

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>COURSE CHANGE REQUEST</b> <b>Graduate Programs</b>		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner _____ Catalog _____
	Department Management Programs College Business		
<b>Current Course Prefix and Number</b> ENT 6946		<b>Current Course Title</b> Entrepreneurial Consulting Project	
Syllabus must be attached for <b>ANY</b> changes to current course details. See <a href="#">Template</a> . Please consult and list departments that may be affected by the changes; attach documentation.			
<b>Change title to:</b>  <b>Change prefix</b> From: _____ To: _____ <b>Change course number</b> From: _____ To: _____ <b>Change credits*</b> From: _____ To: _____ <b>Change grading</b> From: _____ To: _____ <b>Academic Service Learning (ASL) **</b> Add <input type="checkbox"/> Remove <input type="checkbox"/>		<b>Change description to:</b>  <b>Change prerequisites/minimum grades to:</b> ENT 6016 / C, or Graduate Student Standing  <b>Change corequisites to:</b> ENT 6016 / C, or Graduate Student Standing  <b>Change registration controls to:</b>  Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade.	
<b>Effective Term/Year for Changes:</b> Fall 2025		<b>Terminate course? Effective Term/Year for Termination:</b>	
<b>Faculty Contact/Email/Phone</b> Gary Castrogiovanni / castrogi@fau.edu / 561-297-2523			
<b>Approved by</b> Department Chair <u>Ethlyn Williams</u> College Curriculum Chair <u>Robert Pinski</u> College Dean <u>Marc Rhorer</u> UGPC Chair <u>[Signature]</u> UGC Chair <u>[Signature]</u> Graduate College Dean <u>Robert W. Smith</u> UFS President _____ Provost _____		<b>Date</b> <u>11/20/2024</u> <u>12/02/2024</u> <u>12/02/2024</u> <u>02/05/2025</u> <u>02/05/2025</u> <u>02/05/2025</u> _____ _____	

Email this form and syllabus to [UGPC@fau.edu](mailto:UGPC@fau.edu) 10 days before the UGPC meeting.

## **Current Catalog Description**

### **Entrepreneurial Consulting Project (ENT 6946) 1-4 credits**

Supervised study of a domestic or international business problem for an existing or emerging organization, including establishment of client-consultant relationships, identification of problem(s) or strategic questions, collection and analysis of data, development and reporting of implementable recommendations.

## **Proposed Catalog Description**

### **Entrepreneurial Consulting Project (ENT 6946) 1-4 credits**

*Prerequisite: Graduate Standing or ENT 6016*

*Corequisite: Graduate Standing or ENT 6016*

Supervised study of a domestic or international business problem for an existing or emerging organization, including establishment of client-consultant relationships, identification of problem(s) or strategic questions, collection and analysis of data, development and reporting of implementable recommendations.



**FLORIDA ATLANTIC UNIVERSITY**

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**ENT 6946-001 12458**

**Entrepreneurial Consulting Project**

**Date:** Tuesday 9:45 AM - 12:55 PM

**Building:** Phil Smith Hall Boca **Room:** 307

**3 Credit(s)**

**Summer 2024 - 1 Full Term**

## **Instructor Information**

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Patch Paczkowski

**Email:** wpaczkowski@fau.edu

**Office:** DS107E

**Office Hours:** By appointment: in person or Virtual via Zoom

**Phone:** 561-297-6082

## **Course Description**

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Entrepreneurial Consulting Project

Supervised study of a domestic or international business problem for an existing or emerging organization, including establishment of client-consultant relationship, identification of problem(s) or strategic questions, collection and analysis of data, development and reporting of implementable recommendations.

Students will serve as a member of a management consulting team responsible for the identification, definition and recommending a solution for a problem or problems facing a local firm. Students will be given ample opportunity to work directly with the management of a real firm with real entrepreneurial or management challenges. They will discuss and develop ideas with the client to solve a specific issue or meet a strategy for that business. It is an opportunity to learn to communicate with management, the team, solve problems, develop ideas, assist with implementation plans and help the management make a difference in their organization. This will allow for the student to learn to think

like a business person, understand every day issues, develop ideas, challenge others and their thinking, conjecture about the future and sharpen related entrepreneurial skills.

<https://www.fau.edu/registrar/university-catalog/catalog/businessesdes/>  
None. Must be enrolled in one of the following Levels: Graduate (GR)

## Instructional Method

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### Mixed Online and Classroom

50%-79% of the course is delivered online. (Hybrid)

## Required Texts/Materials

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### McKinsey Mind

ISBN: 9780071405546

**Publisher:** McGraw-Hill Professional Publishing

**Edition:** 1st

RECOMMENDED ONLY

## Recommended Readings and Materials

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### McKinsey Mind

ISBN: 9780071405546

**Authors:** Rasiel & Friga

**Publisher:** McGraw-Hill Professional Publishing

## Course Objectives/Student Learning Outcomes

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1. Students, working in teams, will learn to address and solve real business problems using a project-based methodology, employing what they have learned in other courses as well as by researching the company, the industry and the specific challenge.
2. Students will gain practical experience by working on a real assignment for an existing business. The class provides students with study and practice for entrepreneurial situations in both family and non-family firms.
3. Students will learn to work directly with the management representatives of a real firm with entrepreneurial and/or management challenges.
4. Students will improve their abilities to learn, discuss and develop ideas, specifically with the client to solve an issue or meet a strategy for that business.
5. Students will improve their skills at communicating with management and within the team, to resolve problems, to develop ideas, to assist with implementation plans and to help the

management make a difference in the organization.

