy Morris, News Director for WDBJ-7 television discusses her recent business trip to the Ukraine and differences in communication management between USA and Ukraine.

BUAD 211 Global Management



Brazil

Students in Global Management present their research on specific countries and their management practices. This included Brazil, Mexico, Egypt, India, Japan, and Italy.

BUAD 225 / BUAD 325 Accounting II / Intermediate Accounting II



YMCA



RESCUE MISSION

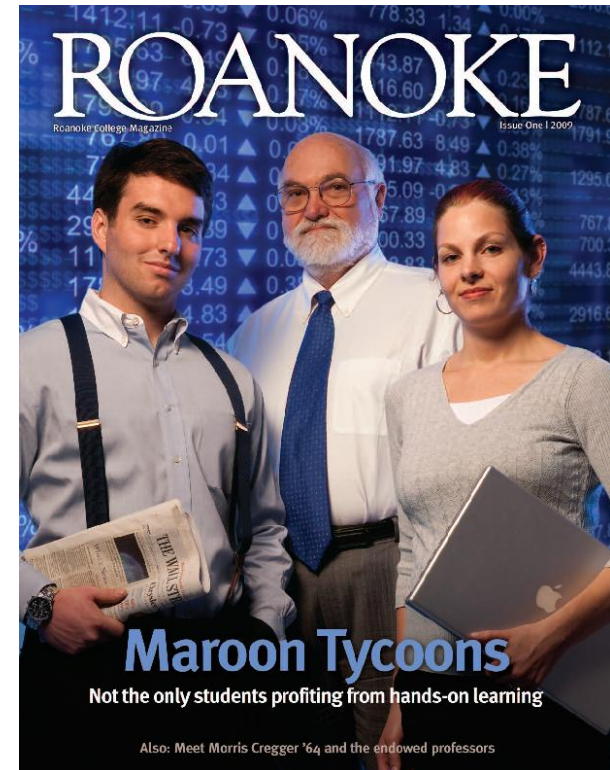
Accounting students partner with community organizations in service opportunities to discuss goals, budget, value of savings, credit cards, and loans. Students helping society through service

BUAD 244 Labor Relations



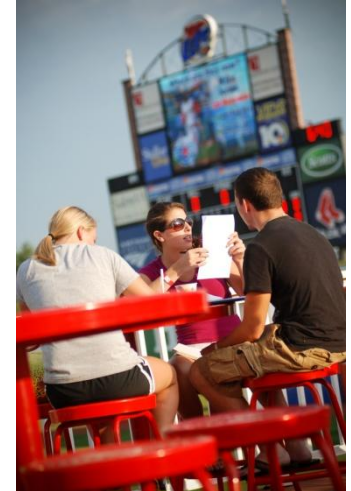
Labor relations students learn the concepts of union voting and negotiation of labor contracts through classroom role playing exercises

BUAD 322 Student Managed Fund



In BUAD 322, students manage a \$500,000 initial grant from the College with investments in stock, bonds, and mutual fund packages.

BUAD 348 Production & Operations Management



Through a field trip, students experience Operations Management by attending the Salem Red Sox baseball game. Their project assignment: collect empirical data and analyze operations for quality and performance.

BUAD 348

Production & Operations Management



Through the dissection of a common toaster, students experience Operations Management concepts related to product design, such as standardization, simplification, and modularization. A project assignment required student analysis of their findings.

BUAD 348

Production & Operations Management



Using operations management concepts, student groups develop a process map to show the steps required to make an apple pie. Groups acted as consultants to evaluate other team processes and offer constructive feedback. One team brought the final product to share with the class.

BUAD 348

Production & Operations Management



Students learn the intricacies of tire production from raw material to finished product with a field trip to the Yokohama tire plant in Salem, Va. QC manager John Nevin explains the supply chain details.

BUAD 348

Production & Operations Management



Students learn the concepts of product design through the “Derby Day” project where they turned blocks of wood, paint, and other materials into finished toy cars. The project included a number of problems and analysis questions for their group submittal.

