Course Overview

This course provides an opportunity for students to develop communication skills in order to successfully establish, pitch, and launch a new business venture. Over the semester, we will explore the theoretical foundations and research evidence underlying communication, persuasion, and entrepreneurship. A central theme of this course is that, in order to achieve buy-in from investors and win over customers, entrepreneurs must master the art and science of persuasive speaking and writing in addition to building innovative products and services.

We will discuss how to discover and create your founding story, recognize and evaluate persuasive messages and speakers, generate content to pitch ideas individually or in a team, create visual designs to engage stakeholders and build a brand, and to navigate communication challenges when pitching ideas. We will explore topics such as confidence, empathy, humor and storytelling.

This is a collaborative, team-based, and experiential learning course. You will be expected to participate in shared learning with classmates and engage in activities that push you to “learn by doing.” Class time will be spent on presenting, providing feedback, collaborative discussion, experiential simulations, and case studies.

**Expected skills:** Basic writing skills, including grammar and mechanics; Computer skills, including the ability to create PowerPoint presentations, communicate via email, collaborate with teams electronically, research skills
Course Materials & Assignments Overview

Course Materials

1. MAN 337 Course Reader
   The course reader for MAN 337 is published through Harvard Business Publishing Education. This course reader has various articles and cases, including the digital copy of Get Backed (see below). Directions for how to access the course reader can be found on the Home Page of Canvas.

   Get Backed
   A core learning objective of this course is for you to learn how to persuasively pitch in teams to potential investors alongside an original slide deck. To develop these skills, we will heavily utilize and refer to the principles and examples in the book, Get Backed, used by hundreds of entrepreneurs and written by two successful Austin serial entrepreneurs.

2. Harvard Manage Mentor: Persuading Others + Presentation Skills
   In these online modules, you will learn (1) to appreciate why the powers of persuasion are more critical than ever. You will (2) discover tactics for strengthening credibility, analyzing key aspects of people you want to persuade. You will learn (3) how to analyze an audience and their setting (whether in-person or remote) to more effectively prepare for and deliver a presentation. You will discover (4) how to gather and use facts, evidence, stories, and media (including visual aids) to support their main messages. Link to the module is found on the Home Page of Canvas.

3. Harvard Manage Mentor: Writing Skills
   In addition, you will discover (1) the secrets to effective business writing, including (2) how to clarify their purpose and audience. You will learn (3) how to organize content using an outline, (4) create a first draft while resisting the urge to edit and explore best practices for revising the first draft. You will also get a (5) refresher on writing skills such as grammar, punctuation, structure, and style. Link to the module is found on the Home Page of Canvas.

4. Other Materials - Netflix Subscription
   We will use a variety of articles, videos, and podcasts to further understanding of course concepts. These materials will be posted to the Canvas site under the "Modules" section. Although free of charge* these materials are required, and it is your responsibility to access them prior to the assigned class. We will be watching the movie, Game Changers, which is available on Netflix. If you do not have a subscription, please let me know.

Assignments and Evaluation

The course is designed in 4 “units” and assignments fall into these categories. Further instructions for assignments and evaluation criteria will be shared in class and on Canvas.

1. Assignments & Participation
2. Online Modules Lessons & Assessment
3. Final Project & Presentation
4. SEI Friday Programming
# Course Assignments At a Glance

<table>
<thead>
<tr>
<th>Points</th>
<th>Type of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Modules: Lessons &amp; Assessments</strong></td>
<td></td>
</tr>
<tr>
<td>• Harvard ManageMentor Persuading Others</td>
<td>5 pts</td>
</tr>
<tr>
<td>• Harvard ManageMentor Presentation Skills</td>
<td>5 pts</td>
</tr>
<tr>
<td>• Harvard ManageMentor Writing Skills</td>
<td>5 pts</td>
</tr>
</tbody>
</table>

| **Participation & Assignments** |           |
| • The Game Changers | 5 pts | Individual |
| • Elevator Pitch Off | 5 pts | Pairs + Individual |
| • Delivery Do’s & Don’ts | 5 pts | Individual + Pair |
| • Deck Do-Over | 5 pts | Individual |
| • Mentor Day Pitch Prep | 5 pts | Team |
| • Stories that Sell | 5 pts | Individual |
| • CASE: A Tale of Two CF Campaigns | 5 pts | Pairs |
| • CASE: Evaluating Venture Opportunities | 5 pts | Pairs |
| • Humor Homework | 5 pts | Individual |

| **Final Project** |           |
| • The Pitch Olympics | 25 pts | Team |
| • Letter to Future SEI Students | 10 pts | Individual |

| **SEI Programming** |           |
| • Programming & Attendance | 5 pts | Individual |

