



Business: Three core courses unified by the project method

A course entitled "Integrated Business Core" (IBC), a front-end program for beginning undergraduate business majors at the University of Oklahoma (1998)

Course Design:

Student in this program take three core courses (Principles of Management, Principles of Marketing, and Legal Studies), work in teams on student-run business companies, and participate in local community service organization projects. Two student companies are formed each semester; students choose a product, obtain a loan, and complete the necessary organizational procedures. Each company produces and markets a product; it then closes out the business and repays the loan at the end of the semester. Student teams use company profits to finance projects with a local community service organization, and ultimately donate the remainder of those profits to the organization in question. IBC enables students to integrate course material with the experience running their own business. IBC also offers valuable insights into the links between the business and service sectors. As a whole, the program serves as the building block for subsequent courses in the business college, as well as more effective job searches, improved job performance, and continued civic involvement.

Higher Level Learning:

IBC helps students integrate the core concepts in business (**Connecting**). In addition to promoting a better understanding of the fundamentals (**Phenomena**), the program provides the opportunity for students to put in practice the ideas behind these principles (**Connecting Ideas** and **Acting**).

Active Learning:

Unlike business courses that rely on lectures and textbooks, the IBC experience of creating and managing a new company (**Doing**) and of learning from the work of classmates on the other team (**Observing**) enables students to work with each other,

with professors, and with professionals in the business and service sectors to connect theory with practice (**Dialogue with Others.**)

IBC: An Award-Winning Curriculum Innovation in OU's Business College. (1998, May). Spotlight on Teaching, 18, 1-4.