

UHCC
FALL 2022
TUE 6:00-9:00 PM

GENB 7390-01 BOOKS AN MBA SHOULD READ
SECTION 25894

Paul Galvani
☎: (281) 630 5127
✉: pgalvani@uh.edu
🌐: www.bauer.uh.edu/pgalvani

8/23* Objectives, expectations, grading, formation of teams, distribution of your “unique-to-you” book

8/30

9/6

9/13

9/20 Email Group paper on *Made To Stick*

9/27

10/4

10/11 Summary of your “unique-to-you” book using “Turn it in” on Blackboard

10/18

10/25

11/1

11/8 Email Group paper on *What Got You Here Won't Get You There*. Presentation on presentations****

11/15* In-class PRESENTATIONS

11/22 Thanksgiving break. No class

11/29* FINAL EXAM (90 minutes)

*In-person class ** Zoom class

If you are a **graduate student in any discipline** at the University of Houston, you are eligible to take this class. This is a hybrid class that meets in person the first week of class to go over the details, objectives, expectations, grading and formation of teams (5 per team, assigned randomly). The class also meets in person for presentations and for the final exam. The rest of the time students meet online with their team members and with me whenever necessary.

COURSE OBJECTIVES

- Increase management literacy and knowledge
- Foster intellectual curiosity
- Help managers APPLY what they read
- Foster critical thinking
- Learn effective reading techniques
- Improve written communications
- Gain “business savvy” by reading three books plus the summaries of up to 29*** books prepared by your fellow students
- Increase ability to recognize ethical dilemmas and evaluate courses of action
- Add to your professional development
- Following your reading of the summaries of the books prepared by your fellow students, foster interest in reading the complete book(s)

*** Depending on class size

ASSIGNMENTS

You are required to read **three** books, **one individually**, which you alone will summarize and **two with your group**, from which you will extract actionable items and share with your fellow students, then write about them. You will also be required to read the **summaries of and be familiar with up to 29*** other books** prepared by your fellow students, demonstrating that you have a working knowledge of all the books.

The first two books, which you should **each plan to buy or borrow**, must be read by everyone in the class:

1. *Made to Stick* by Chip and Dan Heath
2. *What Got You Here Won't Get You There* by Marshall Goldsmith

You will receive a third book, **on loan from me**, that is **unique to you**, which will be distributed randomly during the first class and which you **WILL RETURN TO ME AT THE FINAL EXAM**. Failure to return this book will result in your not receiving a grade. You may also choose to exchange your “unique-to-you” book with any of the alternate books that will be available at the **FIRST CLASS ONLY**.

1. Write a 2-3 page **group paper** applying five*** pieces of advice (assuming five per group) found in *Made To Stick*. You will undertake this after you carry on considerable online discussion about the book with your group members. Each group member is responsible for coming up with how to apply **one** piece of advice described in the book, citing material from the book that prompted each example. The paper you turn in will merge the inputs of all team members. The grade will be shared by all.
2. Write a 1-2 page individual summary of your “**unique-to-you**” book, including ALL of the following:
 - The book title and author(s)
 - What qualified the author(s) to write it
 - When the book was written and what else the author has written
 - A Super Summary (**type the Super Summary in RED**)
 - The thesis of the book i.e. what it said, what was its message? (**type the thesis in RED**):
 - We are interested in what the author said, NOT what he/she wrote about. Your opinion of the book does not belong in this summary
 - How the book backed up its thesis:
 - If examples were used, cite at least one. If it made an argument, present the gist of that argument.
 - What the book would help someone to do better:
 - Make better strategic decisions? Manage time better? Motivate and keep employees? Invest successfully? Be as SPECIFIC as possible here
 - Include your name under: **Summarized by _____ (also in red)**

In order to write the best summary possible and get your ideas to be memorable, you should read *Made to Stick (MTS)* **BEFORE** you embark on this summary and implement some of the ideas from that book. You should clearly indicate the ideas taken from MTS by putting **(MTS)** in parentheses and in **red** after each idea used.

3. Write a 2-3 page **group paper** describing five*** applications (assuming five per group) of what each of you learned from reading *What Got You Here Won't Get You There*. You will undertake this after you carry on considerable online discussion with your group members. Each group member is responsible for coming up with how to apply **one** piece of advice described in the book, citing material from the book that prompted each example. The paper you turn in will merge the inputs of all team members. The grade will be shared by all.
4. In-class presentation of the summary of your “**unique-to-you**” book

Make a 3-5 minute presentation explaining the summary of your “unique-to-you” book to your fellow students.

5. Final exam

Choose **two** out of three essay questions covering all of the 1-2 page summaries of the “unique-to-you” books (up to 30***) as well as the two mandatory books that everyone read. Each answer is limited to one page.

Sample question: Recommend four books that would help someone invest more successfully, defending your choice of each. You should correctly identify the title and author of each book.

A sample **Group Paper** as well as a sample **Summary of a “unique-to-you” Book** can be found on Blackboard.

<u>GRADING</u>	<u>POINTS</u>
1. Group paper on <i>Made To Stick</i>	20
2. Individual summary of your “unique-to-you” book	20
3. Group paper on <i>What Got You Here Won't Get You There</i>	20
4. Presentation of the summary of your “unique-to-you” book	15
5. Final exam	25

UH WRITING CENTER

Anything you submit for this class should be written in a professional style and with no errors in the use of the English language. In order to increase the chances that you turn in “A” grade papers, you should first take advantage of the readily-available tools that come with Word, such as Spellcheck and Grammar check. Next, you should have a third party proofreader/editor read your paper to see if it conveys your message and check for clarity, errors, omissions, typos, etc. You should also take advantage of the **UH Writing Center**, located in the Classroom and Business Building (**CBB**) **Room 220**. They offer online, one-on-one consultations to help improve your written submissions. Their writing consultants work with you to develop, articulate, and organize your thoughts and ideas (<http://uh.edu/writecen>). This service is especially useful if English is not your native language.

POLICIES

1. The “unique-to-you” book is on loan to you so please **DO NOT WRITE, HIGHLIGHT** or otherwise **DEFACE** the book by turning back the corner of a page, or by opening it flat, etc. You are expected to return the book in the same condition as it was given to you.
2. Please **return** your “unique-to-you” book to me at the **FINAL EXAM**. Failure to do so will result in your **NOT receiving a grade**.
3. **Students are expected to be familiar with and adhere to the University of Houston’s plagiarism policy, which can be found at: <http://publications.uh.edu/content.php?catoid=40&navoid=14205> under Article 3.02. The penalty for violating this policy may include expulsion from the university. Any written assignment turned in to me will be verified as original using plagiarism detection software.**

OFFICE HOURS

Feel free to contact me via email, text or phone at the contact information listed above. We can also meet just about anytime during regular business hours using Zoom.

*** In-person class ** Zoom class *** Depending on class size**

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://publications.uh.edu/content.php?catoid=37&navoid=13621>. 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.

AVAILABILITY OF COUNSELING SERVICES Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the “Let’s Talk” program, which is a drop-in consultation service at convenient locations and hours around campus. <https://uh.edu/caps/outreach/lets-talk/>