



The University of Akron

CBA Honors Integrated Business Forum

2017 Smucker's Jobs to be Done Theory Session with Trisha Miller, Assistant Product Manager, The J.M. Smucker Company



Benefits to Participating Companies

- Company exposure to honors students and overall University network
- Research reports and project recommendations from interactive student engagement
- Networking contacts with other area companies
- Opportunity to support University of Akron students and faculty

Benefits to Students

- Exposure to and interaction with key business leaders
- Real world learning and application experiences

The College of Business Administration's Honors Integrated Business Forum pairs business honors students with local multinational organizations to bring students hands-on experience and insight while providing innovative solutions to companies. Now in its fourth year, past students have benefited from working closely with company executives on real-world projects. Projects have ranged from assessing market opportunities for millennials to ecommerce and workplace environment assessments.

This year-long course combines a series of sessions with company executives with an applied team research project. In the fall semester, students have the opportunity to hear about company strategy and growth challenges along with the organizations' approaches to innovation. Students then cap the year by presenting executives with an innovative solution to a real company challenge.

"The Honors Integrated Business Forum was an incredibly valuable experience. The business innovation challenges we were faced with required each of us to draw on our unique academic backgrounds, allowing us to arrive at a real, research-backed solution to present to executives from The Goodyear Tire and Rubber Company."

-Matthew Cimperman, Goodyear Finance and Accounting Development Program

The CBA Honors Integrated Business Forum is structured with a team teaching approach that blends the corporate environment with Academia. Instructors include Andy Platt, Executive Director Corporate Outreach and Student Professional Development for the CBA ; retired from and former Corporate Officer of the J.M. Smucker Company, and Dr. Susan Hanlon, Associate Dean and Professor of Management. Past participating companies include the Goodyear Tire and Rubber Company, GOJO Industries, Inc., the J.M. Smucker Company, and others.



2017 Goodyear Design Thinking Session with Greer Connor, Design Innovation Manager at The Goodyear Tire & Rubber Company



2017 GOJO Business Model Canvas Session with April Bertram, Business Development Director, GOJO Industries