

Brainstorming to Bankrolling: Beyond the Classroom

SPRING 2021 GENB 7334 and FINA 7397

Instructor: Dr. Saleha Khumawala & Prof. Charles Becker
Office: 380-E Melcher Hall and 380-K
Class: MONDAYS 6:00-p.m. -9:00 p.m. Online Synchronous
Web address: <http://www.bauer.uh.edu/SURE>

Prerequisites

Bauer College students and students from other UH Colleges with a basic understanding of business.

Course Objectives

The core learning objective is to make sure students learn key business frameworks, develop human-centered skills, and professional skills needed to succeed in a VUCA (Volatile, Uncertain, Complex, Ambiguous) world. This means establishing and practicing competencies laid out in the course as explicit learning objectives below:

Theoretical Learning Course Objectives

- Gain exposure to valuable social innovation concepts not covered in other business courses, namely Base of the Pyramid, Triple Bottom Line, Social Innovation, and other Business models .
- Learn effective key business frameworks for accounting, finance, marketing, communication, customer service, and sales.
- Stress test the academic knowledge and frameworks gained in this and other courses by applying them to actual businesses.

Practical Learning Course Objectives

- Do Strategic analysis, design a marketing and sales plan, organize management, build a supply chain, construct and analyze financial statements for four to five businesses.
- Learn to consult in real time on up to five actual startups.
 - Learn and practice key professional skills: Research, Project Management, Consulting, Distributed Work
- Practice presenting executive summary style presentations with upper management, and breaking down complex ideas for subordinates.

Experiential Learning course Objectives

- Build a portfolio of key 21st century skills needed by the market place
- Become engaged as both a consultant to four to five entrepreneurs, a mentee to one of our executive “GURUs” (business executive) and a collaborator with one of the *SCORE* mentors.
- Learn to leverage skills, education, and relationships to find solutions for the entrepreneurs by asking the right questions and offering innovative perspectives.
 - Learn and practice key human-centered skills: Empathy, Relationship-Building, Written and Oral Communication, Leadership

Concepts Covered in the Course

Concepts such as *Base of the Pyramid* as a business opportunity and its importance in today's global economy with its enormous purchasing power, the increase of B Corporations, L3Cs, and the nuances of shared economies in a digitized world are discussed. With evolving business models and complexities, it is important that students understand the opportunities and challenges faced. Equally important, understand social innovation, and the importance of achieving the **TRIPLE Bottom Line**. Furthermore, many of the near future's greatest business people will be social entrepreneurs. Social Entrepreneurship is a critical field of business in which entrepreneurs use business concepts, innovation, and technology to solve some of the most pressing and challenging problems of society. Whether as a policymaker, CEO/CFO/COO/CIO, charting a path to a new startup, or as a consultant, developing an entrepreneurial mindset can positively impact at all levels in a wide number of contexts.

Course Overview

In this course, students act as consultants to Houston entrepreneurs within the SURE™ Program.

What is the SURE™ Program?

SURE™ stands for **Stimulating Urban Renewal through Entrepreneurship**.

SURE™ is an innovative educational platform that creates a value-added partnership between UH students, industry experts, and entrepreneurs from under-resourced communities.

The goals are: a) through experiential learning to train students in the in the human-centered (develop empathy, entrepreneurial mind set, critical thinking, communication, leadership) and other key skills they need and b) through service learning to economically empower entrepreneurs in under-resourced communities.

What is the student's role in the SURE™ Program?

The SURE Program has three distinct groups of participants.

1. **The (Student) Consultants:** Each student will serve as a consultant to four to five entrepreneurs. He or she is responsible for supervising the entrepreneurs in writing their business plans, and connecting each entrepreneur with any resources or information needed to finish their business plan in preparation for pitching for funding.
2. **The SURE Program faculty and staff:** Dr. Khumawala, Prof. Becker, the Fellows, the Corporate Executives (aka Subject Matter experts-SME), the GURUs and the SCORE mentors (see: scorehouston.org)
3. **The Entrepreneurs:** Every semester hundreds of community members apply to enroll in the SURE Program. The staff interview and evaluate them all admitting 100-115 each semester.

Readings, Movie and YouTube Videos to watch are all posted on Blackboard

All articles assigned for reading on The Triple Bottom Line, Base of the Pyramid (BoP), Social innovation and various other theories are posted on Blackboard. Videos and links to YouTube are also available on Blackboard.

Class Schedule*

<u>Weeks</u>	<u>Date</u>	<u>Topic</u>	<u>Readings/Assignments</u>
Week 1	Jan. 25	WHY SURE? Theory, and concepts	Readings as assigned on BB
Weeks 2-3	Feb 1 and 8	WHAT & HOW of SURE and Consulting Training	Articles as assigned & Cases for Training
Weeks 5-14	Feb 15 – May 3	Project work	Consulting with the assigned Entrepreneurs - Your Team!!

