Entrepreneurship Practicum

Dr. Miha Vindis
T/Th 1:15-3:35 Classroom:
Zoom
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Course Overview

The MAN347P course is designed to give students the opportunity to apply a wide variety of skills in an entrepreneurial settings. The key element of this course is a semester-long group consulting project for a real client. Students will be expected to identify a small business, agree on the scope of work with their client, and prepare a professional written report. These reports will be presented at the end of the semester and shared with client organizations.

The overall goal of this class is to provide you the opportunity to practice team-work, leadership, analysis, writing and presentation skills. We will do this primarily through the consulting project and our case studies.

This entire course is designed as a series of interconnected, interactive workshops. As such, this course requires collaboration and active participation. Everyone is expected to be present and contribute to class discussions. We will often break into random "Zoom rooms" so you will have the opportunity to work with most of your summer cohort, not just your consulting project teams. In addition, you will have plenty of opportunity to interact with exciting guest speakers who will share their expertise and offer practical examples.

Expected skills: Basic writing skills, including grammar and mechanics;
Computer skills, including the ability to create PowerPoint presentations,
professional communication, collaboration in teams virtually, analytical
skills and basic research aptitude

Course Materials & Grade Breakdown

Course Materials

1. **Gallup Strength Assessment**
   This assessment will be made available through the program. You will be expected to complete it after the first day (online).

2. **Canvas.**
   All of our communication will be over Canvas. Please make sure that you have full access and keep an eye on posted readings and announcements.

3. **Case Studies.**
   We will look at a number of case studies through the semester. Some will be graded and others will be in-class discussion exercises. All case studies are open source and will be post on Canvas.

4. **Camera & Microphone.**
   This course is virtual and we will be enforcing a camera rule (see the master syllabus below). Please ensure that you have a working technology. If you have a specific restriction with either of these, please let us know ASAP.

5. **Zoom recordings.**
   All of our discussions and guest speakers will be recorded. I strongly encourage that you use these recordings as a resource for review. In addition, I will share pre-recoreded interviews from other courses which may be of interest. These will be posted on Canvas.

6. **Guest Speaker Slides & Cases.**
   We will share all guest speaker materials on Canvas. Consider their slides and case studies as our course material which may you freely use on any assignment. All guest speakers have agree to make any materials available and all have agreed to be a resource for your projects.

7. **Other Materials**
   We will be share a number of other resources including TED Talks, YouTube videos, interactive tools, websites, etc... All of these will be posted on Canvas.

Assignments and Evaluation
Our course is designed around the consulting project. In addition, we will have a few smaller assignments which will be graded. The breakdown is as follows:

10%	Peer-Review
10%	Guest Speaker Response
20%	Case Studies
60%	Consulting Project*
	20% Draft
	20% Final
	20% Presentation

Case Studies (20%)
Peer-Review (10%)
Consulting Project (60%)
Guest Resp (10%)

Proj Draft
Proj Final
Proj Presentation
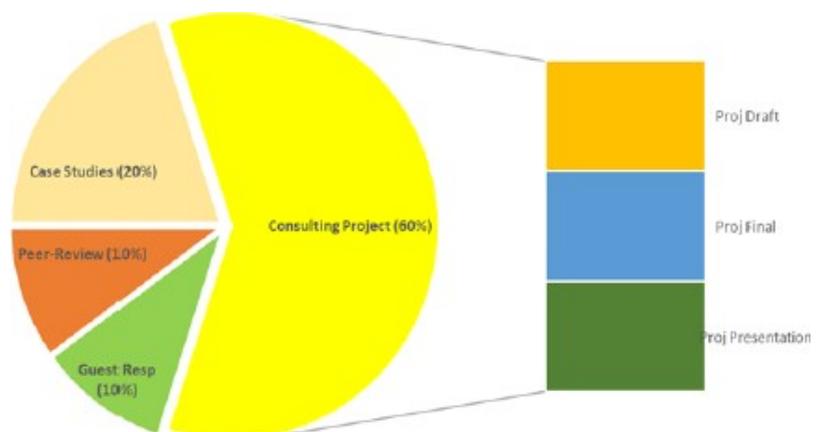
Course Assignments At a Glance

Peer-Review - 10% (due: July 29)
One of the goals of this course is to simulate the professional work environment as much as possible (we are still in an academic setting). In your jobs you will highly likely be required to provide and accept feedback from peers. This is an important component of leadership and personal development!

Due to the large amount of group work, the peer-review will be an instrumental part of your feedback in our course. Consequently, this is an assignment we expect you all to take very seriously. If you do not provide serious/thoughtful feedback, then your grade for this assignment will be reduced by 50%. For example, if your average peer grade is 95% and you do not take this seriously (or skip the assignment) your grade for this portion would be 45% (95 – 50). We will discuss this in more detail the week before it is due. An on-line form will be available and all feedback will be anonymous.

Guest Speaker Response - 10% (due: Thursdays after a speaker)
We will have at least 7 guest speakers in our course. They will cover a range of important topics and some of these will likely be useful in your consulting projects. After a speaker you will be required to reflect on their talk/exercises in a written response piece. These should be no more than one page, single spaced. For each speaker you will be tasked with: 1) identifying three different elements from their talk you found particularly interesting, and 2) identify a real example of one (or more) of these in action. The goal is to summarize and contextualize a speaker's talk.

