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Daily News-Record (Harrisonburg, VA)

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BC Seniors Seek Entrepreneurial Projects

Looking To Partner With Businesses And Nonprofits

DOUG MANNERS, Daily News-Record

A group of Bridgewater College seniors wants to help give local companies a creative boost.

Twenty students in an entrepreneurial course are seeking to form a partnership with five small businesses or nonprofits. Their goal is to assist with market studies, consumer research, fundraisings, events and more through this service-learning project.

Students also will help these companies with the development of partnerships and new products or services, the creation of financial or cash flow models, and making investor presentations.

Participating businesses should present entrepreneurial-oriented projects that can be completed over three months and have enough substance to merit course credit.

"Students will use their knowledge in all business topics, such as accounting, marketing strategy and human resources," said Maria V. Lugo, assistant professor of business administration and a faculty adviser for the project.

Companies interested in the project should contact Lugo by Dec. 16 at mlugo@bridgewater.edu or 828-5418.

Contact Doug Manners at 574-6293 or dmanners@dnronline.com

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