**Total 100 points**

*NOTE:* An individual student’s grade on any of the team assignments may negatively be affected if the team reports - or the professor observes - social loafing, inactivity, or any consistent negative behaviors. Details for all class assignments can be found on Canvas including examples from previous semesters, instructions for submission, as well as rubrics.
The final grade assigned in the course is an informed and final evaluation. It is not open for discussion or negotiation. There is no 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. You are responsible for checking your university-registered email accounts and Canvas regularly. Emails and announcements from me contain important information about the course.

Our Class Schedule is posted on Canvas. Students who perform best in this class are those who manage their time and stay up to date with all assignments. It is incumbent upon you to keep up with assignments, readings, and due dates. The instructor reserves the right to alter the class schedule as needed. 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 (Canvas, TurnItIn, hard copy, etc.), your grade may be reduced.

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### MAN337 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
- A- 90-93.9
- B+ 88-89.9
- B 84-87.9
- B- 80-83.9
- C+ 78-79.9
- C 74-77.9
- C- 70-73.9
- D+ 68-69.9
- D 64-67.9
- D- 60-63.9
- 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 no 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.

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> Good communication is just as stimulating as black coffee, and just as hard to sleep after. -Anne Lamont
MAN337 Course Policies

Attendance/Punctuality Policy

Since MAN 327 teaches both conceptual knowledge and application of skills, daily attendance and active participation are required.

- There is no such thing as an excused absence in this class. You are allowed up to 1 “free” absence for any reason without penalty. Missing one day in a summer class equates to one full week of class in a semester!
- Keep in mind, this includes absences due to illness, emergency, work, outside commitments, religious holidays, etc. Be smart and strategic; don’t use your absence in the beginning of the summer!
- For each absence beyond the allotted 1 “free” absences, 1 percentage point will be deducted from your overall course grade. (e.g. You end the semester with a 90, but missed 2 classes. Thus, your final grade is reduced to an 89.)

"Take advantage of every opportunity to practice your communication skills so when important occasions arise, you will have the gift, style, sharpness, clarity, and emotions to affect other people. - Jim Rohn"
MAN337 Course Policies

Missing Class

During the course of the summer, if you need to miss class and or want to take advantage of your 1 ‘free’ absence, keep in mind the following points:

- You are ONLY required to notify me of an absence if you will miss an in-class assignment. In that case, you must inform me at least 48 hours before the due date to set up alternative arrangements.
- Class presentations are considered in-class assignments and are due on your assigned date/time. You must be present, there are NO make-up speeches. Only in extenuating circumstances, discussed case-by-case, can a speech be delivered after the due date, but it will come with a significant late penalty (up to 50%).
- If absent, get in-class instructions and notes from a classmate. Only after receiving instructions from a classmate should you contact me for handouts or with additional questions. The instructor reserves the right to assign an F to any student who misses 3 or more classes and/or scheduled meetings.

In general, it is always best to speak with me about an issue BEFORE it occurs, so we can work together to find a fair solution together. Students with personal or family emergencies should immediately register their situation with UT’s Student Emergency Services (SES) 512-471-5017. Your instructor can only grant requests for assignment extensions/modifications if your case is verified. If you are feeling stressed, overwhelmed, or otherwise in need of help, please consider these resources (in addition to your professor):

- Your Academic Advisor
- McCombs Counselor In-Residence: Tony LeBlanc (512) 232-348,
- University Mental Health Services: (512) 471-3515
University Policies

Academic Integrity & Scholastic Dishonesty

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at http://my.mccombs.utexas.edu/BBA/Code-of-Ethics.

By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Conduct and Academic Integrity (SCAI) website at http://deanofstudents.utexas.edu/conduct/ to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

You may not use any resources, including, but not limited to books, computers, databases, etc. for out-of-class assignments if using such resources constitutes one or more acts of scholastic dishonesty, as defined in the General Information Catalog or as described in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By way of example and not by limitation, you may not consult or submit work (in whole or in part) that has been completed by other students in this or previous years for the same or substantially the same assignment.

Students should be aware that all required writing assignments may be submitted through a software program called TurnItIn on Canvas. The software is designed to help faculty and students organize and improve the writing process by encouraging original submissions and proper citation practices.

