

GENB / MARK 7397
BCL Project Class
Fall 2013
MH 112

Instructor: John Reinert

Cell: (713) 894-2773
Office: (713) 743-2770 (MH-330D)

Email: jreinert@bauer.uh.edu
Office Hours: By Appointment



Learning Objectives:

This course provides a unique opportunity for the student to learn-by-doing with a real business or institution, solving real problems. While each project will provide very specific and unique learning opportunities, the primary areas of knowledge and skill development for each will be:

1. Business Analysis and Decision Making.
2. Consultative Business Relationships.
3. Project Management.
4. Communication, Both Written and Oral.
5. Teamwork.

above will be developed against a backdrop of real business world dynamics. While the classroom allows for lively, one dimension discussions around a controlled set of issues, these projects will begin with a greater level of ambiguity that will need to be addressed by the teams. As the semester progresses, some of the projects will experience changes or unexpected events and results that will allow the teams to experience real business and organizational dynamics. These issues will need to be understood and resolved expeditiously for the timely completion of a successful project. This course will allow students to work in teams through the six-credit hours on a project operating much like a consultancy.

During the first 4 class sessions, students will be exposed to various important topics:

- Communication Skills.
- Focus on Proposals, Reports, and Presentations.
- Project Management Skills.
- Teamwork

Most of the time in the course will be devoted to working on a project in a team for a real-client.

Scope of Project (Separate Cover)

Other Elements: The principle objective of this special projects course is to provide graduate students practical experience and critical thinking in the areas of project management, strategic assessment, plan development and business development principles.

The defined deliverable to the client firm is an assessment of the above elements and a recommended business plan to include alternative actions. Students will gain experience in the non-profit sector, business plan development and presentation and the inclusion of social media as communication tool for a non-profit business.

Students will be required to work as a multi-functional team and with relevant resources, for the purpose of evaluating the current market development plan, pricing, revenue model, and required resources for execution. It is expected the project team (students) will deliver a recommended business plan at the end of the semester.

Each student is required to develop and present (10 Minutes) to the class a topic of relevance to this project effort. This can be a topical article, or relevant research to the project. Please have your subject matter approved beforehand. It is suggested you secure a time on the class schedule as soon as possible. We will allow time for no more than two presentations per class session.

Class participation is highly encouraged. You may be asked to engage in discussions with classmates, the instructor or teaching assistants. Use this opportunity to get to know each other and to propel you into sharing what you know with the class.

Come to class every day. We regularly share information needed for the project and its outcome.

Ask questions regularly. There will be other students wondering the same thing and you will help keep the class focused.

Administrative Details:

1. Since the clients are real companies or institutions, all student teams are expected to demonstrate professional behavior. This involves appropriate dress code, arriving on time for meetings and proper communication with the client and the rest of the team.
2. The planned sessions are noted below and on the syllabus. I leave open to the option to adjust, based on the progress of the project and client requirements.
 - Thursday 8/29 ; 6:00 – 9:00 (Introductions, syllabus, & assignments)
 - Thursday 9/12 ; 6:00 – 9:00 (Engagement Process/Proposal)
 - Thursday 9/19; 6:00 – 9:00 (Engagement Process/Proposal/Team Time)
 - Thursday 10/10 ; 6:00 – 9:00 (Five (5) Week Review)
 - Week of 10/21; **Client Checkpoint / Update**
 - Thursday 11/14; (Ten (10) Week Review)
 - Thursday 11/21; Draft – Final Report – Findings & Recommendations
 - Saturday 12/7 – **Presentation Rehearsal**
 - Week of 12/9 – Client Presentation
3. Student teams will be expected to provide a brief progress report/update on the project to the instructor once a week by email (Monday mornings). Teams should also be meeting and interacting with the client on a frequent basis. Attendance by all members of the team at such meetings is expected but not mandatory.

4. Progress Reviews: Each team member will complete a team assessment at the 5 week, 10 week, and 15 week (end-of-semester) periods, providing feedback at the team, peer, self, and course level. These will be brief and high level in nature. This will assist the professors in determining how to guide and support each team.
5. Each team will identify a team member who will be responsible for interacting with the client and instructors.

