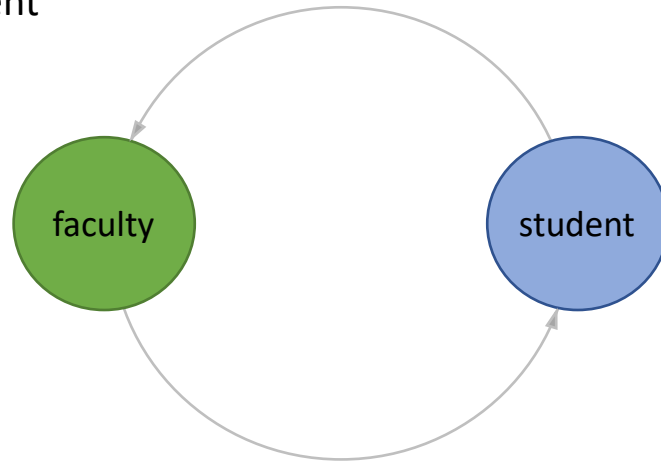


Student Engagement Traditional View

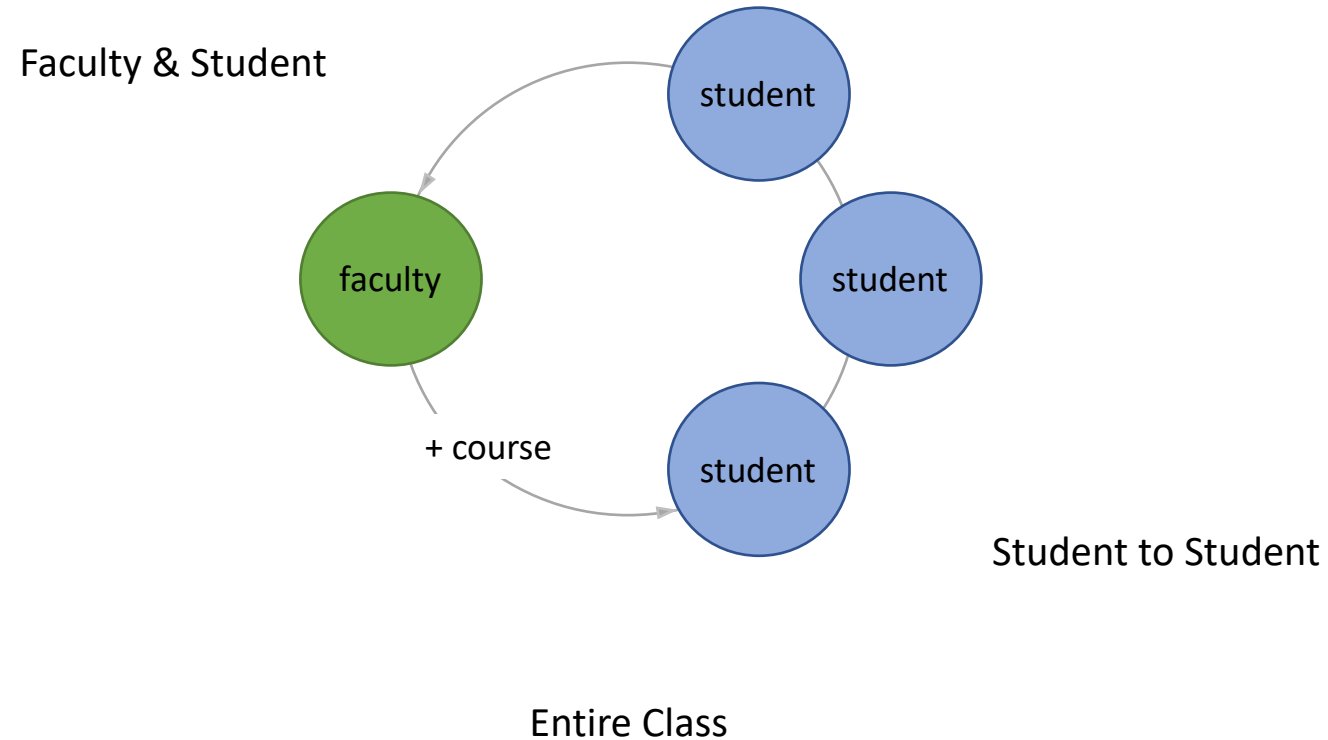
Faculty & Student



Is it enough?

