



CONCORDIA  
UNIVERSITY  
IRVINE

Transforming Future Business Leaders Through Experiential  
& Service Learning

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# Introductions

- Kellie Playter
  - Assistant Professor & Internship Director
- Tammie Burkhardt
  - Associate Professor of Accounting & ENACTUS Director



# Current Student Demographics

Most undergraduates are Generation Z

- people born roughly between 1995-2010
  - Ethnically diverse
  - Influence of technology
    - Learn new skills (YouTube, TikTok, Google)
    - Social Interaction
    - AI



# Challenges & Opportunities

## Challenges

- Lack soft skills
- Personal qualities
- Lack work experience

## Opportunities

- Eager to learn practical workplace skills in college
- Accustomed to technology
- Comfortable in a diverse world
- Desire to be helpful and responsive



# Employer Needs- NACE Competencies

- Career & Self-Development
- Communication
- Critical Thinking
- Equity & Inclusion
- Leadership
- Professionalism
- Teamwork
- Technology





# Experiential Learning

- “Experiential learning is an umbrella concept that includes many varieties of hands-on learning activities, including laboratory experiments, kinetic learning activities, **professional internships**, and course-related fieldwork” (Ludlow, 2010, p. 45).



# Concordia Internships

- 4/10 college students complete an internship (Gallup, 2023)

Concordia has a required internship program

- Personal development & professional document preparation (resume, cover letter, LinkedIn, Handshake)
- Interview and Networking Skills
- 80+ hours of field experience in the students desired career field
- Post fieldwork reflection & evaluation

Outcomes

- NACE Competencies (Career & Self-Development, Communication, Critical Thinking, Equity & Inclusion, Leadership, Professionalism, Teamwork, Technology)



# Philanthropy/Service Learning

ENACTUS - ENtrepreneurial ACTion US

- Global organization with a long-standing commitment to using entrepreneurial action as a catalyst for change
- Micro-loans to low income small business owners
- Students are assigned business plans to review





# Philanthropy/Service Learning

- Receive small business plans from our partners
- Approved 5 business plans to fund - Philippines
- Visit Cebu in May with students
- Meet business owners & visit businesses
- Provide small business workshops



# Conclusion

These are just a few ways Concordia is helping prepare and transform future business leaders outside the classroom in safe and supportive environments where they can learn, fail, grow, make connections, and give back.



# Q & A