



BUSN 5392 Corporate & Community Engagement Project Spring 2025

Who is responsible for the design & delivery of this course?

Instructor

Bill Conwell

CRN

26841

Office:

CoBA Room 258

Class Location:

GBC 520 A

Office Hours:

By appointment

Class Days:

Saturday

Class Hours:

Jan 25: 8:00 am to 12:00 pm

Feb 8: 1:00 pm to 5:00 pm

Feb 22: 8:00 am to 12:00 pm

Mar 8: 1:00 pm to 5:00 pm

Mar 22: 8:00 am to 12:00 pm

Apr 5: 1:00 pm to 5:00 pm

E-Mail:

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Phone:

Office: 915 747-7190

Mobile: 915 342-4131 (you will probably need to leave a voice message)

Semester:

Spring 2025

Course Description

Catalog:

BUSN 5392: Corporate & Community Engagement Project

Course Description:

This course is a team-based interactive corporate immersion in which MBA students conduct specific firm-sponsored project research.

Course Expectations

I have four values that I hope will make clear the culture and expectations of this class and this course.

- Enlightenment
- Engagement
- Enjoyment
- Excellence

What textbook will be required?

ENGINE OF IMPACT - Essentials of Strategic Leadership in the Nonprofit Sector

William F. Meehan III & Kim Starkey Jonker, Copyright 2018, Stanford University Press

How will the course be delivered?

- This course will be accomplished in a face-to-face classroom format, with synchronous virtual accommodation for those attending remotely.
- Blackboard Ultra Course View format will be utilized to share class assignments and submissions as well as quizzes. Recommended browsers are Google Chrome or Firefox. Any technology related issues or problems should be handled through Student Technology Services at:
https://www.utep.edu/technologysupport/ServiceCatalog/Student_Services.html
- This course will utilize the Blackboard Ultra Course View format. It may appear a little different in style, but it should be intuitive to anyone familiar with Blackboard. Blackboard help is available for the Ultra view.

How will we communicate?

- For outside the classroom communication, Blackboard Email (Messages link, upper LH corner of home page) is preferred for communication related to this course. Alternate is my UTEP e-mail. I will make every attempt to respond to your e-mail within 24 hours of

receipt. When e-mailing me, be sure to email from Blackboard or your UTEP student account. And please put the course number in the subject line. In the body of your e-mail, clearly state your question. At the end of your message, be sure to put your first and last name, and your university identification number.

- Discussion Board: If you have a question that you believe other students may also have, please post it in the Help Board of the discussion boards inside of Blackboard (Discussions link, upper LH corner of home page). Please respond to other students' questions if you have a helpful response.
- Announcements: Check the Blackboard announcements (LH side of home page) frequently for any updates, deadlines, or other important messages.

TECHNOLOGY REQUIREMENTS

Some course content will be delivered via the Internet through the Blackboard learning management system (LMS). Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have or have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Zoom, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with technological needs of students.

How am I going to learn?

Students are responsible for the reading material. Any supplemental material to enhance, make relevant, or clarify text material will be provided by the instructor.

The centerpiece of this course is the project deliverable your team will provide to your respective community service organization sponsor.

Quizzes will be used to monitor student progress as well.

How am I going to be graded?

Summary of criterion-based (no curve) grading scheme: Total Points: 1,000

Quizzes (4 total @ 50 points each)	200
Points	
Team	
Project	800
Points	
Total	
Weight	1,000
Points	

Grading scale based on percentages of criterion-based (no curve) grading scheme:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- F 0-59%

Other Important Announcements

Disability accommodation. The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#).

UTEP Policy on Academic Integrity:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as one's own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Copyright Compliance:

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

Professional Demeanor:

- This course may require online communication between students as well as between the students and faculty and project sponsor organizations. The expectation is that all parties will interact in a professional manner. **Before your first class session, please read the “NETIQUETTE GUIDE FOR ONLINE COURSES” at https://www.utep.edu/extendeduniversity/cid/_Files/docs/faculty-resources/student-orientation/NetiquetteGuideforOnlineCourses.pdf.** The expectation is that you will comply with the guidelines throughout the course – and, hopefully, beyond.

GUIDANCE ON ARTIFICIAL INTELLIGENCE

- The use of generative AI tools such as Chat GPT would appear to be contrary to this course's intent of developing student creativity and innovation skills. If, however, there is a circumstance where the student chooses the use of generative AI tools, the following applies.

