

EMPORIA STATE UNIVERSITY

 *School of* BUSINESS



Leveraging Institutional Assets

February 2014



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Meet the Team



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Coordinator



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Agenda

- **Welcome**
- **Key Efforts in the School of Business**
 - **Increase Higher Education Attainment Among Kansans**
 - **Ensure State University Excellence**
 - **Improve Alignment of the State's Higher Education System with the Needs of the Economy**
- **Question and Answer**



Increase Higher Education Attainment Among Kansans



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Attainment

- **High School Partnership Efforts**
 - Accounting Pilot and Bridge Program
 - Business Career Day
 - ERP Simulation
 - Business Teacher Conference
- Business Student Success Center
- School of Business Student Orientation/Seminars



Accounting Pilot & Bridge Program

- Accounting faces the **challenges** of negative student perceptions.
- The research suggests that since many of the accounting courses currently offered by high schools are **remedial** in nature, they do not create the type of **interest** necessary to increase the number—and quality—of accounting majors.
- To remove this systemic barrier, the Accounting Department at Kansas State University has created The AP Accounting Project with the goal of getting the College Board to **adopt accounting** as part of their **Advanced Placement (AP) Curriculum**.



Accounting Pilot & Bridge Program

Dr. George Durler
Emporia State



Dr. Dan Deines
Kansas State



In fall 2013, Emporia State University signed a statewide articulation agreement with the Kansas Board of Education. Emporia State University is now the second Regents university in the state to integrate the Accounting Pilot and Bridge Program into its curriculum at the state level.

This program, developed by Kansas State University, is designed to encourage high school students to consider a degree in accounting and shed light on what opportunities are available with this particular career path.



Accounting Pilot & Bridge Program



This agreement allows students to complete a college-level accounting course taught at their high school by certified instructors.

This is a significant step in encouraging some of the best high school students to pursue a career in one of the most respected professions in business.



Business Career Day

- Each fall, the School of Business hosts students from across the state to explore **careers** in **Business**.
- The student base is created from students enrolled in **Business Education** courses throughout Kansas High Schools.
- Approximately **600 students** and **instructors** attended the event in 2013.



Business Career Day

- **Activities and topics for teachers include:**
Professional development and helping students transition from high school and college.
- **Activities and Topics for students include:**
 - **Break Out Sessions by academic discipline**
 - **Dress for Success**
 - **College Life Panel**
 - **Community / Business Professionals**
 - **Faculty**
- **Current School of Business students participate in the program to develop oral presentation skills.**



ERP Simulation



School of Business faculty members conduct a business simulation for high school students using SAP software that allows students to experience “real life” business scenarios and different aspects of running a business.



Business Teacher Conference

- Each Spring (since 1967), the School of Business hosts the **Business Teacher Conference**.
- Focuses on providing **in-service education** for current business and computer teachers throughout the state of Kansas.
- Approximately **75-100 educators** participate.



Ensure State University Excellence



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Excellence

- **Small Business Development Center**
- Outreach and Foundation
- School of Business Alumni Focus



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Small Business Development Center

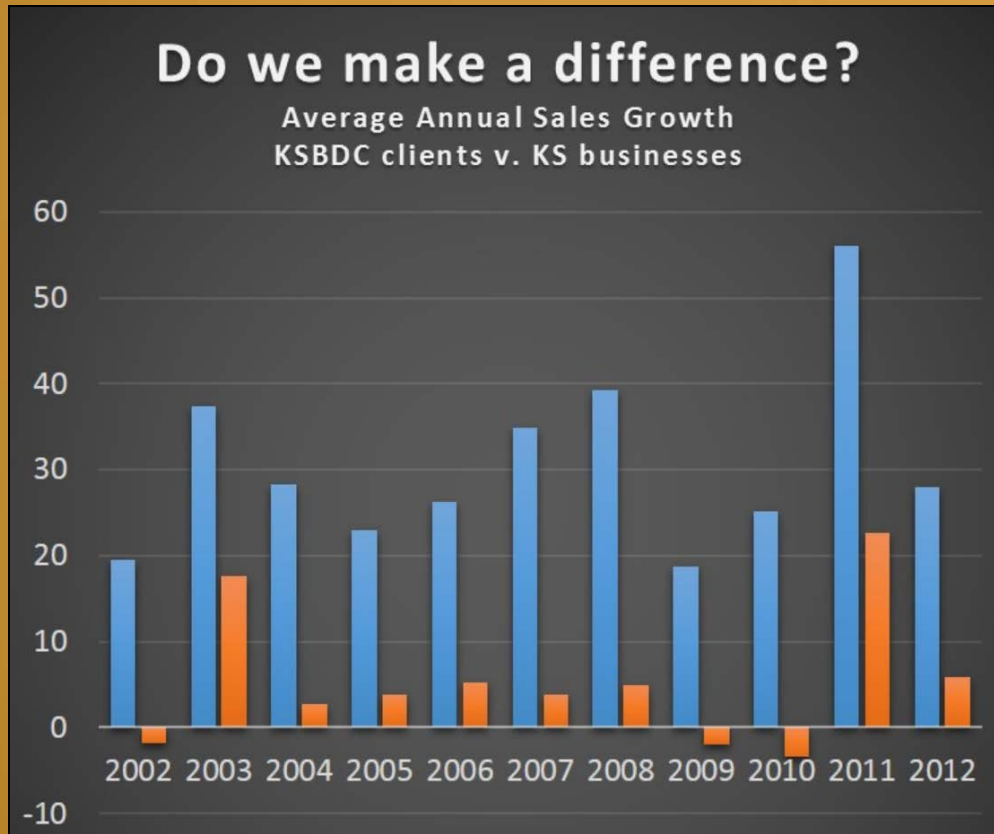


Housed in the School of Business at Emporia State University, the Kansas Small Business Development Center (KSBDC) provides **entrepreneurs and small business owners** with knowledge, tools, and resources to enhance their success.

