



# BUSN 5392 Fall 2020

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

**Instructor**

Bill Conwell

**CRN**

13197

**Office:**

CoBA Room 258

**Class Location:**

Virtual

**Office Hours:**

Virtual via Blackboard Collaborate (You can find the link to this tool on the left-hand navigation menu in Blackboard)

M, T, R, & F from 9:30 am to 10:00 am, W from 6:00 pm to 9:00 pm

**Class Days:**

Weekly Learning Modules Utilized

**Phone:**

915 342 4131

**Class Hours:**

On-line

**E-Mail:**

wjconwell@utep.edu

**Semester:**

Fall 2020

**What course is this again?**



**Catalog:**

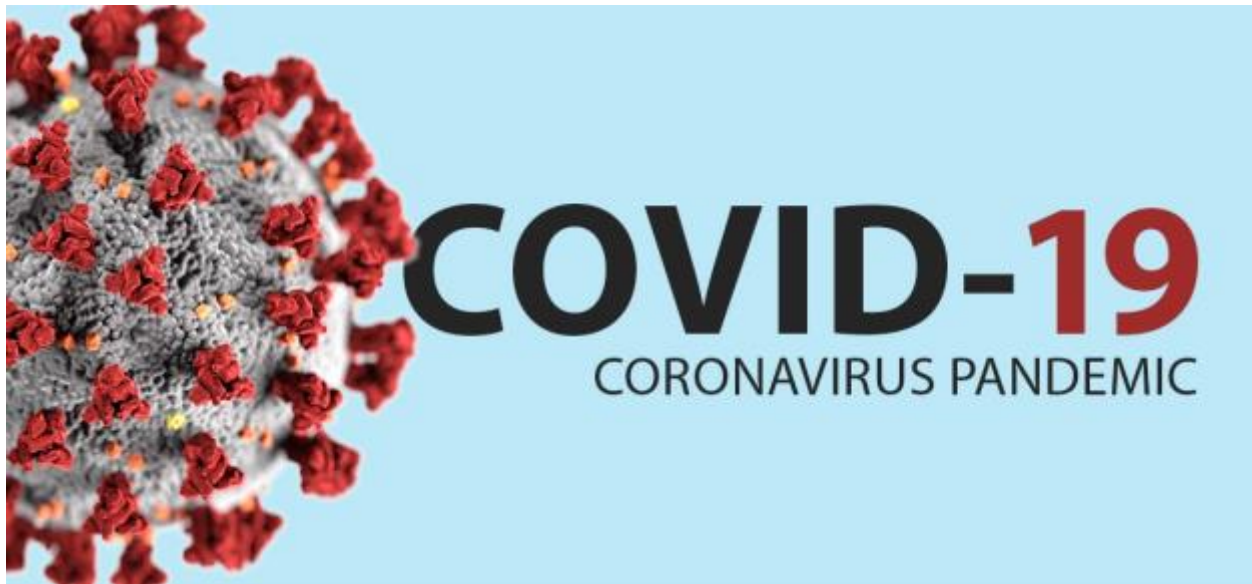
**Business 5392: Corporate & Community Engagement Project**

**Course Description:**

Here is what the catalog says: This course is a team-based, interactive corporate immersion in which MBA students conduct specific firm-sponsored project research.

It is one of the concentration electives in the MBA program

## COVID-19 PRECAUTIONS



Foremost in our considerations for this course should be our mutual health and safety, as well as that of our families and friends. This will require a level of flexibility and adaptability as we proceed through the semester. Although these are key attributes in the world of business, it would be preferable if we could develop them under less rigorous circumstances.

The following **COVID-19 PRECAUTIONS** have been developed by the university and **we will all** abide by them in consideration of the aforementioned mutual health and safety of each other, friends, and family.

You should complete COVID-19 student training at <https://covidtraining.questionpro.com/> if you have not already done so for another fall 2020 course.

You must **STAY AT HOME** and **REPORT** if you (1) have been diagnosed with COVID-19, (2) are experiencing COVID-19 symptoms, or (3) have had recent contact with a person who has received a positive coronavirus test. Reports should be made at [screening.utep.edu](http://screening.utep.edu)<sup>1</sup>. (*The first time you sign in there are instructions on how you can install this on your mobile device*). If you know of anyone who should report any of these three criteria, you should encourage them to report. If the individual cannot report, you can report on their behalf by sending an email to [COVIDaction@utep.edu](mailto:COVIDaction@utep.edu)<sup>2</sup>.

