

# EMPORIA STATE UNIVERSITY

*School of* BUSINESS



## VENTURE ALLIANCE

### ■ WHAT IS THE VENTURE ALLIANCE?

The Venture Alliance is a student project initiative coordinated through the Career Services team of the BizHornet Center. Student teams will be available on a no-cost basis to execute projects for local businesses as part of their coursework over a semester. For students, it provides an opportunity to apply classroom knowledge to a real-world setting and polish their networking skills. For businesses, it provides an opportunity to contribute to the professional development of tomorrow's business leaders and gain access to specialized knowledge and skills on a no-cost basis.



***ARE YOU LOOKING TO  
MAKE A DIFFERENCE  
IN THE PROFESSIONAL  
DEVELOPMENT OF  
TOMORROW'S BUSINESS  
LEADERS?***

***REAL-WORLD  
BUSINESS  
PROBLEMS TURNED  
INTO CLASS  
PROJECTS***

The School of Business invites you to partner with our Career Services team and be part of the Venture Alliance initiative. This new initiative will allow your business to work exclusively with the Venture Alliance team to develop student projects that contribute to your business, while enabling our students to build upon their social business networking skills.

## POSSIBLE STUDENT PROJECTS:

- Website development and implementation
- Social media strategy
- Advertising
- Sales / Marketing
- Promotional Campaigns
- Sustainability
- Communication
- Interior Design
- Compliance
- Ethics / Culture
- Anything business-related that you can propose!

## ■ WHAT DOES IT OFFER TO THE BUSINESS?

- Contribute to the professional development of tomorrow's business leaders
- Access to specialized knowledge and skills on a no-cost basis
- Human resources to meet short-term, seasonal work demands



## ■ WHAT DOES IT OFFER TO THE STUDENTS?

- Learning opportunities outside the classroom
- Opportunity to apply classroom knowledge to a real-world setting
- Ability to polish their professional networking skills

### How to connect with the Career Services team in the School of Business:

Please contact James Willingham, Career Services Coordinator in the Biz Hornet Center, to learn more about our Venture Alliance program and to set up an appointment to further discuss the needs of your business and potential opportunities for students.



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