

INTEGRATED BUSINESS EXPERIENCE
COLLEGE OF BUSINESS

 MINNESOTA STATE UNIVERSITY MANKATO



Annual Report

August 2016 – May 2017

prepared by

Dr. Kathy Dale

United Prairie Bank IBE Faculty Chair

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The United Prairie Bank Integrated Business Experience (IBE) has become a signature program in the College of Business for implementing the strategic mission of the College. The focus of the mission involves being a College of Business committed to offering real-world learning experiences. Being able to support our mission with programs such as the United Prairie Bank IBE is imperative to maintaining the esteemed AACSB accreditation held by the College.

The Current Program

The United Prairie Bank IBE is a 12 credit hour learning experience. The experience combines Business Finance, Principles of Management, Principles of Marketing, and a practicum where student teams develop and operate a business. Taught by a faculty team, the purpose of the United Prairie Bank IBE is to help students better understand the interdependence of the content areas studied as they apply to actual business experiences.

Course Descriptions:

IBE Practicum (BUS 397) is an applied course that entails developing, launching, managing, and closing a business with the cohort of students enrolled in the class. Students write and present a business plan as they seek financing from United Prairie Bank for their start-up company. The business start-up experience creates a real-world context in which students can practice the concepts introduced in MGMT 330, MRKT 310, and FINA 362. BUS 397 is part of the United Prairie Bank Integrated Business Experience, and students must enroll concurrently in BUS 397 and sections of FINA 362, MGMT 330, and MRKT 310 that are designated for IBE students.

Business Finance (FINA 362) is an introduction to finance relating to problems, methods, and policies in financing business enterprise.

Principles of Management (MGMT 330) examines basic management concepts and principles, their historical development, and their application to modern organizations. Topics covered include planning, organizing, decision making, leadership, control, and organizational change. In addition, the course includes an introduction to business ethics and social responsibility, human resource management, organizational design, and organizational behavior.

Principles of Marketing (MRKT 310) provides a basic understanding of marketing concepts with emphasis on the pricing, promotion, and distribution of need satisfying products and services in domestic and international markets.

Faculty Biographies:

The following faculty comprised the United Prairie Bank IBE faculty team during 2016-17:

- **Kathleen M. Dale** is an Associate Professor of Management and the faculty chairperson for the United Prairie Bank Integrated Business Experience at Minnesota State University, Mankato. Dr. Dale has a Ph.D. from the University of North Texas. Her areas of expertise include Organizational Theory and Business Policy, and she teaches graduate and undergraduate classes in these areas. Her current research interests include issues in small business management, the use of business simulations in the classroom, team development, and leadership. Dr. Dale has served on the Board of Directors for a number of small business enterprises.
- **Joseph J. Reising** is an Associate Professor of Finance and teaches Data Analytics, Banking, and Business Finance. He was a member of the team that initiated the Integrated Business Experience (IBE) and currently teaches IBE Business Finance. Dr. Reising earned his undergraduate degrees in History and Economics from the University of Minnesota, Twin Cities and his Ph.D. in Finance from Texas A&M University. His areas of expertise include Banking and Corporate Control and he has published in a variety of high-quality financial journals including the Journal of Banking and Finance. Dr. Reising's current research examines the impact of regulatory changes on bank operations and control.
- **Kristin A. Scott** is an Associate Professor of Marketing with a Ph.D. from Oklahoma State University. She currently teaches classes for the Integrated Business Experience and a course that includes a study abroad component to Belize. She is a consumer behavior researcher who specifically focuses on the areas of sustainability and materialism. Her most current research investigates the generational and cultural differences in the American Dream for which she was awarded a research grant to conduct. Other recent publications have investigated consumers' propensity for repair behavior and young adults' social smoking behavior.

Program Overview

The United Prairie Bank Integrated Business Experience (IBE) was officially launched during academic year 2013/14. Overall student enrollment in the program has increased each year (see Table 1) serving a variety of majors from across the university (see Table 2). Funding by and partnership with United Prairie Bank has made it possible to promote and grow this exciting learning experience. The following individuals have directly contributed many hours to the learning experience of the IBE students:

- Mr. Scott Bradley, CEO, United Prairie Bank
- Mr. Doug Lago, Market President, United Prairie Bank
- Mr. Brett Feldman, Credit Analyst, United Prairie Bank
- Mr. Randall Appel, CEO/Analyst, F/X Fusion

Company Advisors:

Students who have participated in the IBE may apply to be a company advisor for the next semester's IBE group. United Prairie Bank helps support company advisor positions through scholarship funds. Each company advisor receives a \$2500 scholarship as consideration for his/her efforts on behalf of the company.