**For each day that you attend campus** (and this includes the Graduate Business Center) —for any reason— you must complete the questions on the UTEP screening website ([screening.utep.edu](http://screening.utep.edu)<sup>3</sup>) prior to

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<sup>1</sup><http://www.screening.utep.edu/>

<sup>2</sup><mailto:COVIDaction@utep.edu>

<sup>3</sup><http://www.screening.utep.edu/>

arriving on campus. The website will verify if you are permitted to come to campus. Under no circumstances should anyone come to class when feeling ill or exhibiting any of the known COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, and alternative instruction will be provided. Students are advised to minimize the number of encounters with others to avoid infection.

Wear face coverings when in common areas of campus or when others are present. You must wear a face covering over your nose and mouth at all times in face to face sessions of this class. If you choose not to wear a face covering, you may not enter the classroom. If you remove your face covering, you will be asked to put it on or leave the classroom. Students who refuse to wear a face covering and follow preventive COVID-19 guidelines will be dismissed from the class and will be subject to disciplinary action according to Section 1.2.3 *Health and Safety* and Section 1.2.2.5 *Disruptions* in the UTEP Handbook of Operating Procedures.

Although we are scheduled for three face-to-face class sessions, please note that if COVID-19 conditions deteriorate in the City of El Paso, all course and lab activities may be transitioned to remote delivery.

## What am I going to learn?



### Learning Outcomes:

Here is what we are going to learn:

- Work effectively and professionally with, and within, a team
- Successfully organize, plan, and manage a project in a professional manner
- Develop and enhance professional business communication oral and written skills
- Utilize creative thinking skills to develop innovative solutions to project challenges
- Understand the personal and professional dynamics at work within a business enterprise and how to interact effectively within such an environment

## Why is it important?



- The top ten skills required by companies from business school hires, taken from a Graduate Management Admission Council 2018 Corporate Recruiters Survey:
  1. Working with others
  2. Self-management
  3. Problem solving
  4. Adaptability/flexibility
  5. Listening



6. Organization/time management
7. Evaluate - *an integrated reasoning skill, defined as the ability to evaluate relevant information from different sources*
8. Comprehension and logic
9. Written communication
10. Organization - *an integrated reasoning skill, defined as the ability to organize information to see relationships and to solve multiple, interrelated problems*

An experiential learning opportunity as provided in this course will help to develop and apply these skills while enhancing professional development and career readiness.

### Do I need a textbook?



No textbook required for this course

How will we communicate?



This course will be accomplished in an hybrid format.

- Asynchronous online communication between professor – student and student – professor will be via Blackboard. Professor will also have virtual office hours via Blackboard Collaborate. 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)
- Synchronous communication between students, professor, and project sponsors (clients) will be via Microsoft Teams unless other method required by project sponsors
- Face to face meetings will only be held on the following dates: 09/02/2020, 10/14/2020, and 11/18/2020. The face to face meetings will take place in room 110 C in the UTEP Graduate Business Center from 6:00 pm to 8:50 pm.

## TECHNOLOGY REQUIREMENTS



Course content is 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, scanner, a webcam, and a microphone. You will need to download or update the following software: Microsoft Office, 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<sup>4</sup> as they are trained specifically in assisting with technological needs of students.

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<sup>4</sup><https://www.utep.edu/technologysupport/>



## How am I going to learn?



Student teams of 3 to 5 members will have an experiential learning opportunity working with a business enterprise sponsor (client) on a specific project with the challenge of supplying a desired deliverable to an executive audience within a given timeframe.

- Students will utilize past learning as well as critical thinking skills in order to develop viable approaches to address assigned project deliverables.
- While addressing the major project resolution the students will learn to manage time, resources, and inter- and intra-organizational issues as they arise.
- Teams will apply professional oral and written communication skills to develop and deliver an executive level final report and/or presentation for the sponsoring enterprise audience.

Through actively engaging in the project and coursework, students will realize and develop professional competencies and skills to serve them in their personal and professional careers.

## How am I going to be graded?



### 1. Submission of Class Required Documentation

- Individual student hours (class and outside of class) spent on the project are to be reported on a weekly basis. Reporting format supplied by the instructor.
- When underway, project management progress updates will be required, at a minimum, on a bi-weekly basis. Update format and content determined by student project teams with instructor approval. Progress updates grading criteria include style (spelling & grammar), substance (content), and timely submittal.
- Twenty percent grade reduction per day for material submitted past deadline.

### 2. Enterprise Partner Evaluation of Student Team Work and Work Product

- The culmination of the course is the project report and/or presentation to sponsoring enterprise organization.
- The project results regarding the deliverables requested, the professional level of the student project report and/or presentation, and the level of professionalism exhibited by the students (individually and as a team) will be evaluated by executives of the business enterprise sponsoring the project.
- Students will be provided a copy of the rubric to be utilized by the enterprise to evaluate them and their work product.