Student Engagement

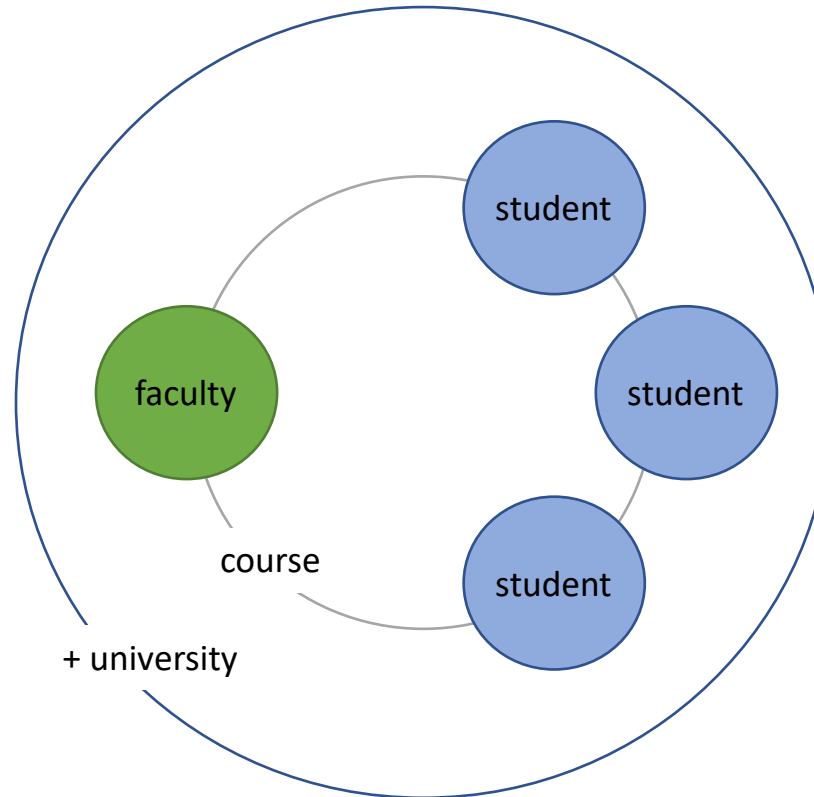
Another View



Experiential Learning

Student Engagement

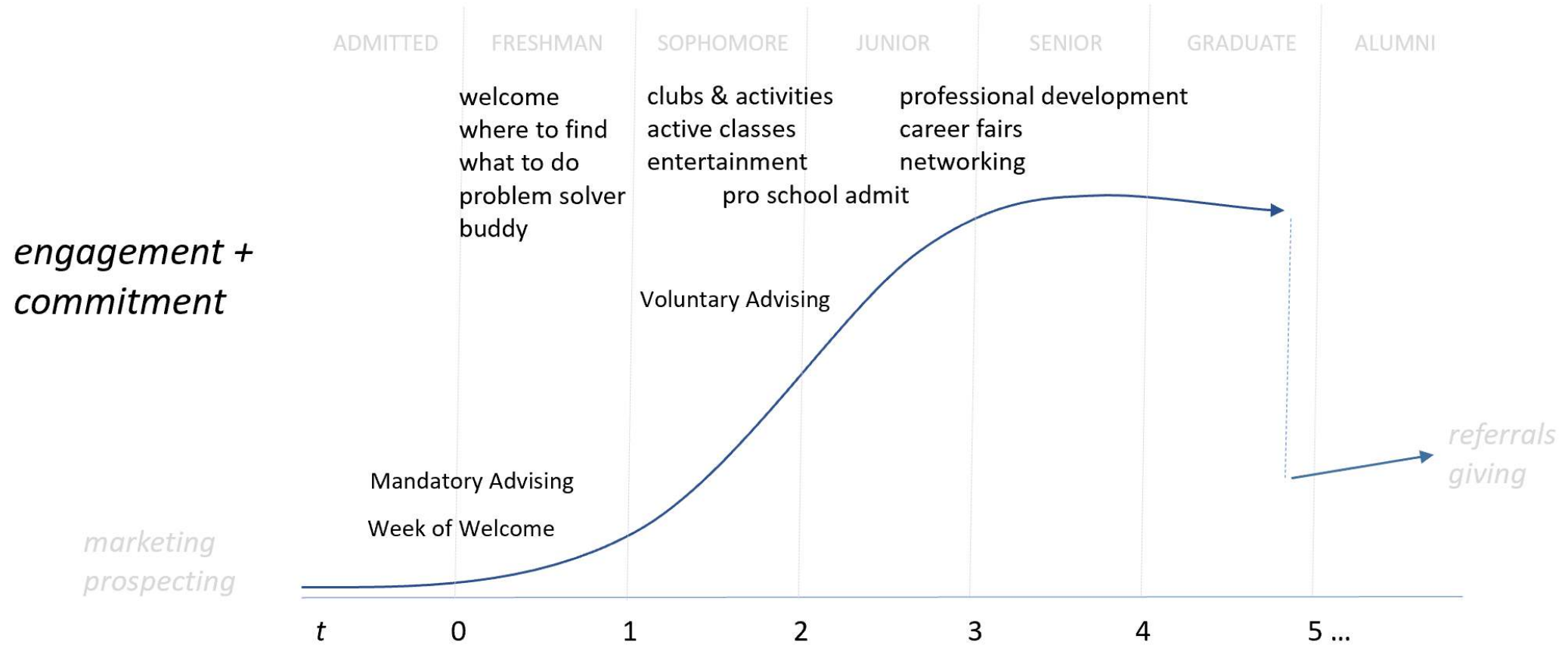
Another View



[Student] Lifecycle Stage

Student Engagement

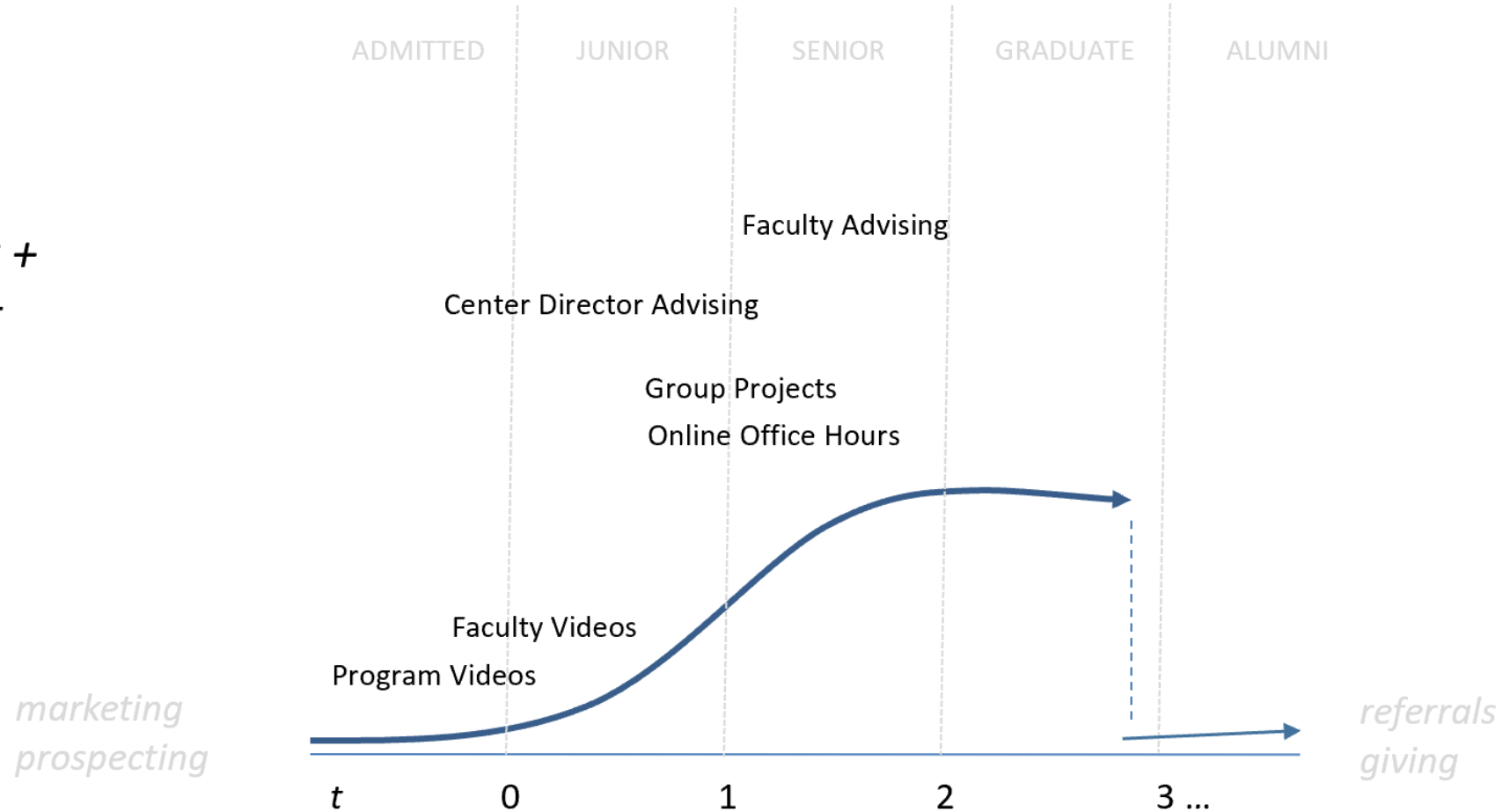
[Student] Lifecycle Stage