The role of the company advisor is critical to the success of the IBE company. The company advisor retains the collective wisdom of prior semesters of IBE. It is critical that they be able to provide the company that wisdom and insight to assist them in avoiding pitfalls. The advisor, however, is not there to run the company. They are there to provide advice when the company asks. Additional duties and responsibilities that are included in the company advisor position include:

- Attending weekly IBE faculty team meetings
- Attending BUS 397 (IBE Practicum)
- Visit classes (MGMT 200, ACCT 200, BUS 295, and CM 111 at a minimum) to share IBE flyer/information
- Assist with IBE marketing & recruitment
- Monitor practicum assignment submissions and provide feedback when appropriate

Table 1
United Prairie Bank IBE Enrollment

Academic Semester	Student Enrollment	Number of IBE Companies	Company Advisor(s)	Company Advisor Major
Fall 2013	10	1	Charles Carpenter	Marketing
Spring 2014	25	1	Daniel Rasmussen	Management
Fall 2014	37	2	DeAndre Cunningham David Wells	Finance/Psyc Economics
Spring 2015	33	1	Stephanie Reiter	Marketing
Fall 2015	32	2	Joseph DeBella Joseph Mash	Exercise Science Marketing
Spring 2016	51	2	Nicholas Bryant Arielle Farness	Management Management
Fall 2016	60	2	Thomas Bushey Olivia Robinson	Intl. Business Management
Spring 2017	40	2	Trevor Heeren Malaika Paye	Sports MGMT Marketing

A variety of majors from across the university are represented in the IBE. Table 2 contains a list and frequencies of majors over the past 2 years.

Table 2
Majors Represented in the IBE

<u>Major</u>	<u>Fall 2015</u>	<u>Spring 2016</u>	<u>Fall 2016</u>	<u>Spring 2017</u>
Accounting	5	6	9	2
Finance	3	10	16	3
Inter. Business	0	3	1	1
Management	15	17	11	14
Marketing	8	7	17	14
Const. MGMT	0	1	1	0
Comm. Studies	0	2	0	0
Economics	0	2	3	1
Info. Sys.	0	2	1	1
Sports MGMT	0	1	0	1
Not listed	1	0	1	
Exercise Science	0	0	0	1
Gen & Women	0	0	0	1
TOTAL Enrolled	32	51	60	40

2016/17 Average Student Per Class for IBE Faculty = 33

Integrated Business Experience (IBE) Companies in 2016-2017

A total of four IBE companies were launched during 2016-2017. Kato Supply Company and Midwest Made were developed during the Fall 2016 semester, while Northern Edge Outfitters and YouBetCha Trading Company were developed during the Spring 2017 semester. During the semester, students developed their product/service ideas, wrote a business plan, obtained financing from United Prairie Bank, marketed their product/service, and closed their business at the end of the semester. A total of over **\$8900** and **1,129 service hours** were donated to local charities by the four companies. Details about each of the four IBE companies are provided below:

Kato Supply Co. - Fall 2016



Service/Product: T-shirt, koozie, Kato flag, silipint cups

Loan Amount: \$3,216

Gross Sales: \$5,354

Donation to Chosen Charity: \$2,136 to MN Chapter of MADD

Service Hours: 414

Midwest Made - Fall 2016



Service/Product: Hockey style hoodie, baseball t-shirts, copper insulated mug

Loan Amount: \$4,500

Gross Sales: \$6,285

Donation to Chosen Charity: \$1,785 to Backpack Food Program

Service Hours: 260

Northern Edge Outfitters – Spring 2017



Product: shirts, drink bottles, Stomper bags

Loan Amount: \$3,634.42

Gross Sales: \$4,656.20

Donation to Chosen Charity: \$1355.44 to REACH Drop-in Center

Total Service Hours: 230

YouBetCha Trading Co. - Spring 2017



Product: multi-tool, sunglasses, phone wallets

Loan Amount: \$3,500

Gross Sales: \$7708.50

Donation to Chosen Charity: \$3,628.22 to Back Pack Food Program - Mankato

Total Service Hours: 225 hours

Networking Opportunities:

Integrated Business Experience (IBE) students were provided with numerous networking opportunities throughout each semester. Below are highlight opportunities:

- In-class presentations to Mexican Delegation (Fall 2016)
- In-class visit from Mr. Mark Davis and Mr. Richard Schmitz (Fall 2016)
- Tabling at Big Ideas Challenge (Spring 2017)
- Hoops Club (Fall 2016 and Spring 2017)
- In-class sales presentations to Microsoft executives (Spring 2017)

Total Contributions of the United Prairie Bank IBE (2012-2017)

Members of the United Prairie Bank IBE companies commit to serving the community by pledging an agreed upon number of volunteer hours to local non-profits. A total of **4,065** volunteer hours have been donated by IBE students since 2012. Examples of organizations that IBE students have volunteered at include: Adopt-a-Highway, American Red Cross, Backpack Food Program, Camp Patterson, Campus Kitchen, Churches, Community Clean Up, Echo Food Shelf, Feed My Starving Children, Girls on the Run 5K, History Day Minnesota, International Center, Relay for Life, and the Salvation Army.

To date, a total of **\$45,834.73** has been donated since 2012. As shown in Table 3, a variety of charities have been recipients of IBE company proceeds. Additionally, in two instances private donors have matched the IBE company donation amount.

DONATIONS TO LOCAL
CHARITIES TO DATE
\$45,834.73
4065 Hours



Table 3

Minnesota State University: United Prairie Integrated Business Experience

Company Information		Business Activities			Service Activities			
School Term	Year	Company Name	Service/Product	Loan Amount	Gross Sales	Donations	Chosen Charity	Service Hours
PROGRAM TOTAL								
Spring	12	IBE Giving	T-Shirts, Collapsible Water Bottles	\$2,500	\$3,759	\$1,759	Kids Against Hunger	250
Fall	12	MavNation	T-Shirts, Long-Sleeve Shirts, Coffee Tumblers, Promotional Cards	\$2,500	\$6,178	\$2,307	Junior Achievement	465
Spring	13	MavStrong	T-Shirts and Tank Tops (Keep Calm and Stomp On)	\$1,400	\$3,409	\$1,488	Kids Against Hunger	260
Fall	13	WinnerWear	Hats, Mittens, Sweatshirts	\$2,200	\$4,900	\$2,517.78	American Cancer Society (local)	160

Spring	14	MavFit	Shakers, Cooling Towels, T-Shirts	\$2,478.20	\$6,753.50	\$3,740.74	Backpack Program	250
Fall	14	MavUp	Products: Winter hat, scarf, and stainless steel travel coffee mug	\$3,000	\$6,074	\$1,512.23 \$1,512.23	Backpack Food Program Dream Closet	190
Fall	14	MavFam Apparel	Crewneck sweatshirt, long-sleeve dry fit shirt, basketball jersey	\$2,660	\$6,385.23	\$2,551.63	Junior Achievement	113.5
Spring	15	MNice	Hockey Stick Hanger, sweatshirt, t-shirt, KatoKard	\$4,050	\$11,189.00	\$6,249	Backpack Food Program	217.50
Fall	15	Kato Nation	Power-Up Protein Bar (chocolate peanut-butter), long sleeve Dri-Fit shirt, shaker bottle	\$3,931	\$4,803.44	\$3,962.54	Anthony Ford Fund	160
Fall	15	Midwest Grown	Terrarium, crewneck sweatshirt	\$2,318	\$5,378	\$3,060	Make-A-Wish Minnesota	160
Spring	16	Northern Standard	Tornado mug, klitch, glass water bottles, hats	\$3,707	\$6,426	\$2,154	Mending Spirit Animal Rescue	529
Spring	16	Minnesota State of Mind	Hat, sunglasses, beach towel	\$2,500	\$4,181	\$2,057	St. Jude's Children's Research Hospital	342
Fall	16	Kato Supply Co.	T-shirt, koozie, Kato flag, silipint cups	\$3,216	\$5,354	\$2,136	MN Chapter of MADD	414
Fall	16	Midwest Made	Hockey style hoodie, baseball t-shirts, copper insulated mug	\$4,500	\$6,285	\$1,785	Backpack Food Program - Mankato	260
Spring	17	Northern Edge Outfitters	Shirts, drink bottles, Stomper bags	\$3,634.42	\$4,656.20	\$1,355.44	REACH Drop-In Center	230

Spring	17	YouBetCha Trading Co.	Multi-tool, sunglasses, phone wallets	\$3,500	\$7,708.50	\$3,628.22	Backpack Food Program - Mankato	225
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