NOTES:
University Policies

Diversity & Inclusion

It is the intent of all instructors that students from all diverse backgrounds and perspectives be well served by this course, that students’ learning needs be addressed and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit to all students. Please talk to your lecturer about any concerns.

Services for Students with Disabilities

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at: 471-6259, 471-6441 TTY.

Religious Holidays

A student who is absent from a class or examination for the observance of a religious holy day may complete the work missed within a reasonable time after the absence, if proper notice has been given. Review this policy at: http://www.utexas.edu/student/registrar/catalogs/gio3-04/ch4/ch4g.html#religion

Campus Safety

Please note the following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, http://www.utexas.edu/safety/.

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform their instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Conceal Carry: If you see a firearm, report it to 911 immediately
- Further information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency.

“Every once in a while, a new technology, an old problem, and a big idea turn into an innovation. - Dean Kamen”
Dr. Murphy’s Teaching Philosophy

Welcome to MAN 337! My approach to teaching is applied, interactive, challenging, and supportive. This summer, think of this course as a job, your classmates as coworkers, and me as both your boss and professor. As an executive communication coach and consultant, my main goal is helping clients feel more confident; this is also my main goal for you.

I take your skill development seriously and expect the same from you. I’ll push you out of your comfort zone and hold you accountable to your goals. I’ll also support you throughout the summer and beyond, and strive to make your class experience as fun, positive, and collaborative as possible.

Unlike many courses where you can passively participate and simply receive knowledge, each MAN 337 class requires you to get involved and apply what you’re learning immediately. Outside of class, I’m happy to provide coaching on career development, job searching, entrepreneurship, becoming a better communicator, or other topics. Email me, set up an office hours appointment, or see me after class to request advice.

Professional & Citizenship Standards

Learning how to communicate professionalism and good citizenship at work (and in life) can directly improve your opportunities and successes. Violating these standards may negatively impact your final grade especially group work (see Team Agreement).

Remember to treat this class like a job (i.e. on time, stay until end, prepared, accept and give constructive feedback, smile); communicate professionalism and good citizenship by following these standards:

- Students are expected to read all assigned material BEFORE coming to class.
- Pay close attention to and courteous behavior toward professor and students during class.
- Prepare for in-class assignments, discussions, and activities - have a positive attitude!
- Prepare for class, team, and office hours meetings.
- Give classmates useful and supportive peer feedback on their negotiation and communication skills.
- Use technology appropriately during class time and student presentations.
- Contribute actively and respectfully during class activities, discussions, team meetings.
- Attend class regularly and be punctual

Turn Zoom Cameras ON

Help & Resources

If you are feeling lost or overwhelmed or want some additional feedback, coaching or consultation...

1. Make an appointment with me. Do not wait until the last week of the semester.
2. Ask your peers and our grader. Use each other as resources!
3. Form a study group that meets regularly to provide support and feedback.
4. Work with the Business Research Library, UT Learning Center or Undergraduate Writing Center. Get information or schedule appointments at: www.uwc.utexas.edu/.
5. Re-read the syllabus & assignment instructions. Chances are the answers to your questions are all here.
6. Speak up! There are no dumb questions.
Summer Online Class Policies

GETTING HELP WITH ZOOM

Students needing help with Zoom should can refer to the McCombs Student Instructional Resources Wiki. All Canvas webpages for all McCombs courses will have a link to the McCombs Student Instructional Resource Wiki on the bottom left corner, so students can access it from their Canvas course pages.

Preferred method of joining a class or office hours in Zoom:

The preferred method of joining a class or office hours is through video on Canvas. Students must log into their Canvas course site and click on Zoom in the left toolbar to locate links to join the class in Zoom.

ZOOM ETIQUETTE

Because there will be so many people on these Zoom meetings, here are some best practices for making sure we are working together to create an efficient, effective, respectful, and ultimately enjoyable classroom!

- Mute yourself unless you are speaking. This will cut down on background noise and limit any distractions
- Be mindful of your surroundings when on camera. We want to make sure we avoid as much distraction as possible
- Please add a professional photo of yourself for your Zoom profile picture. This photo will be visible during class sessions
- Turn your camera off if you are leaving the meeting temporarily and use the away feedback icon
- Try to keep questions and comments brief. With a large classroom, there are many people to get through and many questions to move through. Try to limit remarks as much as possible
- Minimize repetition. If you are hearing repeat information, use the go faster icon.
- If the video or audio is choppy, try turning off your video.
- Please try to use the most reliable WiFi you can access.

