EXPERIENCE BUSINESS & ECONOMICS

Our Students in Action! (experiential learning)
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 provided 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.
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.
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.
Students in Global Management present their research on specific countries and their management practices. This included Brazil, Mexico, Egypt, India, Japan, and Italy.
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.
In BUAD 322, students manage a $500,000 initial grant from the College with investments in stock, bonds, and mutual fund packages.
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.
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.
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.
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.
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.
Tiffany Schlotthober (President, SHRM) and Brent Cox (VP, SHRM) volunteered at the Society for Human Resource Management (SHRM) State Conference held in Roanoke - 2010
An example of student developed promotional posters as part of the Yellow Book Association Challenge
An example of student developed promotional posters used by a local small business
An example of student developed promotional posters used by a local small business.
Student's gain practical experience through internship opportunities at businesses such as Robertson Marketing. Here they have the opportunity to apply the classroom to the workplace.
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.
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.
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 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).
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.
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.........