The Business and Technology- Steinway Research Project: Promoting Inquiry, Integration and Reflection

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Project Development

- Departmental initiative
- Resources available via ePortfolio - an online repository of projects, assignments and student work
- Project growth = expansion to other departments
- Collaboration with faculty and students from other disciplines
Core Competencies

- Addressing and mastering Core Competencies through in-class assignments and a major cross-disciplinary project

- LaGuardia’s Core Competencies
A Truly Interdisciplinary Approach

- Business & Arts in Harmony: Steinway & Sons Concert
- Introduction to Business Students
  - PowerPoint Presentation
  - Speech
Principles of Marketing

- TV Commercial
- Radio Ad

Please join us...

Business & Arts in Harmony: Steinway & Sons Concert

Performers: LaGuardia Community College Students
Venue: The Little Theater - Shenker Hall
Date: Wednesday, March 28, 2012
Time: 2:15 PM - 3:15 PM
Admission: Free of Charge!

Because Good Music has no language.

Please visit: http://laguardia.edu/steinway-project/
- Program

- Introduction to Business/Performing Arts Student Sings “Imagine”
Media Coverage

- LiveWire
- NY Daily News
- Queens Chronicle