

## **Graceland School of Business Video Transcript**

The C. H. Sandage School of Business at Graceland University is about passionate learning, making possible, passionate careers. With cutting edge business majors enhanced by the liberal arts, this is a business education that will prepare you for success, today and for years to come. Rigorous and relevant, hands-on and practical, Graceland's School of Business is a professional community that means business. It is, for all who come here, The Power of Together.

(Scrolling at bottom: "Accounting, Agricultural Business, Business Administration, Economics, Social Media Marketing, Sport Management.)

In the School of Business, we think of the education here as kind of a layered approach where the liberal arts is foundational to everything. Everyone needs to be able to communicate, to think quantitatively and critically - all those kinds of foundational skills that everyone needs. And then there are foundational business skills that are also important

in terms of management and marketing and all those kinds of business skills that everyone needs. Lately, we've also launched some new initiatives that are more integrated. So, for example, our social media marketing major where it draws on foundational skills from business and communications and art, and helps students with that broad-based approach.

The teachers set up an opportunity for us to create a project of social media for a company, Principal Financial, that's in Des Moines. So, we actually had the opportunity to go to their headquarters and present our ideas that they should use for social media to their top executives, so that was great real-world experience we got through our classes at Graceland.

One of our strong programs within the School of Business is our Enactus team. This is a worldwide organization that encourages the students to take the business knowledge skills that they have acquired and use those to make the world a better place. They do that locally by working with local

businesses and school children, and they do it internationally. Our team every summer goes to Zambia and helps with schools and small business projects there.

For my senior year, I had an internship with IBM, and I was very curious to see how it would compare to students who went to bigger universities.

Through time, I really believe that I stood out from these students because the opportunities that Graceland offers. From the Enactus program to being a leader within residence life to a number of different opportunities Graceland offers, I believe those are the difference between me and the other students that I believe I had an edge over.

The Power of Together