



# IB Business Class Presentation

**Brikken Jensen**

Saint Cloud State Student  
Graduated CPHS 2013

# About Me

- Graduated CPHS in 2013
- IB Diploma Candidate
  - IB Business: Score 5
- Business student at SCSU
  - Information Systems
- Studying abroad in the fall



**I'm here because I've been in your shoes.  
It doesn't hurt to be prepared for college.**

# Topics

1. Campus & Community Involvement
2. Scholarships
3. IB Business class relation to college
4. Networking

**How many of you are involved in something, in or out of school?**

# Get Involved!

Sooner is better than later. There are so many reasons to get involved on a college campus:

- Make friends
- Meet people
- Learn skills
- Hold positions
- Resume builder
- Travel places
- It's fun!



**Attend the club fair in fall, it's worth it.**

**How many of you have received  
scholarships for college already?**

# There is still money out there.

If you haven't, that's normal. There will be opportunities. You can find scholarships while in college from:

- Businesses
- Organizations
- Campus Departments
- Online
  - [Fastweb.com](http://Fastweb.com)
  - [Scholarship.com](http://Scholarship.com)



**\$SCHOLARSHIP\$**

**Just keep your eyes and ears open.**

**How many of you are thinking:  
“How on earth will my IB business  
class ever be helpful again”?**

*C'mon, you're all secretly thinking it.*



# If you go into business, it will.

Business courses touch on:

- Scarcity
- $\text{Assets} = \text{Liability} + \text{Owner's Equity}$
- Porter's Five Forces
- Peter Drucker concepts
- Cash Cow (ring a bell?)
- Marketing Plans
- LIFO & FIFO
- Balance Sheets & Income Statements



# What is networking?

(talk amongst your peers)

# It's about connecting with people.

And it's not just for business majors. Start now!

## Benefits:

- Shared knowledge
- Opportunities
- Connections
- Increased confidence
- Raising you profile

## How:

- Listen to others
- Ask questions
- Be interested
- Be intriguing
- Have an elevator pitch
- Learn the art of small talk

**“It's not what you know, it's who you know”**



**Questions?**