DC's WORLD OF BUSINESS

by Debbie Richard '02, '04, Assistant Director of Marketing

It is an exciting time to be studying business in today's dynamic global business environment. Business is a professional field of study requiring comprehensive coverage of all the functional areas without sacrificing an awareness of the arts, sciences and humanities. Faculty in the division at Defiance College strive to go beyond textbooks by developing students who can work and communicate effectively with others and who will be productive members of organizations and the communities in which they live.

Through the Business Advantage program, business students have the opportunity each year to create and run their own business. Students put together business plans, budgets, site plans and determine the logistics to get their business up and running. Past businesses have included a snack shop, and the most recent project, the first nine baskets of the college's own disk golf course called Jacket Woods.

Business faculty have taken full advantage of the campus's EDventure trip opportunities to get their students out to visit national, global and unique businesses and meet with owners and managers. In 2012, business students traveled to Portland, Oregon. In addition to the many businesses visited, highlights for the trip included meeting with James Curleigh, president of shoe manufacturer KEEN Inc., and meeting with the women's wear communications manager for Pendleton Woolen Mills headquarters.

In April 2013, business majors traveled to Cincinnati to visit IKEA, the Cincinnati Reds group sales team, Kroger World Headquarters, and Jungle Jim's International Market. Another group traveled to Indianapolis to visit Eli Lilly, Indianapolis Motor Speedway, Cummins Engines and a Jimmy Johns franchise owner.

Whether it's getting involved with student organizations such as SIFE (Students in Free Enterprise) or volunteering for the college's student-run nonprofit Project 701, taking an EDventure trip to visit a major corporation or running a business, students will have an opportunity to bring their textbooks to life in many different ways. When graduation arrives, students will be ready with a DC Resumé that shows they are prepared to take on their next big project – their career. ◆

"I have been able to take the knowledge I have gained in the classroom and implement it in the business setting while working with companies for an EDventure trip to Cincinnati. I feel confident I will succeed in the future with my career."

Amanda Shindeldecker
business major

Bringing Textbooks to LIFE

The Business Advantage Student Advisory Board (BASAB) announced the addition of a Disc Golf course to the campus in April 2012.

The DC Disc Golf course, known as Jacket Woods, winds throughout the campus and offers a scenic view as players walk the course. It has nine holes, or baskets, and a place to tee off, just like golf. The object of the game is to throw a flying disc into the basket in the fewest number of throws.

Modern disc golf started in the early 60s and has been a rising trend, with around 3,000 courses in the US. It is a fun, interactive sport that is great for the entire family.

Disc Golf is being run by the Business Advantage program, a student group focused on "bringing textbooks to life." The goal of creating this project is for students to be interactive with business opportunities and gain real-world business experience backed up by solid academic understanding. Students completed the second half of the course during the spring 2013 semester.

> "What Defies the Ordinary in the business program are the Business Advantage program where students have a chance to 'bring textbooks to life' and EDventure trips where business students get an opportunity to interact with key business executives in other regions of the country."
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> Jay Page
> assistant professor
> of marketing

Jordan Stinson and Steven Switz cut the ribbon for Buzzmart, a student-run campus store.

Emilee Johnson and Kenny Kessler try out the Jacket Woods disc golf course.