Student Engagement

[Student] Lifecycle Stage

*engagement +
commitment*

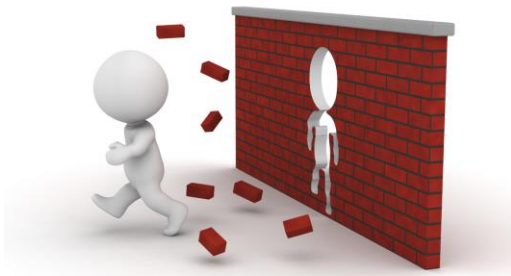
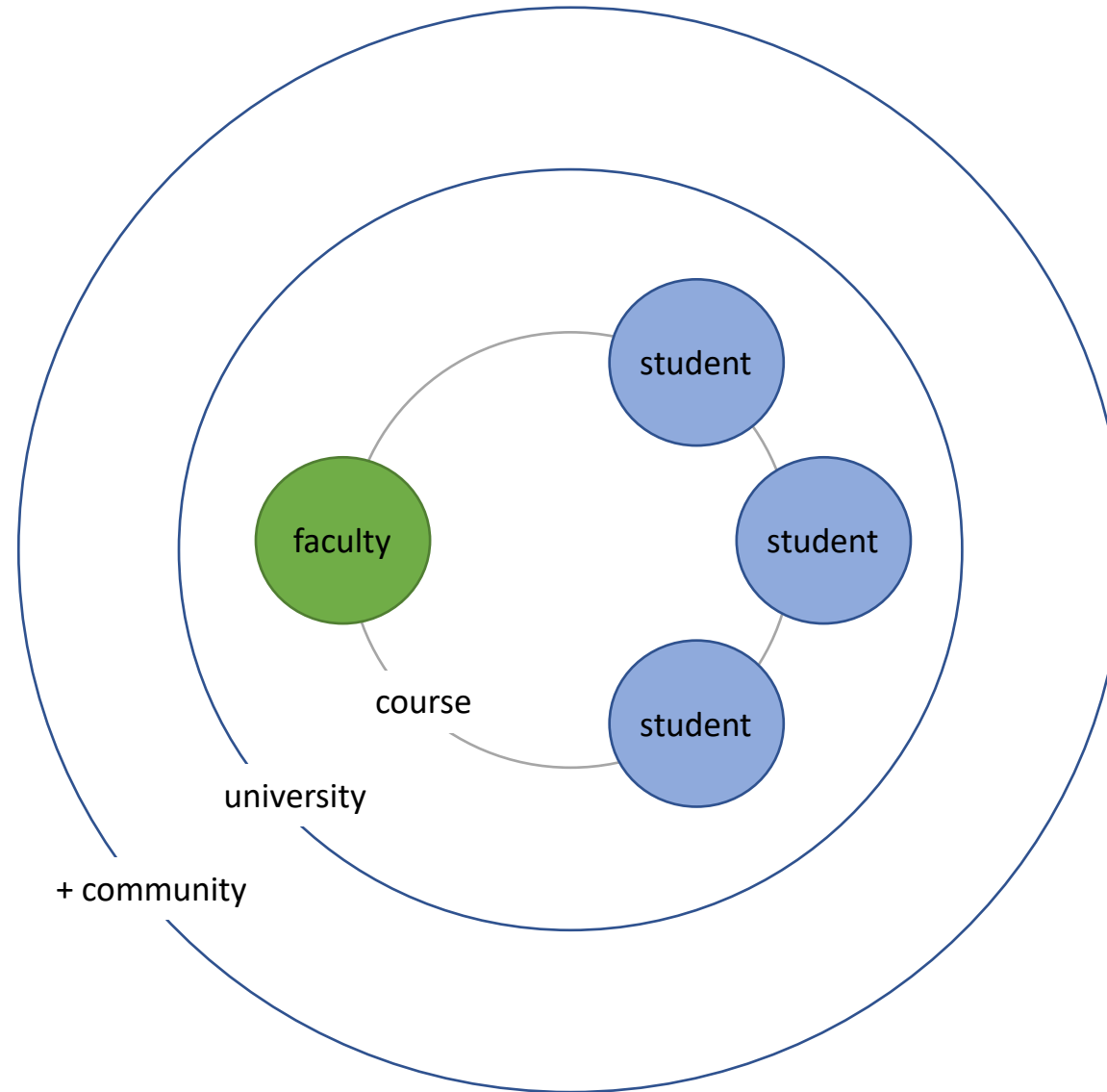


Student Engagement

Another View



Wilson, where did you get that idea? Oh, wait, I see,
you just pulled it right out of your own head...
How are we supposed to believe that?



add value in **all** the
communities we serve

Student Engagement Expectations Evolving

80% of public 4-year colleges make course management tools available to their faculties, professors only use them in 20% of their courses (Lynch, 2002).

