GLOBAL ENTREPRENEURSHIP EXPERIENCE

UNLV COLLEGE OF BUSINESS

Volume 1, Issue 2

October/November 2010

G.E.E. Students Compete

First year student Spencer Norman and second year student Josh Burns represented UNLV at the University of Arizona Eller College of Management Ethics Case Competition held in Tuscon, AZ on October 21-23. The competition featured teams from 30 top business schools from the U.S. and Canada, including the University of Southern California, the University of Texas at Austin, Boston College, Pennsylvania State University, and Emory University. Teams competed through three rounds of debate, and were judged on their analysis and business recommendations in addition to critical thinking.

This year, competitors were given an ethics case that addressed the challenge facing a nonprofit hospital located in the Southwest when an undocumented worker needs rehabilitative care beyond the emergency and stabilization care already provided to the worker by the hospital.

Spencer and Josh worked closely with Leid Professor of Legal Studies Robert Aalberts to prepare. "It was like taking a crash course in ethics," Spencer said. The two students, both experienced in forensics, were excited about the competition and are already talking about strategies for next year. As Josh put it, “I knew the Global Entrepreneurship Experience program would give us lots of opportunities.”

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We are recruiting now for our third cohort and will begin accepting applications in late October. If you would like more information about the program and how to apply visit our web page, *http://business.unlv.edu/bges/* or contact Dr. Janet Runge, Global Entrepreneurship Experience Coordinator, 702-895-3022 or janet.runge@unlv.edu

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Creativity Lab: Observation

Evan Rosenberry – In our first Creativity Lab held at the Marjorie Barrick Museum, the Entrepreneurial Creativity class experimented with observing our surroundings. It is human nature to be so focused on only what we are doing that we just ignore everything around us. First, the class watched a movie about how astronauts not only need to have the physical training to go on the moon, but they need to know what to look for once they get there to make their trip meaningful. After this, we split off into groups and tried to observe things in a bag, remembering all of the objects that were in there. After this, the class split off into pairs and went into the museum. The direction for this activity was to describe an object in the museum to a partner who would have to draw it from that description.

Dean Klinhom - When the astronauts were asked to describe where a certain rock came from, they were stumped; so was I. It was simply a rock, what more did I need to know about it? After that entire scene and explanation about the rock, I was surprised at my lack of observation skills. I learned that I only saw what was right in front of me, and not everything around me. For the first time in my life, I felt like I did not know everything. This feeling was further compounded when we got into groups, and tried to memorize the contents of the bag and all its minuscule details. I tried my usual method of memorization: just repeating the contents in my head as many times as I can. What I discovered was that I could remember the objects, but barely any of the details. I simply was not in control at that point. After hearing all my classmates' methods, I saw there was more than one method to memorize things, such as categorization or creating a story. Those methods were better used to recall details, rather than pure repetition. From that moment I learned that there is more than one way to do things.

Ashley Merritt - This creativity lab definitely caused a few awkward smiles and giggles. It consisted of activities that put each person out of their element, especially for someone like myself who isn't used to standing up in front of people and talking about something I don't know about. The first activity showed the group how it's okay to be out of your element. I felt that it gave us all a sense of seeing it's okay to not know everything, and that when you feel that way, you're not alone. There are just some times when past experiences can't help you, and you have to figure it out as you go along. The museum section helped us connect with our partners. I had to use words that sounded foreign because I hadn't used them in so long, and it again got the group to step outside of their normal box. The whole experience felt a little awkward but that was only because it was something I wasn't used to. It was awkward in a good way, where I was forced to overcome that feeling.

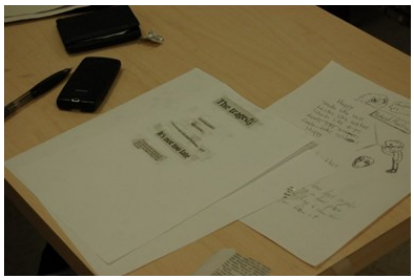
Maui Orozco - We learned that often during our busy lives we don't pay enough attention to the details that surround us, which can hinder the creative process. During the first activity, I realized that remembering things in great detail was a difficult task. Sure, I could remember that there was a bag of coffee in the bag, but could I remember what type of coffee? What it said on the side of the bag or what the picture on the front was? I learned the small details are just as important, if not more important, than the "big picture" because it's those details that make up the whole. Without them, or the addition or subtraction of something that might seem to be a "minor detail" the whole end result can be altered. I learned that stopping to observe my surroundings can actually open up my mind to new ideas that I never would have considered had I not taken the time to simply look around.