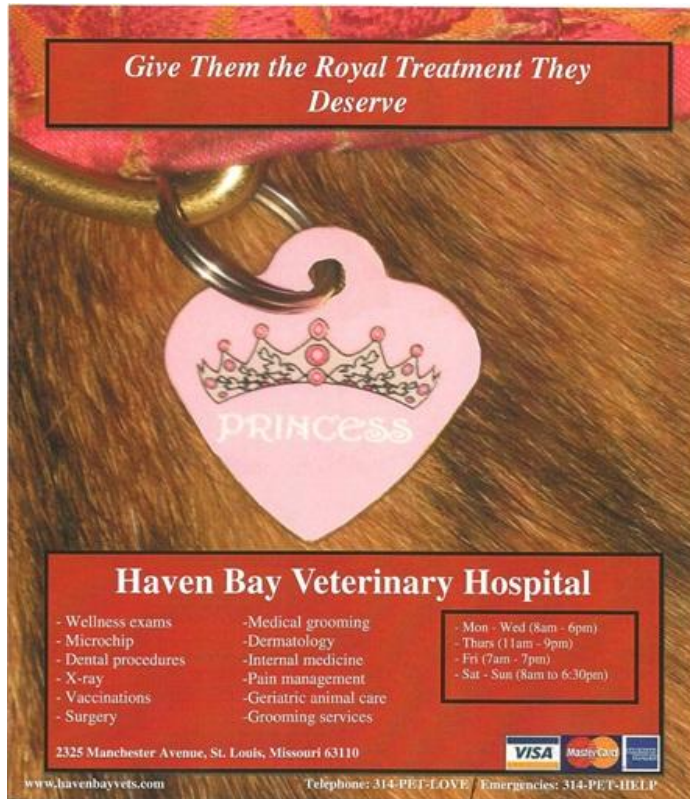
BUAD 354 Human Resource Management



Tiffany Schlotthober (President, SHRM) and Brent Cox (VP, SHRM) volunteered at the Society for Human Resource Management (SHRM) State Conference held in Roanoke - 2010

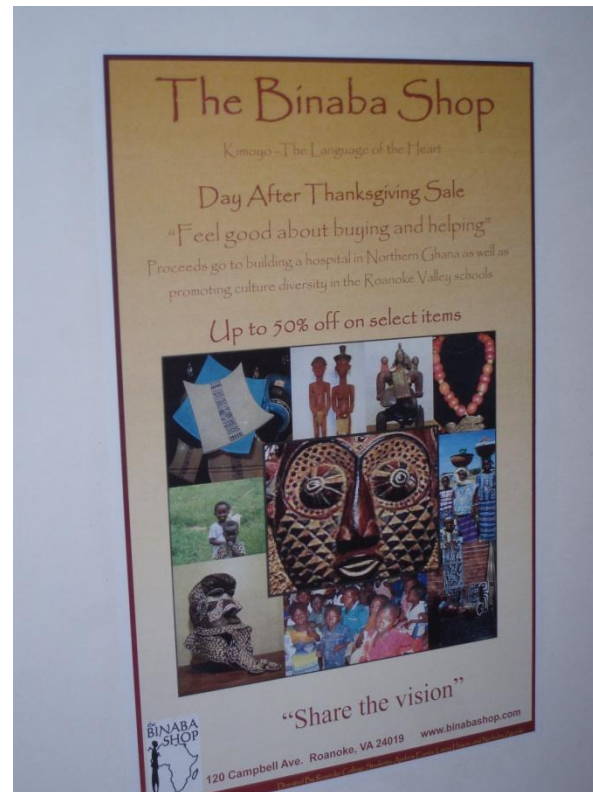
BUAD 363

Promotion Management



An example of student developed promotional posters as part of the Yellow Book Association Challenge

BUAD 363 Promotion Management



An example of student developed promotional posters used by a local small business