...faculty members are hesitant to embrace technology because it is perceived as a source of stress. (Baltaci-Goktalay, 2006).

multiple modalities: on campus, online, hybrid...

engagement, curriculum (topic), + technology

tech-savvy student population

References:

Baltaci-Goktalay, S., & Ocak, M. A. (2006). Faculty Adoption of Online Technology in Higher Education. *Turkish Online Journal of Educational Technology-TOJET*, 5(4), 37-43.

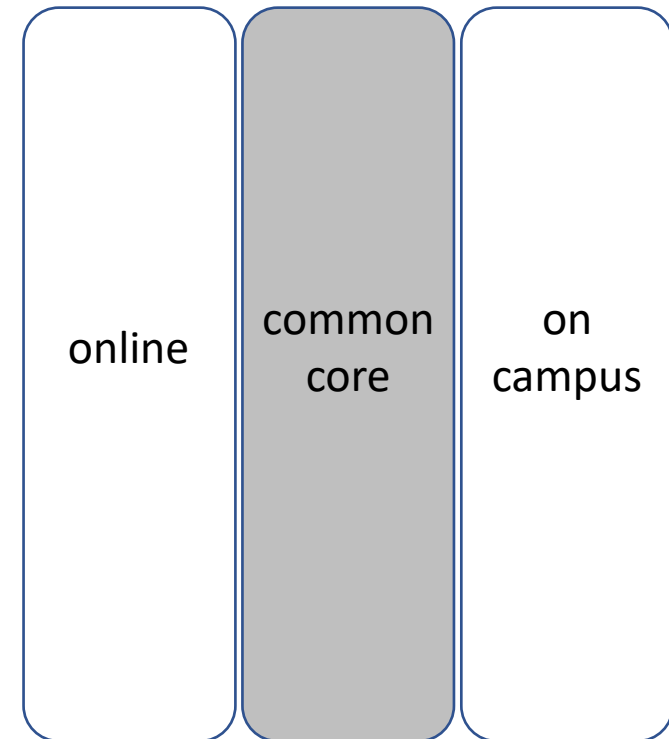
Lynch, D., Altschuler, G. C., & McClure, P. (2002). Professors should embrace technology in courses... and colleges must create technology plans. *Chronicle of Higher Education*, 48(19), B15-B15.



Student Engagement Principles in Action



- Welcome
- Weekly announcement
 - Week in the term (encouragement)
 - Connect with the university/community
 - What needs to be done
- Weekly module
 - Readings, articles, videos
 - Presentation slides
 - Assignments
 - Discussion – content + classmates + community
- Group project(s)



Student Engagement Principles in Action

connect with current events...

Halloween

...is Business



<https://www.statista.com/chart/15935/key-facts-about-halloween-spending-in-the-united-states/>

QuotesIdeas.com



Learning Outcomes 1 to x

week n

$n = 1$ to 10

Read
before class

n credit hours

Discuss
in class

Assess
after class

examples

study

quiz
exam
exercise
reflection
...

----- *relevance + practical skills* -----

stock game (economy + markets + value)

business publication(s)

student topics

engagement: - student(s) + school + community



Fun

Syllabus

Modules

Assignments

Discussions

Quizzes

Grades

People

Purchase Course
Materials

Student Resources

Office 365

Pages

Files

Outcomes

Conferences

Collaborations

Settings



BA 346: Welcome to Week 10

All Sections

It's finally here - welcome to week 10 everyone! It's finally here. Welcome to week 10 everyone! Labor ...

profile photo required



Posted on:

Aug 26, 2019 at 8:21am



BA 346: Welcome to Week 9

All Sections

Welcome to week 9 everyone. Hope you all had a great ...



BA 346: Welcome to Week 4

Wilson Zehr

All Sections

Jul 15 at 9:10am

Good morning everyone and welcome to week 4.

Hope you all had a great weekend!

Lot's of fun summer activities in eastern Oregon this weekend. The 20th anniversary [Hells Canyon Motorcycle Rally](#) was held this weekend in [historic Baker City, Oregon](#). The event brings together hundreds of motorcycle enthusiasts share their common bond. [Pendleton, Oregon](#) also played host for their annual music event - The [Pendleton Whiskey Music Festival](#). The headliners this year were [Post Malone](#) and [50 Cent](#). Finally, if the old west and cowboys are your thing, the [Elgin Stampede Rodeo](#) was held this weekend in [Elgin, Oregon](#). [Bull riding, calf roping, drill teams, and a barn dance](#) - EOU is a proud sponsor of this event.