* **Complete details are on the Additional Syllabus for Consultants and Syllabus for Entrepreneurs. Guidelines in these syllabi have to be followed.**



Our goal is to (1) prepare graduates for leadership roles in business, government, and nonprofit organizations, (2) conduct meaningful research that advances business knowledge, (3) perform service that benefits our College, University, and community, and (4) develop a reputation as a leading institution of higher education.

The C.T Bauer College of Business and the Academic Departments have established Learning Goals for each of our programs as part of our accreditation by The Association to Advance Collegiate Schools of Business.

This course helps students develop empathy and it incorporates the following **Program Learning Goals**:

- (a) **Oral communication** skills through discussions with the entrepreneurs
- (b) **Written communication** skills through weekly assignments turned in by the entrepreneurs
- (c) **Research** skills through the research conducted for every entrepreneur's business
- (d) **Critical thinking** by doing strategic analysis of each entrepreneur's business
- (e) **Ethical awareness** through work assigned to each team member
- (f) **Technological** skills through the use of Excel and other software as consultants
- (g) **Analytical problem solving** skills through the development of the Business Plan

Through this course we also meet **11 of the UN Sustainable Development Goals**.

Additional University of Houston and Bauer College Policies:

Syllabus Changes

Due to the changing nature of the COVID-19 pandemic, please note that the Professors may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through all means of communication used during the semester.

Course Delivery Formats and Final Exams

Synchronous Online Courses: This course is being offered in the Synchronous Online format. Synchronous online class meetings will take place according to the class schedule. There is no face-to-face component to this course. In between synchronous class meetings, there will also be asynchronous activities to complete (e.g., watching lectures on YouTube before class, discussion forums and assignments that your team of entrepreneurs need to complete every week). As you know this course has NO Textbook and NO EXAMS. You will be graded based on the grading policy including the deliverables stated in the Additional Syllabus for Consultants.

Webcams

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on during the entire class period. We request that you be properly dressed as if you were attending the class in person. In class Online, **ALWAYS** have your name badge (name on the screen), tent cards for your entrepreneurs (names on the screen) and you and your team members must have the SURE binder with all the materials.

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Center for Students with DisABILITIES](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

UH Email

Email communications related to this course will be sent to your [Exchange email account](#) which each University of Houston student receives. The Exchange mail server can be accessed via Outlook, which provides a single location for organizing and managing day-to-day information, from email and calendars to contacts and task lists. Exchange email accounts can be accessed by logging into Office 365 with your Cougarnet credentials or through Access UH. They can also be configured on [IOS](#) and [Android](#) mobile devices. Additional assistance can be found at the [Get Help](#) page.

Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Blackboard; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

Honor Code Statement

Students may be asked to sign an honor code statement as part of their submission of any graded work including but not limited to projects, quizzes, and exams: *"I understand and agree to abide by the provisions in the [University of Houston Undergraduate Academic Honesty Policy](#), [University of Houston Graduate Academic Honesty Policy](#)). I understand that academic honesty is taken very seriously and, in the cases of violations, penalties may include suspension or expulsion from the University of Houston."*

Helpful Information

COVID-19 Updates: <https://uh.edu/covid-19/>

Coogs Care: <https://www.uh.edu/dsaes/coogscare/>

Laptop Checkout Requests: <https://www.uh.edu/infotech/about/planning/off-campus/index.php#do-you-need-a-laptop>

Health FAQs: <https://uh.edu/covid-19/faq/health-wellness-prevention-faqs/>

Student Health Center: <https://uh.edu/class/english/lcc/current-students/student-health-center/index.php>

THINGS TO CONSIDER AS A BAUER STUDENT

Apply for a scholarship - During the 2019-2020 academic year, several Bauer College of Business students were awarded over \$1 million in scholarships. Awards range from \$500 to \$5,000. Most scholarships require a minimum of a 3.0 GPA; however, some need based scholarships have minimums as low as 2.0. The application can be obtained at: <https://www.bauer.uh.edu/scholarship>

Apply for an internship - The Rockwell Career Services Center maintains a database of business internships (see <http://www.bauer.uh.edu/csc/jobhelp.htm>). If you accept an internship that meets specific requirements, you may be eligible for 3 hours of academic credit.

Circulate your resume - When you have completed your resume, you should register your resume with the Resume Bank Program in the Rockwell Career Services Center.

Register With University Career Services - Before you are allowed to make on-campus interviews, you must register and attend a Workshop.

Investigate graduate school for a Ph.D. program: - Graduate school for a Ph.D. can provide excellent career opportunities in academia. Information can be obtained from the Director of the Ph.D. program, or from the Bauer College web site: <http://www.bauer.uh.edu/>

ANY QUESTIONS?? Ask Dr. Khumawala or Prof. Charles Becker.

WELCOME ABOARD!!