

THE INTEGRATIVE BUSINESS EXPERIENCE: A PRACTICAL, HANDS-ON
FOUNDATION FOR UNDERGRADUATE BUSINESS EDUCATION

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Abstract

This session examines an Integrative Business Experience (IBE) program that links 3 or more required core courses to a practicum in which 20-35 member student companies obtain a bank loan (up to \$5,000), create a start-up business and use the profit for a hands-on community service project. IBE has produced a wide variety of positive outcomes at each of the 10 schools where it has been implemented. These include increasing: 1) students' learning and skill development, 2) enrollment numbers and retention rates, 3) internships and job placements, 4) the success of college and university fund raising efforts.

The full text of this paper is not included in the proceedings