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Speakers Corner

August 27, 2010

We are very lucky to have had a series of people speak in our entrepreneurship and small business classes during Fall 2008 and early Spring 2009. We would like to thank the following people: Buck Brown (Neesmith Select); Jim Williams (Jim Williams Inc.); Swaine Nichols (PAB Bank); and, Lawrence Green (Micro Earth Clean). If you would be willing to volunteer a guest lecture on any aspect of entrepreneurship or small business contact Dr. Luke Pittaway lukepittaway@georgiasouthern.edu
The Freeman family, along with the endowed chair held by Dr. Pittaway, has provided generous bursaries to support Freeman scholars. In this issue we profile Rebecca Whatley who is the Senior Freeman scholar this academic year.

Rebecca was born and raised in South Metro Atlanta in Griffin, Georgia. She is one of four children. Rebecca attended Woodward Academy in College Park and went to Spalding High School. She says: “By the time I reached twelfth grade I had completed all mandatory credits except two senior classes. I was faced with a decision to take ‘filler classes’ or doing an independent apprenticeship”.

Not one to sit around she did an internship with a brokerage firm and this “ultimately changed my life”. Following this experience she knew she wanted to get into the financial services sector and applied for college at a whole range of universities, never thinking about Georgia Southern. It was when visiting a friend at Georgia Southern that she began to be aware of what we had to offer and when a college recruiter visited her school and talked about her eligibility for scholarships that she took us seriously. She was accepted everywhere else she applied (University of Georgia; Louisiana State; Alabama; Mississippi; and, Vanderbilt) but “what my mother and I experienced at Scholars Day (at Georgia Southern) left us completely blown away. The hospitality shown by the University and the involvement of numerous faculty members, students and staff went above and beyond anything we had experienced at the other schools I had considered. I left this weekend with a new respect for Georgia Southern.” Being awarded the Freeman Scholarship ultimately swayed her decision to join us. When she finishes her schooling she wants to pursue a career in small business consulting and ultimately she wants to start a business or charity providing financial advice to people who go through divorce and other similar hardships.
Entrepreneurial Teaching and Learning

August 27, 2010

Entrepreneurial Capabilities

The entrepreneurship emphasis at Georgia Southern has gone through some minor changes. Students as well as gaining access to courses on Entrepreneurship, Small Business Management and Applied Small Business Management can now select New Venture Planning.

On the new venture planning course students develop a business idea, turn it into a fully researched business proposition, which they pitch to a panel of investors.

The Center for Entrepreneurial Learning is starting to build an entrepreneurship resources bank. Can you help? We are looking for any donated books that focus on entrepreneurship: how to books; books on entrepreneurs; successful leaders; and, successful companies. We are also looking for back issues of the following magazines: Inc; Entrepreneur; Money; Business Week; Fortune; Forbes; Fast Company; Black Enterprise; Franchising World; and, Family Business.

If you would like to make a donation of any of these resources or a cash donation to help buy new resources please either contact or send items to Dr. Luke Pittaway. lukepittaway@georgiasouthern.edu
Center for Entrepreneurial Learning, P.O. 8154, Statesboro, GA, 30460. Tel: 912 478 5321
Entrepreneurship Day at Georgia Southern

August 27, 2010

November 20, 2009 was Entrepreneurship Day for Georgia Southern’s Colleges of Business Administration and Information Technology. Two events highlighted the Center for Entrepreneurial Learning’s focus on entrepreneurial opportunities for students and faculty.

First, entrepreneurship students exhibited their business concept projects in the atrium of the Information Technology building. A Venture Concept Exhibition, first of many to come, offered student teams an opportunity to identify a unique business concept, assess the potential market, and develop a presentation to test the public acceptance and viability of their ideas. The presentations were fascinating, ranging from manufacturing to service in a wide spectrum of industries. The idea was to develop market input and feedback before full business plan development.

The highlight of the day was a seminar, World-Class Entrepreneurship, and a presentation to professors, *Understanding Entrepreneurship as Experience*, both held at the Nessmith-Lane Performing Arts Center. The presentation focused upon entrepreneurship as a philosophy, or choice of emphasis, in decision-making. The research seminar highlighted the experiential nature of entrepreneurship that results in entrepreneurs being shaped by the venture as much as the entrepreneur shapes and governs the venture.

The keynote speaker, Dr. Michael Morris, holds the Witting Chair in Entrepreneurship at Syracuse University and serves as chair of the Department of Entrepreneurship & Emerging Enterprises, a program identified as the National Model Program in Entrepreneurship by the U. S. Association for Small Business and Entrepreneurship.
The students on the entrepreneurship program organized the 2nd bi-annual student business concept exhibition in the CIT Atrium on the 28th April. The exhibition offered student teams an opportunity to identify a unique business concept, assess the potential market, and develop a presentation to test the public acceptance and viability of their ideas. This semester the presentations varied from a construction company that uses floating concrete to a scented picture frame company (both pictured).
Georgia Southern Students in Free Enterprise

August 27, 2010

Georgia Southern SIFE team is about helping students and the local community become more efficient with resources and financially stable. Georgia Southern SIFE accomplishes our mission by implementing projects that abide by seven criteria. The criteria include: market economics; entrepreneurship; environmental sustainability; financial literacy; success skills; business ethics; and, team sustainability. Through the years, Georgia Southern SIFE has helped people open businesses, helped people get back on their feet, helped people out with ethical problems and helped people with their financial problems. For example, our Peer Financial Counseling project is one of the best in the state of Georgia. For two years, we have been leading in the number of seminars given. We have helped women at a shelter get jobs and open bank accounts. We have kept projects going through the years. We have worked with Langston Chapel Elementary and taught economics for the past three years and we have built a great relationship with teachers and students. Also, with a grant from the Marcus Foundation, we have helped the Bulloch County Performance Learning Center open a school store in April of 2008. We have many projects in the planning stage that will hit the environmental and team sustainability criteria.

Now, we are getting ready for competition, where we present our work to established businesses like Wal-Mart, KPMG and 3M. Our goal this year is to proceed through the regional finals in Atlanta on 30th March and compete at the national finals. Ultimately we would like to compete in the World Cup. We are practicing our presentation and writing our annual report. We are moving forward and becoming a more diverse team. With our expansion, we have aspirations to have a business of our own and be reaching out to other communities. All thanks to our Sam Walton Fellow and our Business Advisory Board.
Corporate Leadership Council

August 27, 2010

The Corporate Leadership Council (CLC) is a group of 22 high-potential students who are majoring in disciplines across the College of Business Administration. One of the goals of the CLC is to provide additional opportunities for CLC members to hear from, and network with, business professionals. The Corporate Leadership Council is a program for high achieving students to engage in leadership activities throughout their college career. Through funding from Wachovia, UPS, Watkins Real Estate, the Carter Family, and Citi, we are able to offer partial scholarships to students who are expected to represent COBA in various service roles and attend leadership programs throughout the year.

In October the CLC heard an interesting and informative presentation from Tom Hughes, CEO and owner of National Electronic Attachments (NEA), a firm that assists medical care providers and patients in connecting with insurers. The company has been highly successful, holding over 95% of the US market share in their industry. Mr. Hughes’ stories about his own business successes were interesting and provided a good backdrop for the career advice he provided students. Mr. Hughes’ suggestion that students continuously read business publications was backed up with action, as he brought a variety of current business books and gave one to each student. After his presentation, students enjoyed a question and answer session and had an opportunity to talk with him after the session.