Level 1. Sonnet

First for our lab we had to find words in newspapers to make a poem
This was not easy to do at first and everyone was having a hard time
Everyone was complaining and thought that it would be the end of writing poems
After the newspaper poems we had to write more poems but they couldn't simply rhyme
We took down words and wrote a poem about a made up metaphor
Than we wrote a poem that used a random letter as much it could be used
We then wrote a poem about one of three pictures but that was not the end there was more
Lastly we made a story by everyone saying one word, everyone was confused
After each poem everyone had to read the class their own
None of us were poets but we noticed a big change
We saw how all of our poetry skills had grown
All the creative thinking and writing increased our poetic range.
It was tedious at first and seemed like a big waste of time
Until we saw how much the poetry opened up our minds

Level 2. Haiku

At first it was hard
With time it opened our minds.
Creativity



Michael Withers, Cohort 2, Business Major

Creativity Lab: Poetry

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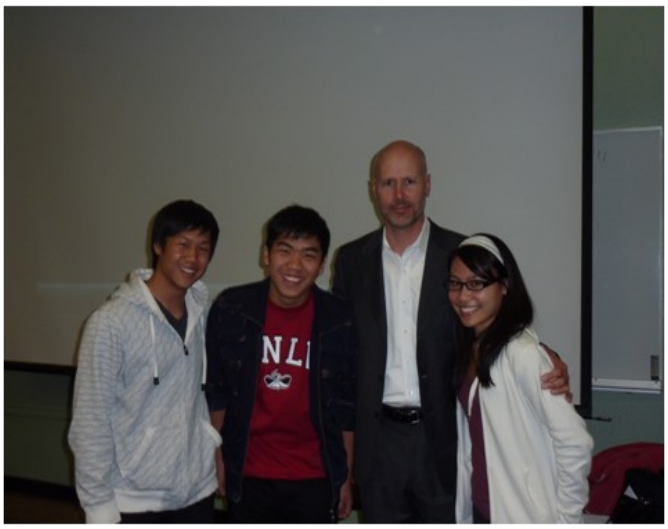
Global Entrepreneurship Experience

Get to know second year student: **Rebecca Lam**

I am currently an Asian Studies major with a minor in Japanese. I want to work for the U.S. Department of State as a public diplomacy foreign service officer or to become involved in some part of government that is able to share cultural awareness and strengthen bonds between different nations. I plan to pursue an MA in international relations. I hope one day to work for the United Nations advocating rights and to help the U.S. forge stronger bonds with other countries. I have a passion for learning new cultures and languages and am hoping to study abroad in as many countries as I can to experience different cultures hands on. I am also interested in creative writing and possibly writing YA novels as a side career.

The **Global Entrepreneurship Experience** is seeking creative, high-achieving high school students to experience entrepreneurship on a global scale at UNLV. The UNLV College of Business is offering **$5000/year** scholarships for 20 students admitted into the Experience for Fall 2011. The program is open to all students, regardless of their intended major. The **Global Entrepreneurship Experience** curriculum combines interactive learning, leadership development, co-curricular experiences and international perspective. The **Global Entrepreneurship Experience** gives students the framework and tools to plan, prioritize, and pursue their own vision. ***For more information and to apply for the Global Entrepreneurship Experience, visit http://business.unlv.edu/bges/***



NOW SHOWING!:

On November 18, the Global Entrepreneurship Experience program partnered with the American Marketing Association to present the screening of “Making Your Mark” - a documentary film following the life of “Entrepreneur Extraordinaire” Mark Husmann in his attempt to create a billion dollar empire. Mark Husmann, filmmakers Jason Boritz and Jonathan Salemi, and Las Vegas entrepreneur Richelle Shaw were at the screening to talk to students and answer questions. The crowd, 180 strong, was inspired by Mark’s passion for his opportunity, even in the face of seemingly insurmountable obstacles.

GEE students have enjoyed opportunities to meet and make friends with each other. Learning isn’t just happening in the classroom, but also between the classes as first year students are mentored by second year students. It started with a pizza party and was followed up with a mid-semester barbeque. The semester will wrap up with a holiday party.

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