September 26, 2014

To: AASHE STARS Committee

Dear STARS Committee Members,

This letter is written to support MacEwan University’s STARS Innovation Credit for the Mission Possible project assigned to students enrolled in Business 201.

I teach BUSN 201 and integrated the Mission Possible project into the course in the fall 2013 and winter 2014 semesters to introduce experiential learning to my students. This project promotes hands-on learning of business practices while driving innovation, entrepreneurship, and change in the community.

With the support from the student group ENACTUS MU and sponsorship from ATB Financial, students were each given a $5 start-up loan and instructed to form teams. Each team was challenged to create their own business venture and market it to the community. Examples of micro-ventures included raking leaves, selling chocolate bars, making homemade products, wedding photography, and custom sign-making. At the end of the term, students were graded based on their micro-venture profits (revenues minus expenses) and how much of those profits they donated to charity.

The students raised and donated an impressive $54,573 to local Edmonton charities in Mission Possible’s first year at MacEwan University. This project demonstrates innovation as it provides students with a tangible, real-world assignment that simultaneously teaches them how to create a viable venture and how business can help the local community.

I look forward to continuing to build upon the momentum this project has gained at MacEwan University.

Sincerely,



Leo Wong, Ph.D.

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