### 3. Instructor Evaluation of Student Team Work and Work Product

- The project results regarding the deliverables requested, the professional level of the student project report and/or presentation, and the level of professionalism exhibited by the students (individually and as a team) will be evaluated by the course instructor as well.
- Project report and/or presentation grading criteria include style (spelling & grammar), substance (content), and timely submittal.

- Students will be provided a copy of the rubric to be utilized by the instructor to evaluate them and their work product.

#### **4. Individual Student Lessons Learned Evaluation**

- Reflection aids in both learning and continuous improvement. As such, students will be required to complete a written evaluation of their experience from the course and project.
- Students will be provided suggested content to be included and the rubric to be utilized by the instructor to evaluate the evaluation document.
- Evaluation grading criteria include style (spelling & grammar), substance (content), and timely submittal.
- Twenty percent grade reduction per day for material submitted past deadline.

#### **5. Individual, Team, and Teamwork Evaluation**

- Students will provide an evaluation of the performance of their team, their teammates, and themselves upon completion of the project.
- Students will be provided the form to be utilized for this evaluation.
- Twenty percent grade reduction per day for material submitted past deadline.

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

<b>Submission of Class Required Documentation Points</b>	<b>150</b>
<b>Enterprise Partner Evaluation of Student Team Work and Work Product Points</b>	<b>300</b>
<b>Instructor Evaluation of Student Team Work and Work Product Points</b>	<b>250</b>
<b>Individual Student Lessons Learned Evaluation Points</b>	<b>150</b>
<b>Individual Team and Teamwork Evaluation Points</b>	<b>150</b>
<b>Total Weight Points</b>	<b>1,000</b>

**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<sup>5</sup>.

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<sup>5</sup><https://www.utep.edu/student-affairs/cass/ada-policies/accommodations-for-individuals-with-disabilities.html>

**Covid-19 Accommodations.** Students are not permitted on campus when they have a positive COVID-19 test, exposure or symptoms. If you are not permitted on campus, you should contact me as soon as possible so we can arrange necessary and appropriate accommodations

Students who are considered high risk according to CDC guidelines and/or those who live with individuals who are considered high risk may contact Center for Accommodations and Support Services<sup>6</sup> (CASS) to discuss temporary accommodations for on-campus courses and activities..

#### **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 ones' 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)<sup>7</sup> for possible disciplinary action. To learn more HOOP: Student Conduct and Discipline<sup>8</sup>.

#### **Copyright Compliance:**

Federal law and University Information Security Policy and Standards prohibit the exercising, without permission or legal authority, of one or more of the exclusive rights granted to the copyright owner under Section 106 of the Copyright Act (Title 17 of the United States Code). These rights include the right to reproduce or distribute a copyrighted work. In the file-sharing context, sharing, downloading, streaming, or uploading substantial parts of a copyrighted work without authority constitutes an infringement.

This includes copying of (part of textbooks, cases, and other materials).

#### **Professional Demeanor:**

- This course will require online communication between students as well as between the students and faculty. Online communication will also be required between students and project sponsor organizations. The expectation is that all parties will interact in a professional manner. Your first class module will require you to read the “ NETIQUETTE GUIDE FOR ONLINE COURSES”. The expectation is that you will comply with the guidelines throughout the course – and, hopefully, beyond.
- Even though the majority, if not all, of the communication required between students and project sponsor organization individuals will be virtual, it is important for students to project a professional image. Just because you are working from home does not mean that you should

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<sup>6</sup><https://www.utep.edu/student-affairs/cass/>

<sup>7</sup><https://www.utep.edu/student-affairs/osccr/>

<sup>8</sup><https://www.utep.edu/hoop/section-2/student-conduct-and-discipline.html>



not represent yourself in a professional manner. Be aware of how you appear, as well as your surroundings, when you are engaged in virtual interaction with project sponsor personnel.

**Note:**

Depending upon the enterprise and/or the specific project, students may be required to sign a non-disclosure agreement.

## Course Schedule



Subject to change if/as circumstances dictate.

