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BUS 285: Special Topics in Business: Innovator Fellowship 1

Classroom Location: Hybrid



**INSTRUCTOR:** Jeffrey Sachse

**E-MAIL ADDRESS:** sachsej1@lakeland.edu

**OFFICE LOCATION:** Jake's Café and WAK 14

**OFFICE HOURS:** By Appointment, MWF 8:00am - 12:00pm, TTH 8:00am - 4:30pm

**COURSE DESCRIPTION:** This dynamic and immersive course empowers students to become agents of positive change in their communities. Over the span of 2 semesters, students will dive into the intricate world of community engagement, from identifying pressing needs to launching impactful projects. Through a blend of experiential learning, interactive workshops, guest speakers, and hands-on project management, participants will develop a comprehensive toolkit to address real-world challenges and drive sustainable change, while honing their skills in branding, customer discovery, collaboration, ethical decision-making, and project management. By the course's end, students will have the confidence, expertise, and network to create meaningful projects that leave a lasting mark on their communities. Pre-requisites: none. Offered: fall.

**COURSE LEARNING OUTCOMES:** Students will be prepared to:

- **Identify Community Needs:** Analyze and assess local challenges, demonstrating an understanding of empathetic community needs assessment.
- **Project Management:** Apply project management principles to define, plan, execute, and evaluate community projects efficiently and effectively.
- **Branding and Outreach:** Create compelling project brands and execute strategic outreach plans to engage target audiences and stakeholders.
- **Ethical Decision-Making:** Recognize and navigate ethical considerations in community engagement, ensuring responsible and culturally sensitive project execution.
- **Collaboration and Leadership:** Collaborate within diverse teams, showcasing effective leadership skills and fostering partnerships for community impact.
- **Budget Creation:** Students will develop a budget and identify sources of capital or donations in order to make their project a reality.

**GRADING:**

Name of Assignment Type	Points	Percent of Total
Discussion Boards	50	12.5%
Instructor/School Advisor Meetings	50	12.5%
Assignments	100	25%
Community Partner Assessment	100	25%
Professionalism Points – Participation, Timeliness, Respectfulness, School Feedback	100	25%
<b>Total:</b>	<b>400</b>	<b>100%</b>

Grade	Percentage			Total Points Earned		
<b>A</b>	93.0%	to	100.0%	375	to	400
<b>AB</b>	88.0%	to	92.9%	350	to	374
<b>B</b>	84.0%	to	87.9%	335	to	349
<b>BC</b>	78.0%	to	83.9%	312	to	334
<b>C</b>	74.0%	to	77.9%	296	to	311
<b>CD</b>	68.0%	to	73.9%		to	295
<b>D</b>	64.0%	to	67.9%		to	
<b>F</b>		<	64.0%		<	

**Professionalism-Soft Skills:** As a student in a business class, the expectations mirror those of the business world.

ATTENDANCE – This doesn't mean just showing up. Be prepared to participate in classroom activities and discussion. Review the material we are covering before class. Answer when called upon.	10 points
RESPECTFULNESS – Demonstrate respect when others are speaking. Remain focused on the discussion and not your own conversations.	10 points
PROPER USE OF ELECTRONICS – Cell phone usage is not permitted unless instructed to do so. Please put them away until after class meetings.	10 points
PUNCTUALITY – Of assignments and adhering to due dates on quizzes, assignments, and exams. Tardiness to class is not tolerated. Be early; once we have started, please do not enter the room.	10 points
TEAMWORK / PROBLEM SOLVING – During projects, assignments and in-class discussion, are you demonstrating the ability to effectively problem solve?	10 points
<b>TOTAL</b>	<b>50 Points</b>
<b>High School Point of Contact Assessment</b>	<b>50 Points</b>

**NOTE:** This course is designed as an independent study and will use a standards-based approach to assessment. Students will be evaluated on the completeness of their work and their achievement of project milestones along with their understanding of course materials.

## COURSE REQUIREMENTS:

**Attendance:** In the world of business, your attendance is vital. Our discussions require your attendance at each class meeting. If you will be absent, I expect that you will notify me via email. ***If you are tardy 3 times, it will be considered an absence. Tardy means 1 minute past the start time of class.*** If you are more than 5 minutes tardy, you will be marked as absent, please do not come to class. If you cannot attend class due to COVID-19 symptoms, please join us via Blackboard Collaborate. Present for class = physically in class OR logged in via Blackboard Collaborate with camera on the entire time. No camera = absent subject to attendance policy.

