Impact Report— BCOR 199, Introduction to Business

Dr. Li Wang

Fall 2017

<table>
<thead>
<tr>
<th>Students participating: 60</th>
<th>Community organizations impacted: 11</th>
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<tbody>
<tr>
<td>Course sections: 3</td>
<td>Impact value to the community: $10,458.53</td>
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<td>Hours served: 498.5</td>
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Community impact:
- Created social media content
- Prepared organization for policy review
- Edited survey intended for organization’s newsletter recipients
- Created a video about Title IX process at WVU
- Held fundraising event
- Created new materials
- Networked with local businesses on behalf of organizations
- Collected presents for local nursing homes so residents could enjoy the holidays.

Students learned:
- Different business models
- Effectiveness of technology
- How to work with a challenging budget
- Assertiveness, confidence, and creativity
- Time management
- Fundraising
- How to use effectively use expertise
- How to relate management and marketing strategies from class into planning of an event.
- Learned about corporate social responsibilities.

“We took all of the functions of business class, and we planned an event.”
-Fall 2017 BCOR 199 student

The students found several points in our policy which needed to be addressed. Their time and perspective made that possible, for we review policy annually.
—Nancy Strader, Compass Women’s Center

Social media content created by the group caught the attention of our current followers and brought new ones to like our pages!
-Chris Russell, PopShop WV

*This report was compiled by the Center for Service and Learning using verified service hours logged in iServe, the value of volunteer time from independentsector.org and student and community statements taken from written evaluations and verbal presentations.*