The ESU KSBDC is **one of eight regional centers** in Kansas. This center provides service to the businesses in the following counties: Butler, Chase, Coffey, Greenwood, Lyon, Marion, Morris, Osage, and Woodson.



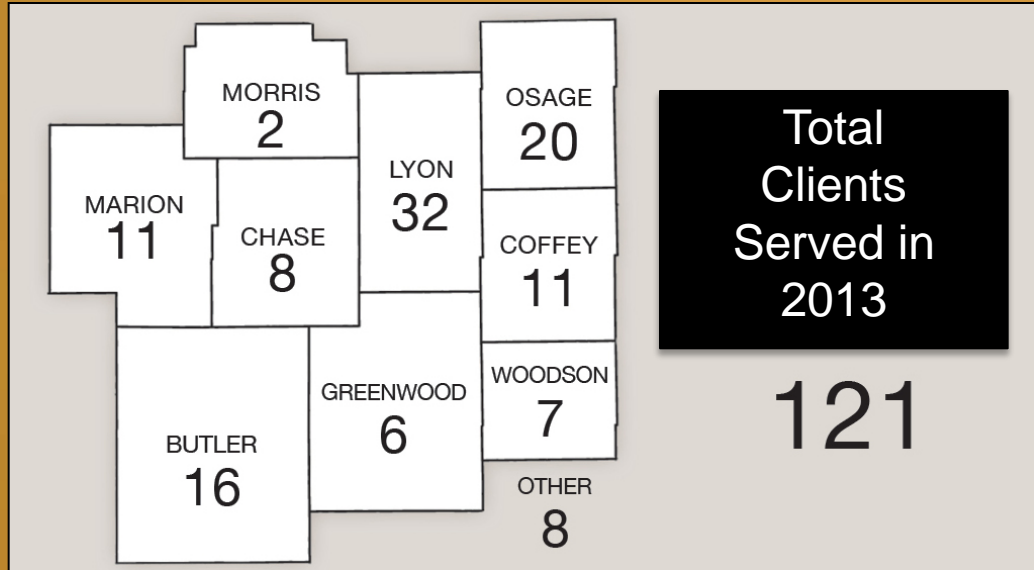
Small Business Development Center



■ Annual Sales Growth (avg) KSBDC clients [source: Docking Study]
■ Annual Sales Growth (avg) All Kansas Businesses [source: Kansas Dept of Revenue Annual Report]



Small Business Development Center



ESU KSBDC Results for 2013:

- Hours of Consulting: 1,400
- Business Starts: 18
- Workshops: 17
- Participants in workshops : 87



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Small Business Development Center

Over **\$2.2 million** dollars of capital infusion into Lyon county
and
over **\$3.1 million** to the counties in which the Center provides services.



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Improve **Alignment** of the State's Higher Education System With the Needs of the Economy



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Alignment

- **3D Emporia**
- **Career Services**
- **Master of Science in Informatics with a concentration in Nursing**





A new venture idea competition that is open to students from Emporia State University and Flint Hills Technical College.



Dream It



Design It



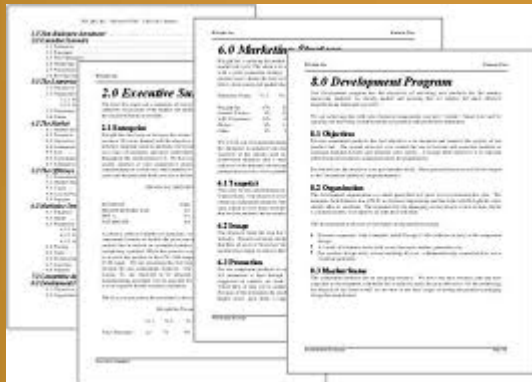
Develop It



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Stages of Competition



3 Page Executive Summary



15 Minute Oral Presentation



3-5 Minute Large Group Presentation

15 Minute Judge Q&A



Criteria for Judging

Concept



Feasibility



Market Potential



Business Model

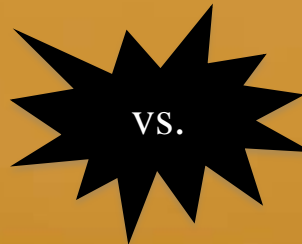


Competition



Competition Results

- **3D Emporia teams will be competing for cash prizes in the amounts of \$4,000 for first place, \$2,000 for second and \$1,000 for third.**
- **The top three teams that place in the 3D Emporia competition will move on to compete against the top three teams of the K-State Launch, a similar competition held at Kansas State University. This competition will be held in Manhattan in late April.**
- **The Statewide competitors will be competing for cash prizes in the amounts of \$2,000 for first place, \$1,000 for second, and \$500 for third.**



All of these initiatives are completed using existing state resources or donor support.



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Questions and Answers



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