

Integrated Business Professional Success Portfolio Competition

Program Innovation Award

Gordon Henry and James Gilkeson, Integrated Business Program

The Integrated Business (IB) program is designed to prepare its graduates to assume a wide variety of roles across an even wider variety of businesses and industries. This goal is in keeping with the results of employer focus groups conducted by the College of Business Administration and the results of research conducted by organizations such as the National Association of Colleges and Employers (2015) and the Society for Human Resource Management (2016). The purpose of this project is to further integrate IB courses through a portfolio competition in which students demonstrate not only their mastery of IB course content, but the ability to integrate their knowledge into a comprehensive plan that leads to attainment of their five-year professional goals. Each assignment requires students to use knowledge and skills from a specific course to complete a component of their five-year professional success plans. Finalists are then required to create a presentation that integrates all of the portfolio components into a comprehensive explanation of how those components will lead to successful attainment of their five-year goals.