

All Things Ignatian



BUS 479: Innovation and Integration in the Bakery Seminar in Experiential Learning

A joint partnership between the Creighton College of Business, the Educated Baker, and the Avenue Scholars Foundation

The Class

Jesus' strategy is a simple one: He eats with them.
-Fr. Greg Boyle, S.J.

Innovation and Integration in the Bakery is an experiential learning course. This course has been designed to explore food based business models and the impact they potentially have on developing local communities. Students will explore these ideas while also learning introductory baking skills in order to more fully grasp the technical side of food production. Classes are structured in the following format: instruction, application, and reflection.

Classes will utilize case studies in the Omaha area showcasing a variety of for-profit, non-profit, and socially driven business models. Using the bakery as one model, students will then be required to learn and execute baking production. Finally, through the reading and reflection of Fr. Greg Boyle's *Tattoos on the Heart*, students must reflect on the necessary components of compassion, forgiveness, kinship, and advocacy that our Jesuit tradition urges businesses to explore.



Creighton A&SSeniors Andrew Duran and Amy Engle work with Avenue Scholar, Joysie Hernandez



Fall 2011: 20 Creighton students & 9 Avenue Scholars

Forming and Educating Agents of Change

Innovation and Integration in the Bakery allows for an “engagement with the real” and as Adolfo Nicolás comments, “there is no real, deep encounter that doesn’t alter us.” Students uncover judgments and assumptions that effect how they perceive the power of business in diverse communities. The gap that is a mile wide the first week of class quickly closes. Students talk candidly about their potential, limited or limitless, and how they view themselves as future business men and women. Many of these students never recognized this possibility before.

“Who benefits from the knowledge produced in our institutions and who does not,” Nicolás questions. “Who needs the knowledge we can share, and how can we share it more effectively with those for whom that knowledge can truly make a difference, especially the poor and excluded.”

The partnership we have with the Avenue Scholars is a tremendous opportunity to heed the challenge for globalization, or rather, to close the gap between the “knowledge societies” that are inherently present in our community. Comments that the Avenue Scholars share with Creighton students are not replicable by either instructor. Deep encounters with the real abound within the four walls of this bakery.

Student Reflection

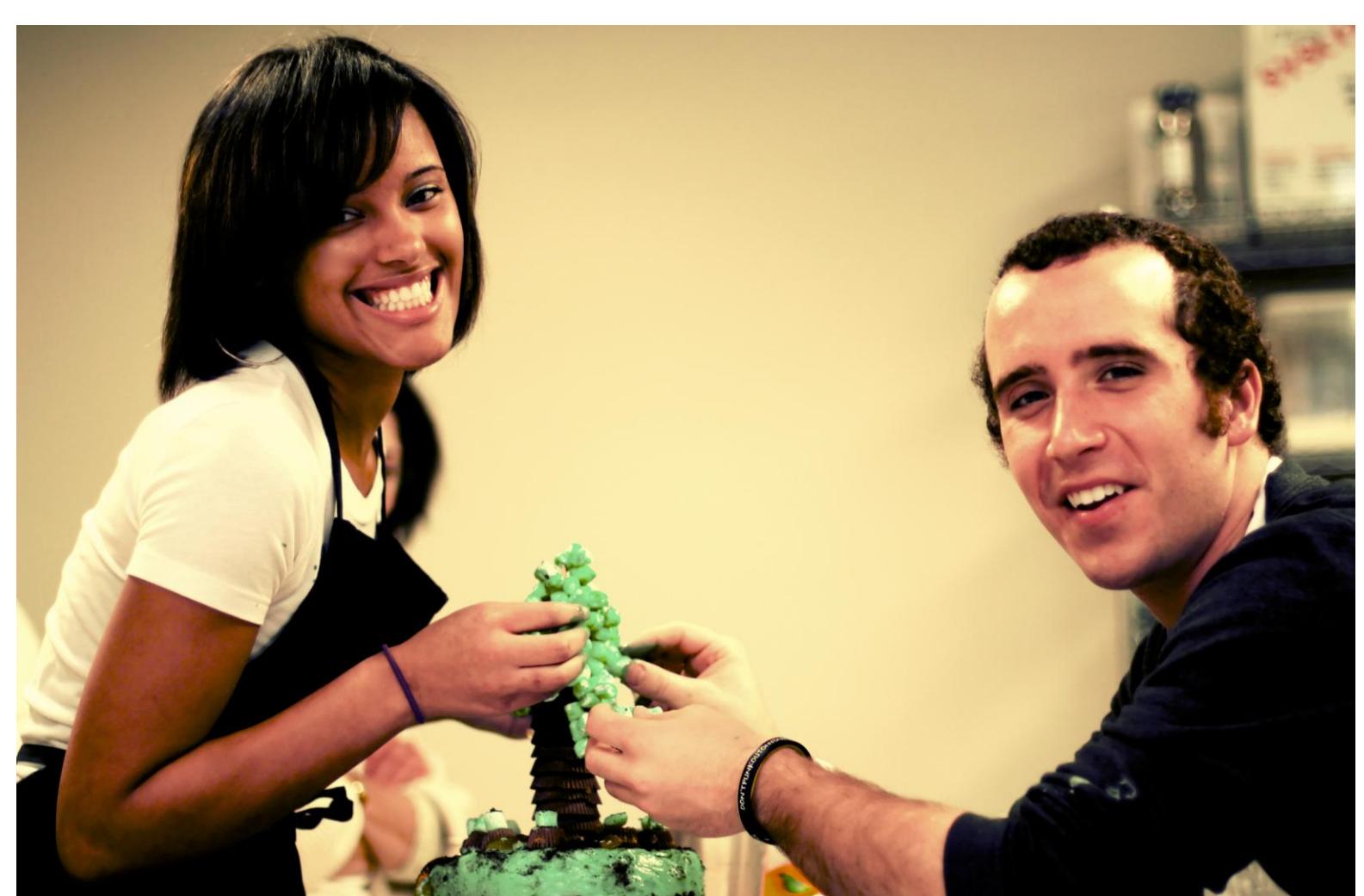
by Lucas Turner

In what ways are you challenged?

I am challenged in every class by having to think quickly, realize my strengths, and speak publicly. I am challenged to think beyond the normal answers and think critically on how I want to make a difference through my endeavors. The baking challenges me to be a team player, think analytically when preparing our dessert, and to be a great listener. It also challenges me to be a teacher/friend to the Avenue Scholars.

What are you learning?

I am learning the most influential hands on skills I have learned since my time at Creighton. I am learning way more than baking; I am learning to be a mentor, an imaginer, and a leader. The baking aspect of the class has allowed me to connect with my mentees on a level playing field. I do not feel that I am an authoritative figure and I am allowed to connect with them through a task like baking. I have learned that in order to make a difference, you have to put yourself at the avenue scholars level and work with them, not for them. I have learned to be a friend.



Ave. Scholar, Lexi Bartee & CoBA Junior, Lucas Turner Working on their final project, “The Tree of Life”

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