- Missing more than 6 class periods (includes excused and unexcused) = Course Failure

**Written Assignments:** All work must be typed in a WORD or PDF document; assignments submitted through Blackboard's submission text may also be accepted for discussion submissions. Grammar, spelling, etc. will affect your grade. All written assignments must have a cover page and indicate the course name and number, the student's name and the date. Written assignments should be double spaced with 1" margins and #12 font. All assignments will be submitted through Blackboard. **Handwritten, emailed assignments, or test box assignments will not be accepted.** It is your responsibility to understand the nuances of submitting work from your operating system through to Blackboard. Consult with IT (x.1143) if you have questions. Technology issues will not be an acceptable excuse for handing work in late.

**Participation:** The student's role includes a fervent desire to contribute to the learning process during the entire course by actively participating in all discussions. Please review the schedule and the topic(s) we are discussing in each week. I will also use weekly progress reports and reflections as a means of assessing your participation.

**Blackboard:** The syllabus, PowerPoint presentations, Gradebook, additional articles, and study guides, are posted on Blackboard. **It is my requirement that ALL work be submitted on Blackboard;** do not email your work to me unless you have technical difficulties. If you are having trouble submitting material, please contact IT support. If you have a Mac or Chromebook, there are ways to convert documents to WORD to submit in Blackboard. I will accept that work as a PDF as well. It is the student's responsibility to check on class requirements and communications via Blackboard, daily. I will allow you to question grades posted only within a week of my posting grades. It is your responsibility to keep up with your own grades. Any requested changes after one week of my posting grades will be denied.

**Presentation Requirements:** Presentations may be in PowerPoint, Google Slides or Adobe pdf format. You may use tools like Canva and Beautiful.ai to improve your presentation's slide deck.

## COURSE POLICIES:

### Classroom Etiquette:

Our classrooms are learning environments, and as such, the University expects everyone in attendance to be respectfully engaged in the learning process. Cell phones, tablets, and other materials that have the potential to interfere with classroom instruction should not be brought to class or silenced and stored before the start of the class session.

### Changes to This Syllabus:

Due to extenuating circumstances or other unforeseen factors, the class schedule, specific requirements, and procedures indicated in this syllabus are subject to change. I will notify you of any

such changes as they are determined. The most recent syllabus will always be available in Blackboard and that is where I will post updates right away.

**Program Assessment:**

Data may be collected from time to time in this course to assist the course instructor and/or Lakeland University in assessing student learning outcomes.

**Late Work:**

Late work will not be accepted for full credit and may not be accepted at all. If you are unable to turn an assignment in on time, please notify me in advance of the due date for an opportunity to receive full credit. There is no extension for quizzes or assignments unless I have announced a class-wide extension or posted an updated due date on Blackboard. Quizzes cannot be submitted after they have closed.

**CLASS SCHEDULE:**

<b>Date</b>	<b>Content/Description</b>	<b>Assignments</b>	<b>Due</b>
1	Course Overview and Expectations Project Introduction	Discuss student expectations for course Develop a project summary highlighting the main goals, objectives, and potential challenges	
2	Project management	Create a detailed project plan with to track hours/work within project	
3	Belief statement Branding	Write a belief statement explaining how your personal beliefs align with the goals of the project Branding session with guest speaker	
4	Customer discovery Mission Statement Vision Statement	Customer discovery session with guest speaker Draft a mission and vision statement for the project	
5	Identifying community needs Community Partnership Introduction	Research and compile a list of potential community organizations or nonprofits for partnership, including contact information	
6	Logo creation Introduction/Establish community connections	Design three draft logos for the project and present them to the team for feedback and selection.	
7	Social media/marketing/website	Create social media pages for the project on major platforms.	
8	Social media/marketing/website	Develop a draft marketing plan outlining strategies for promoting project.	
9	Strategic initiatives for project advancement	Propose strategic initiatives aimed at advancing the project's impact or reach.	
10	Project Update	Prepare a written project update summarizing recent accomplishments, challenges faced, and proposed solutions	
11	Financials	Budget/Fundraising/Financials session with guest speaker Create a detailed budget for project, outlining anticipated expenses.	

12	Financials	Cont. Detailed budget for project	
13	Semester wrap-up Reflections	Personal reflection	
14	Mid-year presentation	Project Proposal/Practice Pitch	

## Appendix:

### How to Cite ChatGPT (according to ChatGPT)

#### APA Style:

OpenAI. (Year of model release). GPT-3.5 [Model description]. Retrieved from [URL]

#### MLA Style:

OpenAI. "GPT-3.5." [Model description]. OpenAI, Year of model release. [URL]

#### Chicago Style:

OpenAI. Year of model release. "GPT-3.5." Model description. OpenAI. [URL]

Replace "Year of model release" with the year when GPT-3.5 was officially released or published by

OpenAI. Replace "[URL]" with the appropriate URL where readers can access information about the model.

If you are citing a specific version of the model (e.g., ChatGPT built on GPT-3.5), make sure to include that information in the citation.