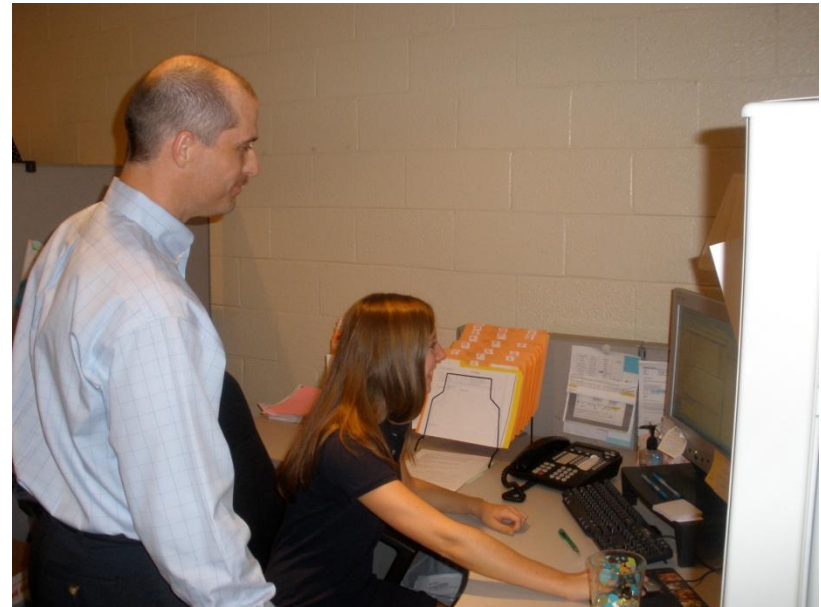
BUAD 363

Promotion Management



An example of student developed promotional posters used by a local small business

BUAD 416 Internships



Students gain practical experience through internship opportunities at businesses such as Robertson Marketing. Here they have the opportunity to apply the classroom to the workplace.

BUAD 416 Internships



A marketing internship at the Roanoke Civic Center requires attending vendor fairs and leads to meeting everyone that comes to the venue such as singers, athletes, and celebrities. .

BUAD 499 Business Policy



In the capstone course, teams of students use strategic management as the framework to integrate and apply the knowledge acquired from all the coursework in the business administration major. This culminates in a presentation of a business plan to faculty and business consultants from across the Roanoke Valley.

FED CHALLENGE TEAMS



2007 TEAM



2008 TEAM



2009 TEAM

FED Challenge

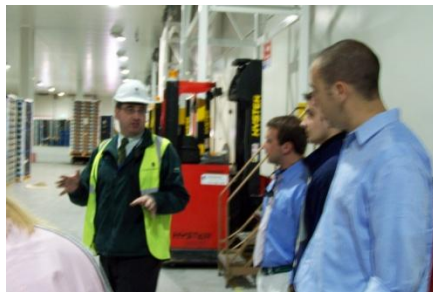
The 2009 team scored higher than any other Roanoke College team in many years of competition

INTENSIVE LEARNING - BASIC LEADERSHIP The Coast Guard Way



Intensive learning course on Basic Leadership with the US Coast Guard

INTENSIVE LEARNING - BASIC LEADERSHIP The British Way



Intensive learning course on Basic Leadership in England

INTENSIVE LEARNING - BASIC LEADERSHIP The Disney Way



Intensive learning course on Basic Leadership at Disney World
Orlando

INTENSIVE LEARNING Mexico



Intensive learning with visits to small manufacturing companies and ecotourism sites in Mexico, emphasizing the impact of business activities on economic development. Focus was on Southern Mexico (in 2004) and Michoacan/Colima Mexico (in 2007)

RCIC

Roanoke College Innovation Challenge



An intensive eight-week internship program sponsored by the Center for Leadership and Entrepreneurial. The Challenge is designed to expose participants from Roanoke and other colleges to a wide variety of topics, such as: leadership; entrepreneurship; marketing research; business models and strategy; product and brand development; technology development; manufacturing; patent research (including FDA filing and intellectual property rights); and small business innovation research.

MARCUS Conference

Mid-atlantic regional conference of undergraduate scholarship



Nathan Castellano (ECONOMICS major and Summer Scholars student) presented his summer research at the Mid-Atlantic Regional Conference of Undergraduate Scholarship, held at Sweet Briar College. With him is Dr. Julie Lyon. His topic: The push and pull of graduate school – an analysis of career change.

Student / Professor Interaction



Roanoke College seniors Samantha Sterba '09 and Virginia Hopkins '09 accompanied Dr. Alice Kassens to the 2009 Virginia Association of Economists (VAE) 36th Annual Meeting

Samantha's paper, "Are Stimulus Checks an Effective Fiscal Policy Tool?"

Virginia's paper, "Determinants of Cigarette Consumption and Resulting Policy Recommendations,"

➤ More to come.....