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Campbell Soup’s 5,000 lbs of Food Challenge

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Fund raising efforts for the young entrepreneurs in Dr. Luke Pittaway’s Applied Small Business Management class has begun. The group is rounding out their attempt to reach the goal of 5,000 lbs. of food for the Statesboro Food Bank. One of the group’s ideas was to ask a professor to offer student’s extra credit, if each of them brought a canned good to class. One of the group members, Steven, briefly explained to Dr. Seaman what the group was trying to accomplish in their class and the professor agreed to help them with their goal. Dr. Seaman offered extra credit for cans in his IDS 2210 class. The group effort was very successful as they received 455 lbs. of canned items from the entire class. It took them at least 30 minutes to collect all of the food from a class of 230 students. The group finished the task very satisfied on this day because the majority of the students donated canned goods for their cause.

This effort has only strengthened their motivation to surpass their goal. After that, they tried to collect cans from the apartment complexes, which gave them an extra challenge. They collected from Campus Club and Cambridge apartment complexes. Though they were able to collect from both apartments, their turn out from these food drives wasn’t so great. Overall, they managed to collect 60 pounds of food from both apartments, but the awareness raised among the community has no price.

The students now have a better idea on how management practices work and are looking forward for the upcoming tasks and challenges ahead.

Written by Igor Mundabi