BUSN 5392 Corporate & Community Engagement Project Fall 2021

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

Instructor
Bill Conwell

CRN
19483

Office:
CoBA Room 258

Class Location:
GBC 520 A

Office Hours:
9/18, 10/2, 10/16, & 10/30 at the GBC faculty office from 12:00 pm to 1:00 pm, and by appointment

Class Days:
Saturday

Class Hours:
Sep 18  8:00 am to 12:00 pm
Oct 2   1:00 pm to 5:00 pm
Oct 16  8:00 am to 12:00 pm
Oct 30  1:00 pm to 5:00 pm
Nov 13  8:00 am to 12:00 pm

E-Mail:
wjconwell@utep.edu

Phone:
Office:  915 747-7190
Mobile:  915 342-4131  (you will probably need to leave a voice message)

Semester:
Fall 2021

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](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.
The elephant (still) in the room.

If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (4 total @ 50 points each)</td>
<td>200</td>
</tr>
<tr>
<td>Team Project</td>
<td>800</td>
</tr>
<tr>
<td><strong>Total Weight</strong></td>
<td><strong>1,000</strong></td>
</tr>
</tbody>
</table>

**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.
# BUSN 5392 Fall 2021 Course Schedule

Course Schedule (Subject to Change by Instructor If Necessary)

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic/Key Activities</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>9/18/2021</td>
<td>☐ Preparation for Class Session 1</td>
<td>Homework:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>☐ 8:00 to 8:30 – Course Introduction, Overview, &amp; Expectations</td>
<td>• Read <em>Engine of Impact</em> Preface, Introduction, and Chapters 1 &amp; 2</td>
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<td></td>
<td>☐ 8:30 to 9:00 – Discussion regarding <em>Engine of Impact</em> Foreword, Preface, Introduction, &amp; Chapters 1 &amp; 2</td>
<td>• Students review material from the community service organization project sponsor of their assigned team.</td>
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<td>☐ 9:00 to 11:30 – Individual teams will meet with project sponsors to discuss details, parameters, &amp; deliverables of projects</td>
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<td></td>
<td>☐ 11:30 to 12:00 – Wrap-up &amp; summarization of meetings with project sponsors</td>
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<tr>
<td>1</td>
<td>9/18/2021</td>
<td>8:00 am to 12:00 pm</td>
<td>Homework:</td>
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<tr>
<td>2</td>
<td>10/2/2021</td>
<td>1:00 pm To 5:00 pm</td>
<td>Homework:</td>
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<td>☐ 1:00 to 2:00 – Discussion regarding <em>Engine of Impact</em> Chapters 3 &amp; 4</td>
<td>• Read &quot;Engine of Impact Chapters 5 &amp; 6</td>
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<td>☐ 2:00 to 2:30 – Full class discussion of projects if/as required</td>
<td>• Blackboard quiz on <em>Engine of Impact</em> Chapters 3 &amp; 4</td>
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<td>☐ 2:30 to 5:00 – Teams work on their projects</td>
<td>• Teams continue work on projects</td>
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<tr>
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<td>☐ 5:00 to 6:00 – Review of projects and future plans</td>
<td>o Prepare interim project status update for Session 3</td>
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<td>o Work with sponsors as required</td>
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<tr>
<td>Session</td>
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<td>Topic/Key Activities</td>
<td>Assignment</td>
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| 3       | 10/16/2021 | 8:00 am to 12:00 pm • 8:00 to 9:00 – Discussion regarding *Engine of Impact* Chapters 5 & 6  
• 9:00 to 11:00 – Individual teams review interim project status update with instructor while remaining teams work on their projects  
• 9:00 Boys & Girls Club  
• 9:30 Books are Gems  
• 10:30 Child Crisis Center  
• 11:00 Desert Spoon  
• 11:30 Insights | Homework:  
• Read “Engine of Impact” Chapters 7 & 8  
• Blackboard quiz on *Engine of Impact* Chapters 5 & 6  
• Teams continue to work on projects |
| 4       | 10/30/2021 | 1:00 pm to 5:00 pm • 1:00 to 2:00 – Discussion regarding *Engine of Impact* Chapters 7 & 8  
• 2:00 to 5:00 – Teams work on their projects | Homework:  
• Blackboard quiz on *Engine of Impact* Chapters 7 & 8  
• Complete project work and presentation for review with project sponsors in Session 5. |
| 5       | 11/13/2021 | 8:00 am to 12:00 pm □ 8:00 to 9:00 – Teams prepare for presentations, tech-check, etc.  
□ 9:00 First team  
□ 9:30 Second team  
□ 10:00 Third team  
□ 10:30 BREAK  
□ 11:00 Fourth team  
□ 11:30 Fifth team | □ Consider contacting United Way regarding Realize Board Training and continuing your involvement with local community service organizations. |