### **MODULE ONE – PROJECT AWARENESS**

#### **Week 1 – 8/24 to 8/30 – Getting Started**

- Introductions
- Syllabus review
- Establish Teams
- Share Project Proposal form(s)
- Student time record sheet instructions
- Netiquette reading assignment
- Teamwork reading assignment
- **Deliverables:**
  - Acknowledgement of Netiquette
  - Time sheets for week one

#### **Week 2 – 8/31 to 9/6 – Getting to know the client**

**Face to face session, 9/2/20, 6:00 pm to 8:50 pm, GBC Room 110 C**

- Share the client value statement
- Client and project background research

- Prepare for first meeting with client regarding project
- Instructor sets date & time for first meeting with client
- **Deliverables:**
  - Introductory team presentation to client
  - List of questions for initial client meeting
  - Time sheets for week two

### **Week 3 – 9/7 to 9/13 – Initial team meeting with client**

- Student team meeting with client
- Students introduce themselves & share knowledge of client and project
- Opportunity to ask client questions regarding project
- Project management reading assignment
- **Deliverables:**
  - Student feedback on first client meeting
  - Time sheets for week three

## **MODULE TWO – PROJECT PLANNING**

### **Week 4 – 9/14 to 9/20 – Planning your work**

- Competency and Skill Descriptor
- Project management
- Project management progress update expectations
- **Deliverables:**
  - Submit draft proposal of project management progress update
  - Time sheets for week four

### **Week 5 – 9/21 to 9/27 – Planning your work**

- Competency and Skill Descriptor
- Managing roles and responsibilities
- Writing aid for business professionals
- Feedback on draft project management progress update proposals
- **Deliverables:**
  - Submission of finalized project management progress update template

- Time sheets for week five

### **MODULE THREE – PROJECT MANAGEMENT AND EXECUTION**

#### **Week 6 – 9/28 to 10/4 – Work your plan (Research phase)**

- Competency and Skill Descriptor
- Creative thinking
- **Deliverables:**
  - First project management progress update report due
  - Time sheets for week six

#### **Week 7 – 10/5 to 10/11 – Work your plan (Research phase)**

- Competency and Skill Descriptor
- Presentations and presenting skills
- Team(s) continue research phase of project
- **Deliverables:**
  - Time sheets for week seven

#### **Week 8 – 10/12 to 10/18 – Work your plan (Research phase)**

##### **Face to face session, 10/14/20, 6:00 pm to 8:50 pm, GBC Room 110 C**

- Competency and Skill Descriptor
- Execution
- Team(s) need to contact client(s) to schedule mid-project update presentation – target week 9 or 10
- Sense check on what's going right, what's going wrong, relationship with client – to help set thinking for what to include in mid-project update presentation
- **Deliverables:**
  - Draft presentation for mid-project update to client
  - Second project management progress update report due
  - Time sheets for week eight

#### **Week 9 – 10/19 to 10/25 – Work your plan (Research phase)**

- Review/revise draft presentation for mid-project update report
- Team(s) establish date & time(s) for mid-project update presentation to client(s)

- **Deliverables:**
  - Mid-project update presentation
  - Time sheets for week nine

**Week 10 – 10/26 to 11/1 – Work your plan (Research/Analysis phase)**

- Excellence
- **Deliverables:**
  - Students feedback on mid-project update presentation to client
  - Third project management progress update report due
  - Time sheets for week ten

**Week 11 – 11/2 to 11/8 – Work your plan (Analysis phase)**

- Competency and Skill Descriptor
- **Deliverables:**
  - Time sheets for week eleven

**Week 12 – 11/9 to 11/15 – Work your plan (Analysis phase)**

- Competency and Skill Descriptor
- Team(s) focus on project work
- **Deliverables:**
  - Outline of final project presentation content
  - Fourth project management progress update report due
  - Time sheets for week twelve

**Week 13 – 11/16 to 11/22 – Work your plan (Analysis/Recommendation phase)**

**Face to face session, 11/18/20, 6:00 pm to 8:50 pm, GBC Room 110 C**

- Competency and Skill Descriptor
- Team(s) focus on project work
- Team(s) establish date & time(s) for final project presentation to client(s)
  - Target week 15
  - Confirm attendees
- **Deliverables:**
  - Draft of final project presentation

- Time sheets for week thirteen

**Week 14 – 11/23 to 11/29 – Work your plan (Recommendation phase)**

- Team(s) complete final project presentation/report for clients
- **Deliverables:**
  - Fifth, and final, project management progress update report due
  - Time sheets for week fourteen

**MODULE FOUR – PROJECT PRESENTATION TO CLIENT**

**Week 15 – 11/30 to 12/6 – Present your plan**

- Team(s) deliver final presentation/report to client(s)
- Team(s) review and critique of project work product and final presentation
- **Deliverables:**
  - Time sheets for week fifteen

**MODULE FIVE – PROJECT AND TEAM APPRAISALS AND EVALUATIONS**

**Week 16 – 12/7 to 12/11 – Evaluation**

- **Deliverables:**
  - Individual Student Lessons Learned Evaluation –from each student
  - Individual, Team, and Teamwork Evaluation –from each student
  - Enterprise Partner Evaluation of Student Team Work and Work Product – from client
  - Instructor Evaluation of Student Team Work and Work Product – from instructor
  - Time sheets for week sixteen