GENB / MARK 7397 – Fall 2013 Class Schedule

Session/Date	Topic	Assignments
8/29	Introductions Consultative Business Relationships Project Overview / Expectations / Outcomes Q & A Communication – Written & Verbal Point of Contact Discussion Calendar	<i>If you don't know where you're going...</i> <i>"5 Things my Mom taught me..."</i> <i>"12 Characteristics"</i>
9/3 @ 3PM Dinner (Optional)	Client Meeting Citgo Petroleum Corp. 1293 Eldridge Pkwy.	SOW – Citgo Project BPEC – Chapters 1,2,5
9/5	Vision & Project Scope Update/Revision Updates & Reports/ Teamwork Project Management Resources <i>"Business Plan" - Outcome Components</i>	<i>Vision/Goals, Strategy & Tactics</i> BPEC – Chapter 4 & 10
9/12	Class Meeting – TBD Final Scope of Project to Client (9/13)	BPEC – Chapter 6
9/19	Workstream Outline Review & Discussion	
10/10	Five Week Review	
10/24	Client Checkpoint & Update Writing a Final Report & Presentation	
11/14	10 Week Review	
11/21	Draft – Final Report Findings & Recommendations	BPE – Chapter 10
11/28	Thanksgiving	
12/7	Presentation Rehearsal (Bauer Faculty)	
Week of 12/9	FINAL – BUSINESS PLAN PRESENTATION	

Reports and Presentations:

Scope:

- Maximum 1-2 typed page (single-spaced, 12 point font)
- Format:
 - Background and problem statement. May include some discussion of industry background, company position, and relevant research.
 - Specific focus and scope of the project, what is included and excluded in deliverables.

Project Proposal:

- Target 6-8 typed pages (single-spaced, 12-point font)
- Additional material may be provided in the Appendix.
- Must be presented to the faculty for discussion and Q&A prior to presenting to client.
- Format:
 - Introduction
 - Problem statement including appropriate industry background research, purpose, needs, and benefits (Should be more thorough than Scope and Project Plan document above).
 - Specific focus and scope of the project, what is included and excluded in deliverables.
 - Engagement Methods, Process, Analytical Approach.
 - Why method(s) is or is not appropriate, what will be done to collect what information and why, etc.
 - Project Plan

Final Report:

- Maximum of 30 typed pages (single-spaced, 12 point font)
- Additional material may be provided in the Appendix.
- Must be provided to faculty prior to client.
- Format:
 - Executive Summary
 - Background
 - Methods and Process
 - Analysis and Findings
 - Recommendations
 - Appendices

Final Presentation:

- Faculty - Plan for 45 minutes of presentation and 30 minutes of Q&A.
- Client – Individual consideration for client scheduling. Preferably the same as Faculty format.

Course Materials:

The Basic Principles of Effective Consulting, Linda Stroh and Homer Johnson, Routledge, 2009 ISBN: 0-8058-5420-7. Order online.

Grading: Your Final grade will be determined as follows:

Your grade will be determined by:

	<u>Weighting</u>
<i>Final Business Plan & Presentation</i>	80%
<i>Individual Presentation**</i>	10%
<i>Participation & Engagement in the project, including Participation/Attendance/Peer Evaluations</i>	10%

Class participation

You are expected to participate in this class. At the very least, class participation is based on your attendance in class (you can't participate if you're not here). In addition, you are encouraged to ask questions and participate in class discussions.

****Individual Presentation:** Each student is required to deliver a 10 minute presentation to the class on a subject relevant to this project. The subject must receive prior approval before it can be presented to avoid conflicts and to insure its relevance. Please schedule your presentation as soon as possible. We will do no more than two of these in any one class session and none will be scheduled during the last two weeks of the semester. A grading form will be distributed.

Peer Evaluations:

You will be asked to evaluate your work group and the entire work team. A format will be provided.

Academic Honesty

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, http://www.uh.edu/provost/policies/uhhonesty_policy.html. *Students are expected to be familiar with this policy.*

Accommodations for Students with Disabilities

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Other Information:

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced on the Blackboard. ***The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related policies as circumstances so dictate.***

You are expected to ensure you have met all the requirements for this course. Check with the if you have any questions in this regard. Students are expected to adhere at all times to all applicable University, College, and departmental policies and regulations.

If you bring a cellular phone or pager to our class meetings, please make sure that these devices are in silent mode before class begins!

A strict policy will be adopted regarding extensions, late assignments, and absences.