Business Innovation and Creation

Herndon Career Center | Video Transcript

Hi, my name is Ellie Lilley, and I am the instructor for Business Innovation and Creation. This is a real-world learning class where we want students to learn about business and entrepreneurship from actual people in the field. We bring business owners in to talk to our students about how they got started, what their businesses are all about, and what they needed to do to get to where they are today.

We also go on-site visits, where students can see how businesses operate, learn about the different departments within a business, and explore whether a particular business or career path interests them. We also participate in client-connected projects.

Business owners come to us with problems that our students may be able to help solve. Students conduct research, work in groups, and create presentations for business owners to answer their questions and, hopefully, provide new solutions and innovative ideas for their current challenges.

In the spring, students have the opportunity to complete an internship. We try to place students in businesses that interest them for eight hours a week, so they can learn in real time what it is like to be an entrepreneur.

When students participate in client-connected projects, they have the unique opportunity to research different aspects of business. We spend a lot of time conducting market research and data analysis, looking at businesses and their competition to help owners solve specific problems. This is unique to our program because students get to research different aspects of business while working with an actual, real-world client.

One real-world example of a client-connected project involved having students create a social media marketing plan to promote ticket sales for one of our pop-up restaurant events at Cinder at the Herndon Career Center. Students researched the best times to post, which platforms would best reach the target audience, and then carried out the social media marketing plan to promote ticket sales.

This program is all about learning how business works in the real world, exploring business innovation and creation, and learning how to start and maintain a business.

What I have learned is that it is not always an easy process. It takes trial and error. Everything is not going to be a smooth path; there will be bumps in the road, and you have to overcome them. You are going to face adversity through everything. Because of this class, it really solidified that I want to pursue business administration.