the PROFESSIONAL EDGE

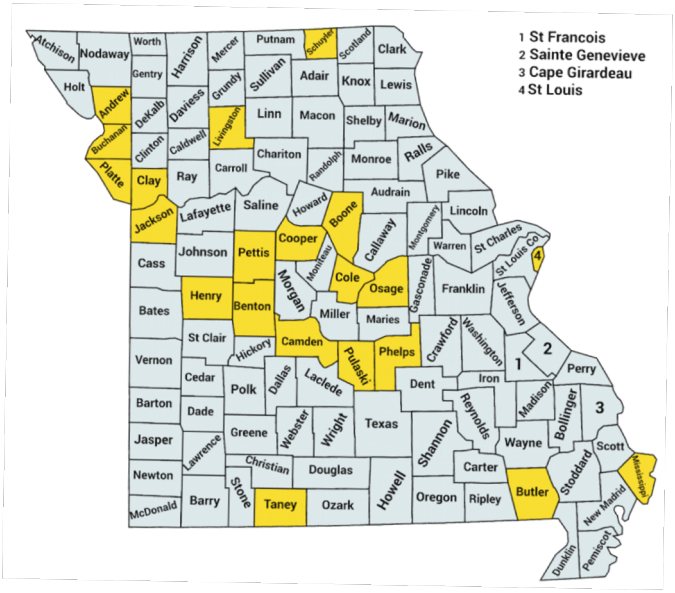
BA 3500: Advanced Professional Development - Leading Teams & Organizations

A Trulaske College of Business Experiential Learning Opportunity

BA 3500 Professional EDGE Projects: Academic Year 2019-2020

MU Trulaske College of Business Professional EDGE projects provide experiential learning opportunities in which students exercise the four professional competencies that are the focus of the BA3500 course: *Leadership, Critical Thinking, Learning Agility* and *Influencing Others.* In the 2019-2020 inaugural year, students were matched with professional projects through MU Extension and the MU Office of Service-Learning. Their goal was to address an assigned business problem or opportunity and develop solutions for Missouri businesses.

21 Missouri Counties Served



Project Statistics

- 599 undergraduate participants in 103 projects
- 15 MBA participants provided project support
- Over 9,000 project hours completed
- When COVID-19 required significant project adjustments and working remotely, 100% of projects were completed, thanks to dedicated students and project partners.

Sample Projects from 2019-20

- Jefferson City Post-Tornado Business Recovery Strategies
- Women Landowners Conference Marketing
- Benton County Tourism Social Media Strategy
- Schuyler County Agritourism Assessment
- Downtown revitalization assessments and marketing strategy
- Agritourism: Cattle Ranch Airbnb Marketing
- Refugee and Immigration Services - Marketing & Fundraising
- Diversity and Inclusion Research for the Kansas City Region
- Heart of Missouri United Way Core Capacity Assessment Training
- Missouri College Advising Corps Marketing
- Lake of the Ozarks Workforce Gap Analysis
- Butler County 4-H Leadership Development
- MU Extension – Missouri Small Business Development Center (SBDC) COVID-19 Research
- Columbia Apartment COVID-19 Marketing Strategy