Case Studies - 20% (due: June 29, July 6, July 13)
We will have a total of three graded case studies in our course. We will discuss these in more detail in third week of class. You will have time to discuss the case study with your peers before it is due, but the case study submission (a one-page memo) will be individual work. Cases studies will all be based on real cases and will tie to our material. Each will have slightly different instructions.

Consulting Project - 60% (due: July 15, July 22, July 29)
This is the core exercise in our class. Your group will be responsible for identifying an organizational client*, apply learnings form this program and external experience, write a professional report**, and present this report in a formal setting (virtual). We will discuss the project in significant detail on the first day of class. At a glance, here are the key elements of this project:

1. A client contract. This will define the scope of your work. Who will you work? What will your research for them? What kinds of advice is the client look for? Etc.
2. A draft report. This is an early and incomplete version of your final report. It should include *at least* your research and your key findings. Your conclusions/recommendations do not have to be finalized at this point.
3. A final written report. This will be your final report which will include all of your research, findings, conclusions, tables/chats, sources, etc…
4. A 10min presentation. The goal of this presentation is to highlight key aspects of your report and should include a strong focus on your recommendations. Additional time for Q&A will also be available.

You can find detailed instructions on Canvas.

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* An "organization" for our course will be any small business with less than 250 employees. In the past students have worked with food truck owners, IT start-ups, bookstores, dentists and opticians, legal offices…

** Tips for writing such reports, and some sample documents, will be available on Canvas. We will discuss those in more detail in class.

MAN327 Course Policies

Grading

This is a business course that must abide by rigorous grade guidelines from the Dean's office. Grading is based strictly on output and mastery of course material. To make your desired grade in this course, your output must earn the points tied to the standards indicated below:

A	94 and above	B-	80-83.9	D+	68-69.9
A-	90-93.9	C+	78-79.9	D	64-67.9
B+	88-89.9	C	74-77.9	D-	60-63.9
B	84-87.9	C-	70-73.9	F	59.9 and below

The final grade assigned in the course is an informed and final evaluation. It is not open for discussion or negotiation. There is <u>no</u> curve or grade rounding. Any lobbying efforts (i.e. asking for a higher grade because you want one, need one, etc.) will not be tolerated. No additional extra credit assignments are offered to individual students.

Instructor Communication & Class Schedule

I will use Canvas to communicate with you. Students are responsible for checking their university-registered email accounts and Canvas regularly. Emails and announcements from instructors contain important information about the course.

Our Class Schedule is posted on Canvas (Modules). Students who perform best in this course are those who stay on top of their assignments, carry their "fair share" of team work, and stay engaged in class. Our course schedule may be adjusted due to logistics constraints. I will notify you of any changes in advance. Any changes to the schedule will be posted on Canvas.

Assignment Submission/Late Work

All assignments are due before the beginning of class, unless stated otherwise. **Assignments submitted after the deadline are not accepted and will result in a grade of zero**. If you fail to follow submission instructions for an assignment your grade may be reduced.

Email – *If you have a question,* **please message me within Canvas. I** will receive a copy in my email and you can expect a response within 24 hours during the week.

Your emails MUST include a clear subject LINE, a formal greeting, and a salutation (in addition to your signature) to get a response.

Consider whether email is the best channel. Please do not include specific grade(s) in an email (this violates FERPA).

Never send a message when feeling emotional, don't write anything you wouldn't say face-to-face, and remember that emails are forever.

" **Be brave. Take risks. Nothing can substitute experience. -Paulo Coelho** "

Dr. Miha's Teaching Philosophy

Welcome to our course! My goal in every course is impart practical knowledge and skills which students can apply in their lives. To this end, I structure my courses more like a series of connected workshops and exercises, than conventional lecture-style classes. I rely on the best available empirical evidence when I do focus on "content delivery" and I invite guess speakers who have relate, relevant experience. My courses and talks tend to be interactive, fun, engaging and supportive.

At the same time, my expectations are high. You are the next generation of leaders and the success or failure of our society - and the world at large - will be in your hands before you know it. Many of you are already leaders in your communities. All of you will be very soon. My broader goal is to help you in your pursuit of excellence.

Barring an emergency, I will be available during agreed hours and at meeting times. I encourage you to visit with me regarding the class assignments, concerns with the course, or just to say "hello." I love to get to know students and I am always happy to be a resource for your projects inside and outside of class.

Hook 'em Horns,

Miha Vindis

My professional expectations:
- Stay on-top of all the required materials before class. This includes reading, watching videos, or taking assessments.
- Treat this summer course as a professional engagement (as you would a job or internship). Be polite and respectful.
- Be willing to push yourself beyond your comfort zone. There is no better place to practice skills than while you are in college.
- Come prepared to office hours. Think about what you want to ask and why.
- Ask challenging questions and do not be afraid to answer one either.
- Use technology appropriately during class time, guest speakers, and student presentations. It is obvious when someone on Zoom is doing something else.
- Be punctual to class and to meetings.
- Turn Zoom Cameras ON.

> " Striving for excellence motivates you; striving for perfection is demoralizing. - Harriet Braiker "

Additional Important Information

Please see the master syllabus attached below for important course information.

PDF

Master Syllabus SEI
2021-final.pdf

Our tentative summer schedule is also attached. Please note that this is still likely to change, but it should give you an idea of the course structure.

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2021 SEI Summer
TENTATIVE Schedule