In your discussion post this week, let us know what fun things are happening where you are.

*connect with community
& current events....*



BA 346: Welcome to Week 7

All Sections

Welcome to week 7 everyone. We start the week on an



BA 346: Welcome to Week 6

All Sections

Welcome to Week 6 Everyone. Thanks for all the great c



BA 346: Welcome to Week 5

All Sections

Welcome to week 5 everyone. Hope you got a chance to



BA 346: Welcome to Week 4

All Sections

Good morning everyone and welcome to week 4. Hope you all had a great weekend! Lot's of fun summ...



Posted on:

Jul 15, 2019 at 9:10am

▼ Week 4

Week 4 - readings, articles, videos

Ch 6 - presentation

Week 4 - assignment

Oct 27 | 20 pts

Week 3 - assignment - solution.xls

Week 4 - discussion

Oct 27 | 30 pts

Week 4 - Exam 2

Oct 29 | 50 pts

Week 10 - readings, articles, videos

Read: Chapter 12 (Financial Management: Principles and Practice, 7th ed. Gallagher, Timothy)

Participate: Week 10 - discussion

Complete: Week 10 - assignment

Week 10 Overview: This module involves

Chapter 12 - Business Valuation

Key Questions for Chapter 12

1. Why are we concerned about business valuation?
2. What does value depend on?
3. What goes into bond valuation?
4. What's the big deal with yield to maturity?
5. How do you value preferred stock?
6. How do you value common stock?
7. Getting to the whole value of a company.

Overview

Chapter 12 brings the Principles of Finance to an end, and in some ways, close management is to maximize the value of the firm; now we learn how to find out know the three factors that influence value: size of the cash flows, timing of assets is tied to the value of the firms liabilities and equities (Go figure! Ever

So, based on the $TA = TL + TE$, the first sections of the chapter values existing know get to know where current bond price comes from and why yield to maturity virtually just how it shows in the book. The next sections take up equity value they can be considered a perpetuity) and ending with common stock.

connect with community...

This is a graded discussion: 30 points possible

due Dec 8

Week 10 - discussion

Here we are at the end of our journey in BA 313. However, this doesn't have to be the end of your journey in finance. The intent of this course is to teach the fundamentals of risk, return, cash flows, capital budgeting, investment decisions, valuation, and more. The discipline of finance cuts across most strategic decisions in any enterprise - there is always more to learn!

Just a couple of quick questions and we are done with discussions for the term...

(1) What is the primary goal of management related to the firm (hint: covered in week 1)? Based on finance theory, what is the value of "any" asset, at any point in time? How does the concept of "valuation" (Ch. 12) help tie these two ideas together?

(2) You will find a picture below of the Safeway store in La Grande, OR. The building (not the business) is currently for sale. The asking price is \$10,203,034. [Here is a link to more information on the property](#).

If the amount you can earn on alternative investments is 5.25% does this investment make sense? Could using NPV help with this question? You can consider a 20 year timeline. How much would the rent need to be to cover your monthly debt service based on \$1 million down, a 5.0% interest rate, over a period of 20 years? This is a 20 year absolute net lease (tenant pays all operating expenses), so you don't need to consider operating expenses.

2111 Adams Ave

La Grande, OR 97850 · Retail For Sale

\$10,203,034

[Share](#) · [Favorite Property](#) · [Create Report](#) · [Print](#)

[Get Financing](#)



Response Brief 3 (create a LinkedIn profile)



LinkedIn profile page for Erin Kelly, 1st Recruiter at Shaw Mountain of Cascadia. The profile includes a header with a cityscape background, a profile picture, and a cover photo. The main content area shows highlights such as 4 mutual connections, a new position as Recruiter at Shaw Mountain of Cascadia, and a recent post about Carrington College. The right sidebar lists people also viewed, including Aaron Olson, Abigail Pierson, Ben Roedel, Andrea McCormick, Rene Robert Alamo, Larson Debbie, Christine Martinez, Brittney Brown, Texas Tech Data Science, and Jason Falteisek. The bottom section shows experience as Assistant Volleyball Coach and Recruiter.

One of the most important things you can do as a business professional is network. This means talking to professionals, sharing a little detail about yourself and what you do, and exchanging contact information. THE single most effective way to build relationships and find opportunities – a new job, potential customer business partnerships, venture funding... you name it, it all starts here!

This is really important for students as well. The best career opportunities are never posted – they are given to qualified candidates the hiring manager knows or has been introduced to. The jobs that are posted online receive hundreds of applications – how easy is it to stand out in that kind of crowd?

The real trick is to connect with that hiring manager and build a relationship. Bonus points if you can do this before they even have a position to fill. You can meet them in person at a networking event or you can be introduced by someone else you know who already has a relationship with them.

