

# CALVIN CENTER FOR INNOVATION IN BUSINESS

A CENTER OF CALVIN COLLEGE

**THE CALVIN CENTER FOR INNOVATION IN BUSINESS (CCIB)** was established to support and develop the Calvin College Business Department, raising the level of business education and scholarship at Calvin College and ensuring students are well-equipped for lives of service and leadership in business.

## PROGRAMMING FOR THE CCIB FOCUSES ON THREE MAIN GOALS AND OBJECTIVES:

### FOSTER EDUCATIONAL EXCELLENCE

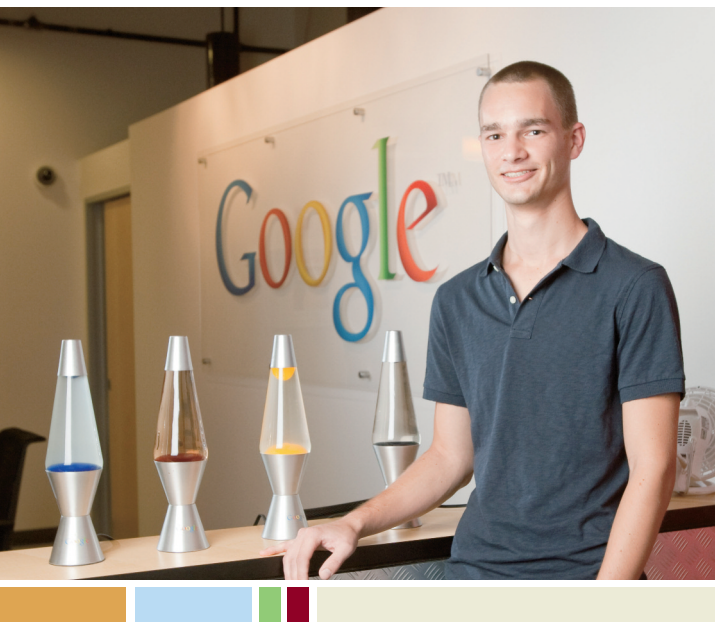
The CCIB works to attract, retain, encourage, and grow Calvin business faculty and students by providing ongoing support of scholarship and engagement through a variety of opportunities, including Faculty Grants, Student Research Projects, Conferences, Discussion Forums, and International Internships.

### PROMOTE EXPERIENTIAL LEARNING

Experiential learning, by definition, is the process by which students develop knowledge, skills, and values through direct experiences. To that end, the CCIB works alongside Calvin faculty and staff to identify and execute project-based, experiential learning opportunities, and internships for Calvin business students, which promote the highest level of learning among students.

### ENGAGE THE BROADER BUSINESS COMMUNITY

Through mutually beneficial relationships with local businesses and organizations, the CCIB is able to positively and significantly impact Calvin students by allowing them to integrate knowledge and skills learned in the classroom with real, tangible, hands-on experience. The CCIB is responsible for identifying Calvin Action Projects (CAP), which provide real-life experience to students by pairing them with local businesses to solve business problems. Professionally and academically-experienced faculty advisors guide students through this process, ensuring better results and a more realistic project experience. The CCIB also acts as a catalyst by which faculty experts can engage with businesses and organizations nationwide.



**To learn more about the Calvin Center for Innovation in Business, Calvin Action Projects, and how your company might help foster and engage students studying business, please contact:**

### CALVIN CENTER FOR INNOVATION IN BUSINESS

**Bob Eames**  
Executive Director  
(p) 616.526.8797  
(e) eames@calvin.edu

**Stephanie Boer**  
Program Coordinator  
(p) 616.526.7862  
(e) slk24@calvin.edu

[www.calvin.edu/innovation](http://www.calvin.edu/innovation)

# CALVIN CENTER FOR INNOVATION IN BUSINESS

A CENTER OF CALVIN COLLEGE

# CAP

## WHAT IS CAP?

Calvin Action Projects (CAP) are a critical component of the Calvin College business degree. CAP epitomizes Calvin's commitment to experiential learning, or learning through hands on, real-life experiences, by allowing students to act as consultants for actual sponsors on real business problems. Students are required to take several project-based courses throughout their time at Calvin, ensuring they are exceptionally equipped for service within the business sector following graduation.

## HOW DOES CAP WORK?

The Calvin Center for Innovation in Business is responsible for engaging the West Michigan business community and encouraging companies and organizations to sponsor CAP projects. Companies must be experiencing a real challenge or opportunity that has no existing or obvious solution in order to be considered. Challenges or opportunities can be based in accounting, finance, marketing, operations, human resources, and the like. Once company sponsors are identified, students are paired with a business and work, over the course of a semester, to frame the challenge or opportunity and identify a possible solution. Professionally and academically-experienced faculty advisors guide students through this process, ensuring students receive better results and a more realistic project experience.

## WHO SPONSORS CAP?

CAP projects come from a variety of sources, including businesses within and outside of the Grand Rapids area, churches, non-profit organizations, and projects identified within the Calvin College community.

**To learn more about the Calvin Action Projects, or if you are interested in becoming a CAP sponsor please contact:**

**CALVIN CENTER FOR INNOVATION IN BUSINESS**

**Bob Eames**  
Executive Director  
(p) 616.526.8797  
(e) eames@calvin.edu

**Gwen Vryhof**  
Program Coordinator  
(p) 616.526.7862  
(e) gcv2@calvin.edu

[www.calvin.edu/innovation](http://www.calvin.edu/innovation)

