

UHCC
Spring 2023
TUE 6:00-9:00 PM

GENB 7390-01 BOOKS AN MBA SHOULD READ
SECTION 20233

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1/17 6:00-9:00pm Zoom meeting: Objectives, expectations, assignments, grading, formation of teams

2/14 E-mail Group Paper 1 on *Made to Stick*

3/7 E-mail Individual Book Summary of your “unique-to-you” book

4/4 6:00-9:00pm Zoom Meeting: How to Make an Effective Presentation. Presentation schedule
E-mail Group Paper 2 on *What Got You Here Won't Get You There*

4/11 6:00-9:00pm Zoom Meeting: Individual PRESENTATIONS on your “unique-to-you” book

4/25 FINAL EXAM (90 minutes) Anytime from 8:00 am to 8:00 pm

This is an online class that meets via Zoom the first week of class to go over the details, objectives, expectations, grading and formation of teams (5 members per team, assigned randomly). The class also meets online for a lecture on How to Make an Effective Presentation, and for individual presentations. The rest of the time students meet with their team members and with me whenever necessary.

COURSE OBJECTIVES

- Increase literacy and knowledge
- Foster intellectual curiosity
- Help you APPLY what you read
- Foster critical thinking
- Learn effective reading techniques
- Improve written communications
- Quickly gain “business savvy” by reading three books plus the summaries of up to 29* books prepared by your fellow students
- Increase your 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

* Depending on class size

ASSIGNMENTS

You are required to read **three** books, **one** which is unique to you which you alone will summarize and **two with your group**. Each group consists of five members assigned randomly. In the group assignments you will highlight actionable items which you will share with your group, 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.

You must buy or borrow the following two books which must be read by **everyone** in the class and discussed within your group.

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

You are also required to buy or borrow a third book that is **unique to you**, which you alone will summarize. You will select this book from a list of books that you will find at the end of this syllabus. Since each student must choose a different book from this list, you will “claim” this book by emailing me your **FIRST** and **SECOND** choice. Since this is on a first-come, first-choice basis, **the sooner you do this the better**. In the event that someone else has “claimed” the same book, whoever emails me first will win the tie.

1. Group Paper 1

Write a 2-3 page **group paper** applying five pieces of advice (assuming five students per group) found in *Made To Stick*. You will undertake this after you carry on considerable 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 input of all team members. The grade will be shared by all.

2. Individual Book Summary

Write a 1-2 page 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 an argument is made, 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. Group Paper 2

Write a 2-3 page **group paper** applying five pieces of advice (assuming five per group) found in *What Got You Here Won't Get You There*. You will undertake this after you carry on considerable 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 input of all team members. The grade will be shared by all.

4. Presentation

You will present the summary of your “unique-to-you” book in a **3-5 minute** presentation to the class via Zoom.

5. Final Exam

The Final Exam can be found on Blackboard. You may take the final exam anytime during the hours of 8:00am-8:00pm the day of the Final. Once you have opened the exam, you will have 90 minutes to complete it. You will be required to complete an attestation which can be found on Blackboard that you have not used any notes while taking this exam.

Consists of three essay questions, of which you choose two, 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 has 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 1 on <i>Made To Stick</i>	20
2. Individual Book Summary of your “unique-to-you” book	20
3. Group Paper 2 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

Students are expected to be familiar with and adhere to the University of Houston’s Academic Honesty Policy, including the 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 any time during regular business hours using Zoom.

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/>

Title

22 Immutable Laws of Marketing*
22 Immutable Laws of Branding*
2030: How Today's Biggest Trends...
Blue Ocean Strategy
Brand Relevance
Built to Last
Death by Meeting
Drive
Good to Great
Guide to the 50 economic indicators
Hooked
How to Win Friends and Influence People
Influence
Insanely Simple
Other People's Money
Purple Cow
Remote Work Revolution
Seeing The Big Picture
Start with Why
Stop Overthinking
The 4 Disciplines of Execution
The Culture Solution
The Culture Solution
The Essential Drucker
The Four Pillars of Investing
The Hard Thing About Hard Things
The Innovator's Dilemma
The Lean Startup
The Ministry of Common Sense
The Power of Ethical Persuasion
The Psychology of Money
The Speed of Trust
The Startup Owner's Manual
The WalMart Effect
The Wisdom of Crowds
Think Again
Think Like a Freak
Thinking Fast & Slow
Uncharted
Venture Deals
What Matters Now

Author

Al Ries, Jack Trout
Al Ries, Laura Ries
Mauro F. Guillen
W. Chan Kim, Renee Mauborgne
David A. Aaker
Jerry Porras and Jim Collins
Patrick Lencioni
Daniel Pink
Jim Collins
Simon constable and Robert Wright
Nir Eyal
Dale Carnegie & associates
Robert Cialdini
Ken Segall
John Kay
Seth Godin
Tsedal Neeley
Kevin Cope & Kevin R. Cope
Simon Sinek
Nick Trenton
Chris McChesney, Jim Huling, Sean Covey
Deidre Mendez
Matthew Kelly
Peter Drucker
William Bernstein
Ben Horowitz
Clayton M. Christensen
Eric Ries
Martin Lindstrom
Tom Rusk
Morgan Housel
Stephen Covey
Bob Dorf, Steve Blank
Charles Fishman
James Surowiecki
Adam Grant
Steven Levitt, Stephen J. Dubner
Daniel Kalnewan
Margaret Heffernan
Brad Feld, Jason Mendelson
Gary Hamel

** while these are two separate books, since they are very short, they will count as one.*