Plus, as a student, you have an extra benefit. Professionals love to talk about what they do – especially when they are hiring. You can really use this to your advantage.

Traditional networking usually occurs in person at professional or social events. Here are a couple of ways to provide some great tips for that style of networking.

[How to Network - Top 5 Networking Tips](#)



[Business Networking Tips For Shy People](#)



create
connect
recommendations
classmate feedback
instructor feedback

Student Engagement Principles in Action

- Group Project(s)

- BA 313

- BA 346

- BA 450

- BA 460

- BA 465

- BA 498

- Student Organizations

- Entrepreneurship Club

- Millennial Community

- TheAgency@EOU

Student Engagement Principles in Action

Business Strategy (BA 498)

Boise Cascade	2
Union County Economic Development Corp.	3
Eastern Oregon University	3
Fieldhouse	
Track Replacement	
Ultimate Online Campus	
State of Oregon	3
Workforce Housing	
Biomass Power Generation	
Eastern Oregon Border Board	
Market-Based Innovation Research	4
Union County	9
Buffalo Peak Golf Course (2)	
Union County Airport	
Union County Air Show	
Union County Tourism	
Union County Art District	
Union County Organization Chart	
Port of Union County (2)	
Entrepreneurial Eco-System	4
Venture Competition	1
Nicole Lewis	1
Railriders	1
Skip Line	1
EONI	1
Kid's Club	ip
Eastern Oregon Telecom	ip

Projects

E-marketing (BA 346)

Side A Brewing	
Oregon Water Company	
Orthman Ironworks	
The Door Guy	
Raul's Taqueria	
Blue Mountain Barbers	
Hought's 24 Flavors	
Nature's Pantry	
Pampered Walls	
Affordable Burial and Cremation	

Promotional Strategy (BA 464)

West Side Bakery	
Yia Yia Nikki's	

Consumer Behavior (BA 465)

Student Lunch Spot	
Student Breakfast Spot	

Retailing & Sales (BA 450)

New Retail Concept	
Market Place Fresh Foods	
Nature's Pantry	

Entrepreneurship (BA 460/260)

New venture concept	
---------------------	--

Projects

2
2
1
1
1
1
1
2
1
1
2
2
3
2
9
1
1
numerous

Tracy Hayes
Steve Lyon
Scott Fairley
Charity Walters
Randy Jones
Jessy Watson
Dan Starrk
Jeff Crews
Kelly Mutch
Lara Moore
Bill Reichert
Abby Stonebreaker
Jeremy Davis
Trevor Graves
Nicole Lewis
Clayton Oswald
Jeff Strickler
Jim Coonan
Jerry Norquist
Robin Michalisko
Matt Orthman
Karl Mundorf
Rick Miller
Nick Fairbanks
Scott McConnel
Brian Kausler
Jack Howard
Tres Shannon
Dan Eytchison
Moe Gekas

Class Visitors

Boise Cascade
Boise Cascade, Grande Ronde Hospital
Business Oregon
Dainty Jewell's
DEQ
Domino's
EOEDC
+Pub Talk EONI
EONI
EOU
Garage Technology Ventures
Grande Ronde Hospital
Grande Ronde Hospital
Nemo Design
Nicole Lewis Music
Northwest Cloud Consulting
NWEA, Protocols, Cadre...
OEN, RAIN, Audio Source
Oregon Community Partners
Oregon Water Company
Orthman Ironworks
OSU, Bioreaction, Garden Burger
+Pub Talk Rogue Venture Partners, Avamere, ...
+Pub Talk Side A
+Pub Talk Side A
Skipline
Union County Commissioner
+Pub Talk Voodoo Doughnuts
Westside Bakery
Yia Yia Nikki's



Business Policy & Strategy

Online Changes

STI Changes
From 2018

Week 1:	Project overview Team selection	Online Office Hours
Week 2:	Written Summary + Contact Info Draft SoW (<i>examples on Canvas</i>)	Conference Call or Recorded Interview
Week 3:	Approved SoW	Bi-weekly Team Calls
Week 3 – 6:	Conduct initial research Build draft presentation	Short Status Update
Week 6:	Client progress presentation	Smaller Deliverables
Week 7-9:	Revise & refine	
Week 10:	YouTube Presentation Discussion Post	Mac instructions
Week 11:	Project Due (Monday @ 5:00)	Peer Review

Student Engagement Entrepreneurship Club

Social Activities

Networking

Competition

[Pub Talks](#)

Speaker Series:



...