Students must cite any borrowed content sources to comply with all applicable citation guidelines and copyright law and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

BUSN 5392 EMBA Corporate & Community Engagement Project

Cohort XIV

Course Schedule *(Subject to Change by Instructor If Necessary)*

Session	Date	Topic/Key Activities	Assignment
0	> 1/25/2024	PREPARATION FOR CLASS SESSION 1.	<p><u>Homework before Session 1:</u></p> <ul style="list-style-type: none"> Students review material from their assigned team's community service organization project sponsor.
1	S 1/25/2024 8:00 am to 12:00 pm	<p>COURSE INITIATION AND FIRST MEETING OF TEAMS WITH PROJECT ORGANIZATION REPRESENTATIVES</p> <ul style="list-style-type: none"> 8:00 to 9:00 – Course Introduction, Overview, & Expectations. 9:00 to 11:30 – Individual teams will meet with project sponsors to discuss project details, parameters, schedule, and deliverables. 11:30 to 12:00 – Wrap-up and summarization of meetings with project sponsors. 	<p><u>Homework before Session 2:</u></p> <ul style="list-style-type: none"> Read the <u>Engine of Impact</u> Preface, Introduction, and Chapters 1 & 2. Teams begin to work on projects: <ul style="list-style-type: none"> Roles & Responsibilities Project timeline Begin data collection. Follow-up with sponsors as required.
2	S 2/8/2024 1:00 pm To 5:00 pm	<p>TEAMS WORK ON PROJECTS</p> <ul style="list-style-type: none"> 1:00 to 2:00 – Discussion regarding <u>Engine of Impact</u> Foreword, Preface, Introduction, & Chapters 1 & 2. 2:00 to 3:00 – Project Status Updates and Review <ul style="list-style-type: none"> Site Visit Contacts Info/data flow 3:00 to 5:00 – Teams work on their projects. 	<p>Homework before Session 3:</p> <ul style="list-style-type: none"> Read <u>Engine of Impact</u> Chapters 3 & 4. Blackboard quiz on <u>Engine of Impact</u> Chapters 1 & 2 (50 points) due by 8:00 am, 2/15 Work with sponsors as required.
3	S 2/22/2024 8:00 am To 12:00 pm ZOOM	<p>TEAMS WORK ON PROJECTS</p> <ul style="list-style-type: none"> 8:00 to 9:00 – Discussion regarding <u>Engine of Impact</u> Chapters 3 & 4. 9:00 to 9:30 – Full class discussion of projects if/as required. 9:30 to 12:00 – Teams work on their projects. 	<p>Homework before Session 4:</p> <ul style="list-style-type: none"> Read “<u>Engine of Impact</u> 5 & 6. Blackboard quiz on <u>Engine of Impact</u> Chapters 3 & 4 (50 points) due by 8:00 am, 3/1. Teams continue to work on projects: Prepare interim project status update for Session 4 Work with sponsors as required.

Session	Date	Topic/Key Activities	Assignment
4	S 3/8/2024 1:00 pm To 5:00 pm	<p>TEAMS WORK ON PROJECTS INTERIM PROJECT/PRESENTATION STATUS REVIEW WITH INSTRUCTOR</p> <ul style="list-style-type: none"> • 1:00 to 2:00 – Discussion regarding <u>Engine of Impact</u> Chapters 5 & 6. • 2:00 to 5:00 – Individual teams review interim project status updates with the instructor while the remaining team(s) work on their projects: <ul style="list-style-type: none"> ○ 3:00 Tech-Frontier ○ 4:00 Family Service of El Paso 	<p><u>Homework before Session 5:</u></p> <ul style="list-style-type: none"> • Read “Engine of Impact Chapters 7 & 8. • Blackboard quiz on <u>Engine of Impact</u> Chapters 5 & 6 (50 points) due by 8:00 am, 3/15. • Teams continue to work on projects.
5	S 3/22/2024 8:00 am To 12:00 pm	<p>TEAMS WORK ON PROJECTS</p> <ul style="list-style-type: none"> • 8:00 to 9:00 – Discussion regarding <u>Engine of Impact</u> Chapters 7 & 8. • 9:00 to 12:00 – Teams work on their projects. <ul style="list-style-type: none"> ○ Review/preview of team presentation material if/as required. 	<p><u>Homework before Session 6:</u></p> <ul style="list-style-type: none"> • Blackboard quiz on <u>Engine of Impact</u> Chapters 7 & 8 (50 points) due by 8:00 am, 3/29. • Complete project work and presentation for review with project sponsors in Session 6. • Teams submit final project presentations in PowerPoint format to the instructor by 9:00 a.m., Friday, April 4.
6	S 4/5/2024 1:00 pm To 5:00 pm	<p>TEAM PRESENTATIONS TO RESPECTIVE ORGANIZATION REPRESENTATIVES.</p> <ul style="list-style-type: none"> • 1:00 to 1:45 – Teams prepare presentations, tech-check, etc. <ul style="list-style-type: none"> ○ 2:00 First team ○ 2:45 BREAK ○ 3:00 Second team ○ 3:45 Course Wrap-up 	<ul style="list-style-type: none"> • Students should consider contacting the United Way regarding Realize Board Training and continuing their involvement with local community service organizations.