Brainstorming to Bankrolling II

(aka Research and Applications, aka Consulting for Small Business Needs)
SPRING 2022
GENB 7335/5336 & FINA 7397/4397

Instructors:	Dr. Esther Bailey and Charles Becker
Office:	All Meetings are Online in Spring 2022
Class:	Fridays 10:00am-12:00pm and Mondays 6:00pm-9:00pm as needed
Web address:	**http://www.bauer.uh.edu/SURE**

B2B II Abbreviated Syllabus
For Project Leaders

For Spring 2022 Only. To be updated for future semesters.
For questions, please email cdbecker@bauer.uh.edu This Syllabus sets out to give you, the Project Leader, a comprehensive understanding of what it means to be enrolled in Brainstorming to Bankrolling II, as well as guidelines to which you can return throughout the semester for answers to common questions. It is mandatory for each Project Leader to read this in the first week of class. Below is the outline of the contents of this syllabus. Read this in full before the second class begins and use it as reference during the semester. *This is an abbreviated version of the syllabus to be updated before the class officially begins.*

Brainstorming to Bankrolling II Key Items

These are the key items for the class.

Class Number(s)
- BUSI 4336-01 (25250)
- FINA 4336-01 (25251)
- FINA 7397-07 (25253)
- GENB 5336-01 (25254)
- GENB 7335-02 (25287)

Grades
- 50% Individual Project
- 50% Leadership of B2B Consultants

Class Times
- **B2B Attendance** – Some Mondays
  - Mandatory for (*Professor will provide precise dates in first class meeting*)
    - Consultant Training (all three sessions)
    - Practice Pitch Day and Pitch Day
  - There need to be two Project Leaders at each class.

- **B2B II Attendance** – Every Friday 10am-12pm on Zoom unless you have specific permission otherwise

Overview

In this class you go from Consultant to Project Leader. Therefore, there are two parts of this class: project and leadership. For the first half, you will work to develop a project to work on with a SURE Entrepreneur alumni based on your professional interests. For the second half (leadership), you will work with current Consultants and their Entrepreneurs during class-time.

Project

Your objective for the project is to identify a project that is:
- Something that you are interested in professionally
- Something that will improve your resume
- Something you can finish within roughly 4-6 weeks
- Something that is needed by a SURE Entrepreneur Alumni
- Something that a SURE Expert (Guru, mentor, or someone else we will find) can help you finish

The process for this will follow this general outline:
1. **Brainstorming** – Class discussion where you will talk about your professional goals, major obstacles, and where you see yourself in 3-5 years. The objective will be to come up with 2-3 broad ideas of projects to go on your resume. (Note: this discussion will be heavily moderated and guided by the Professors.)
2. **Profiling Mentor**—Class discussion where you will come up with the ideal traits of an advisor who can help you with your project.
3. **Contact Mentor**—Discuss your project ideas with a professional advisor that you found or (more likely) that was appointed to you by the Professors. With the mentor, you will discuss your goals and also sketch out how you might frame a project that fits these goals and could meet the needs of a SURE Small Business.
4. **Present Project Idea**—Present the idea(s) for your project(s) to the rest of the class.
5. **Create survey**—Create a survey based on your project ideas to send to the SURE Alumni.
6. **Conduct Interviews**—Interview 3-8 SURE alumni who expressed interest in your project.
7. **Client Selection**—Take your interview information back to the advisor and scope out the project, then choose a client and set up the terms of the project including objective, timeline, and deliverables.
8. **Present Project Proposal**—Once you have chosen your client, make a presentation in class on the client, objectives, timeline, and deliverables.
9. **Project Update(s)**—Using the objective, timeline, and deliverables from the Proposal, make a presentation updating the work you have done in the passing time and the work you

Leadership

Project Leaders will also develop as leaders. The two ways that this will happen will be serving as substitutes or additional help when needed during the B2B course, and by reading two books and some additional readings, then having discussions on them during class. The two books are *The Trusted Advisor* by David H. Maister, and *The Coaching Habit* by Michael Bungay Stanier.

Important Policies and Notes

Face Covering Policy
To reduce the spread of COVID-19, the University strongly encourages everyone (vaccinated or not) to wear face coverings indoors on campus including classrooms for both faculty and students.

Presence in Class
Your (IN PERSON) presence in class each session means that you:

- Are NOT exhibiting any Coronavirus Symptoms that make you think that you may have COVID-19
- Have NOT tested positive or been diagnosed for COVID-19
- Have NOT knowingly been exposed to someone with COVID-19 or suspected/presumed COVID-19

If you are experiencing any COVID-19 symptoms that are not clearly related to a pre-existing medical condition, do not come to class. Please see Student Protocols for what to do if you experience symptoms and Potential Exposure to Coronavirus for what to do if you have potentially been exposed to COVID-19. Consult the (select: Undergraduate Excused Absence Policy or Graduate Excused Absence Policy) for information regarding excused absences due to medical reasons.

COVID-19 Information
Students are encouraged to visit the University's COVID-19 website for important information including on-campus testing, vaccines, diagnosis and symptom protocols, campus cleaning and safety practices, report forms, and positive cases on campus. Please check the website throughout the semester for updates.

Vaccinations
Data suggests that vaccination remains the best intervention for reliable protection against COVID-19. Students are asked to familiarize themselves with pertinent vaccine information, consult with their health care provider. The University strongly encourages all students, faculty and staff to be vaccinated.

Reasonable Academic Adjustments/Auxiliary Aids
The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact the Justin Dart Jr. Student Accessibility Center (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

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 Undergraduate Excused Absence Policy and 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. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

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 Justin Dart, Jr. Student Accessibility Center. 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.

Syllabus Changes
Due to the changing nature of the COVID-19 pandemic, please note that the instructor 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 (*specify how students will be notified of changes*).

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.

UH Email
Please check and use your Cougarnet email for communications related to this course. To access this email, login to your Microsoft 365 account with your Cougarnet credentials.

<u>Webcams</u>
Access to a webcam is required for students participating remotely in this course. Webcams must be turned on (*state <u>when </u>webcams are required to be on and the <u>academic basis </u>for requiring them to be on*). (*Example: Webcams must be turned on during exams to ensure the academic integrity of exam administration.*)

<u>Honor Code Statement</u>
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 (select: 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

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

Student Health Center: https://www.uh.edu/healthcenter/