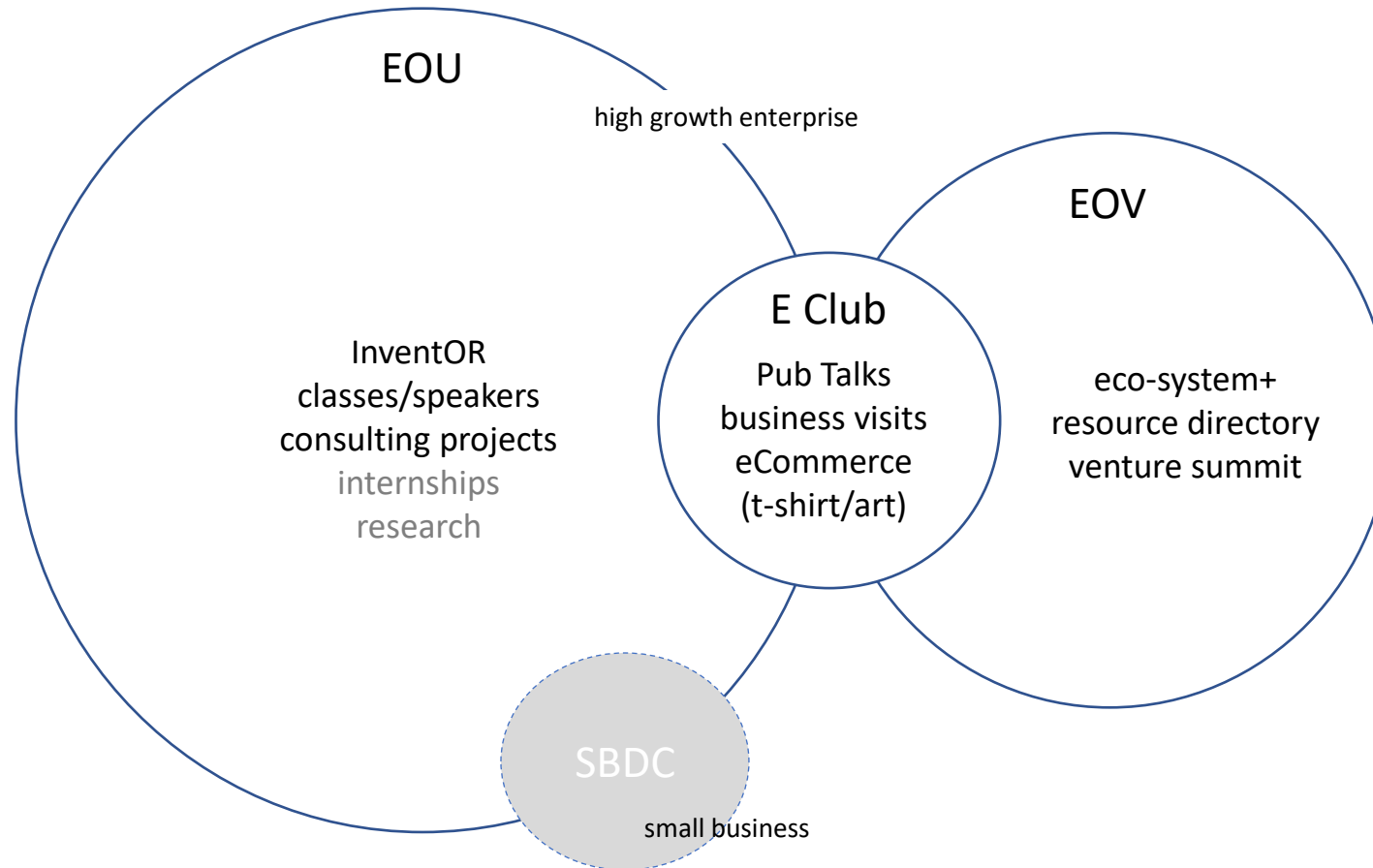


Entrepreneurs, Service Providers, Investors...

...role models and hero's

[maggie & cocoa](#)

Student Engagement Entrepreneurship Club



Student Engagement InventOR



PARTNER SCHOOLS: 2 & 4 YEAR INSTITUTIONS

- Clackamas Community College
- Eastern Oregon University
- George Fox University
- Lewis and Clark College
- Linfield College
- Klamath Community College
- Oregon Health and Science University
- Oregon Institute of Technology
- Oregon State University
- Portland Community College
- Portland State University
- Rogue Community College
- Southwestern Oregon Community College
- University of Oregon
- University of Portland
- Warner Pacific University
- Western Oregon University



Invent Oregon

Venture Competition
Portland, OR

Borrowing from Others is Good

The Dr. K way...

Discovering Creative New Solutions is Essential

Engagement Should Extend Well Beyond

Technology is Your Friend

Well, mostly...