CLASS RECORDING POLICY

Class recordings are reserved only for students in this class for educational purposes. The recordings should not be shared outside the class in any form. Violation of this restriction could lead to Student Misconduct proceedings.

HELP FROM STUDENT EMERGENCY SERVICES

Students who need help getting access to technology in order to do online instruction should fill out the Student Emergency Services form. For general inquiries, please contact Student Emergency Services.
# SUMMER 2021 Course Schedule

NOTE: This schedule is subject to change. Pay close attention to announcements in class and on Canvas.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic/Lecture</th>
<th>Reading</th>
<th>Due Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>W 6/2</td>
<td>Welcome! Introduction to Course</td>
<td>Secure Class Materials</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>M 6/7</td>
<td>Presentation Basics Story, Style, Slides Prepare for MAN 327 Creativity Presentations</td>
<td>HMM: Persuading Others</td>
<td></td>
</tr>
<tr>
<td></td>
<td>W 6/9</td>
<td>Persuasive Content Ethos, Pathos &amp; Logos The Heart &amp; The Mind</td>
<td>Before Class Watch: The Game Changers + Discussion Board Post: Was it Game Changing?</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>M 6/14</td>
<td>Persuasive Tools &amp; Organization Building Your Persuasive Toolkit Breaking Down the Elevator Pitch</td>
<td>HMM: Presentation Skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>W 6/16</td>
<td>Persuasive Slides Slideology: 3 Rules for Building Slides Slide Software</td>
<td>In-Class Workshop: Elevator Pitch-Off</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>M 6/21</td>
<td>Prepare for MAN 327 Feedback Forum + Mentor Day</td>
<td>Mentor Day Pitch Prep Workshop</td>
<td></td>
</tr>
<tr>
<td></td>
<td>W 6/23</td>
<td>Persuasive Delivery First Impressions Eyes, Ears, &amp; Expectations</td>
<td>Post A Video Before Class: Delivery Do’s &amp; Don’ts + In-Class Delivery Discussion</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>M 6/28</td>
<td>Communication Apprehension Managing Stage Fright &amp; Mistakes Mindfulness Workshop</td>
<td>HMM: Writing Skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>W 6/30</td>
<td>Persuasive Writing Writing Workshop Drafting MAN 327 Final Paper</td>
<td>In-Class Assessment: What is Feeding Your Fear of Public Speaking</td>
<td></td>
</tr>
</tbody>
</table>
## SUMMER 2021 Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic/Lecture</th>
<th>Reading</th>
<th>Due Today</th>
</tr>
</thead>
</table>
| 6    | M 7/5 | **Persuasive Question & Answer**  
Preparing for After Presentations  
Receiving Feedback | Module Week 6 |  |
|      | W 7/7 | **Persuasive Storytelling**  
Secrets, Structure, Sticky Elements & Delivery | In-Class Workshop Stories that Sell |  |
| 7    | M 7/12 | **Persuasive Crowdfunding**  
Equity, Rewards, Donation-Based | Module Week 7 |  |
|      | W 7/14 | **Evaluating Persuasive Pitches**  
Persuasive Perspective Taking | CASE Write Up: A Tale of 2 Campaigns |  |
|      |        |               | CASE Write Up: How VC’s Evaluate Potential Venture Opps |  |
# SUMMER 2021 Course Schedule

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<th>Reading</th>
<th>Due Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>M 7/19</td>
<td><strong>Persuasive Humor + Improv</strong>&lt;br&gt;The Levity Effect&lt;br&gt;Improv Workshop</td>
<td>Module Week 8</td>
<td>Humor Homework</td>
</tr>
<tr>
<td></td>
<td>W 7/21</td>
<td><strong>Pitch Olympics Workshop</strong>&lt;br&gt;Work with Teams to Prepare Presentation &amp; Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>M 7/26</td>
<td><strong>Pitch Olympics Workshop</strong>&lt;br&gt;Work with Teams to Prepare Presentation &amp; Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>W 7/28</td>
<td><strong>Pitch Olympics Presentations!</strong>&lt;br&gt;Opening Ceremonies Teams 1, 2, 3, &amp; 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>F 7/30</td>
<td><strong>Pitch Olympics Presentations!</strong>&lt;br&gt;Teams 5, 6, and 7, Closing Ceremonies @ SEI Final Friday Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>F 8/6</td>
<td><strong>337 Final Reflection Paper</strong>&lt;br&gt;Due on Canvas at 5 pm</td>
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</tbody>
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MAN337 SUMMER 2021 SYLLABUS