6. Students will improve their capabilities at time management and they will learn the importance of adhering to deadlines, attending meetings (and classes) on time, and engaging clients and colleagues in a professional manner.
7. Students will learn to think like a business person, understand every day issues, develop ideas, challenge others' thinking as well as their own, forecast future conditions and sharpen related entrepreneurial skills.

## **Faculty Rights and Responsibilities**

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Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.
- Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](#).

## **Disability Policy**

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In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at [www.fau.edu/sas/](http://www.fau.edu/sas/).

## **Course Evaluation Method**

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General Assignment instructions can be found here in the syllabus. Specific assignment instructions can be found in the Course Content section on Canvas and adjustments may need to be made based on potential changes in the semester.

Students are responsible for reading assignments and asking questions in a timely manner. If you have questions about an assignment, you must contact me via email or on Canvas. ALL assignments are due as indicated in Canvas!

The specific assignments and grade proportions are as follows:

Activity	Percent
Discussions (Intro: 2pts; Additional: 3x2 =6 pts)	8
Client Deliverables (see below)	23
Business Model Canvas or Competitive Analysis	3
Status reports (2 x 3 pts each)	6
Client Evaluation	10
Peer Evaluation & Reflection Paper	6
Lead article/case discussion in class	9
Article Analysis, and Presentation [TEAM]	10
Class Consulting Project	10
Participation (& see Syllabus)	15
Attendance (per syllabus)	TBD

Attendance is highly correlated with participation. While there isn't a strict attendance policy, missing classes may impact your participation grade. You must attend at least 50% of classes, or will receive an automatic Failing Grade "F".

## Code of Academic Integrity

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Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Use of any on-line or other resources, including but not limited to ChatGPT or other websites will not be tolerated unless specifically allowed for assignments. If using ChatGPT or other AI, the prompt and output MUST be provided (just like a citation of a source) or the assignment will receive a ZERO (0) and other disciplinary actions may be taken.

I may at any time call on a student to explain and discuss any submissions orally in class. This will help your participation grade but should also dissuade you from using these websites.

Violating these codes will result in penalties including zero on assignments, a grade of "F" in the class, a reduction in final grade, and reporting to the administration for disciplinary action which may include a negative entry in your academic file probation, or dismissal from the university.

## **Attendance Policy Statement**

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Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Attendance will be taken at the beginning, during, and/or at the end of each class using polling questions and/or other techniques. If you know you will be late (or have to leave early), contact me before class is scheduled to start so that I know and can count you in the attendance. It is better to show up late than not at all. I also make note of anyone who leaves class early (especially those who make a habit of leaving early).

Participation & Attendance will also be measured using time on Zoom sessions, as well as participating in polls/exercises done live during class. You must attend at least 90% of the Zoom class in order to receive attendance credit, unless it is an approved excused absence. Make arrangements with me before class if you need to leave early or arrive late. Zoom classes will be recorded so you will be responsible for the covered material.

Attendance is required since participation requires preparation and subsequent attendance. Students are encouraged to participate in the discussions and are expected to help create a productive learning environment; this can only be done if the student shows up. Failure to attend class will result in points deducted from total points available through weekly status reports and other means. Students with extensive absences will be asked to drop the class.

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations

or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Attendance in class should be treated the same as attendance at work or in your business – you don't get paid if you don't show up!

It is your responsibility to discuss missed classes with me throughout the semester. Attendance will NOT be adjusted after the semester is complete. If multiple class periods are missed, you should speak with me and your Academic Adviser regarding Withdrawing from the course. Again, these grade reductions are only for unexcused absences after missing two(2) classes.

Excusals for extenuating circumstances as set forth in this section will not count as one of the missing classes. If missing class for a health-related reason, INCLUDING COVID-19, it is the student's responsibility to provide written proof from FAU Student Health Services [SHS] (<https://www.fau.edu/shs/>) or another health-care provider if requested by the Instructor. Only if this written support is provided will a health-related absence be excused.

It is YOUR responsibility to ensure that the sign-in sheet is properly updated.

If you are having issues with attending class, you MUST discuss with me during the semester. If attending class will be a challenge for you, then you should consider a different course modality that does not have an in-person component.

Any changes to the course schedule will be announced on Canvas (course website), thus it is beneficial to log in regularly and check the announcements. Students are expected to read the materials, ask and answer questions where applicable, and complete exercises. Therefore students must be prepared prior to class (reading assignments should be completed prior to the start of class).

**\*\*NOTE:** any student not attending at least one of the first two classes will be administratively dropped from the course.

## **Religious Accommodation Policy Statement**

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In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at [www.fau.edu/regulations](http://www.fau.edu/regulations).



Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

## **Time Commitment Per Credit Hour**

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For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

## **Course Grading Scale**

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<b>Letter Grade</b>	<b>Letter Grade</b>
A	93 - 100%
A-	90 - 92.9%
B+	87 - 89.9%
B	83 - 86.9%
B-	80 - 82.9%
C+	77 - 79.9%
C	73 - 76.9%
C-	70 - 72.9%
D+	67 - 69.9%
D	63 - 66.9%
D-	60 - 62.9%
F	Below 60

## **Grade Appeal Process**

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You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.
- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

[University Regulation 4.002](#) of the University Regulations contains information on the grade appeals process

## **Policy on Make-up Tests, Late work, and Incompletes**

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### Exam Make-Up Policy

Missed exams must be excused in writing in advance by the University to qualify for a make-up. Extreme extenuating circumstances may be allowed on a case-by-case basis with proof provided by the student. Otherwise, the exam will be graded zero.

### Late and Make-Up Assignments

For cases such as illness, unexpected work arrangements, and other serious matters, certain assignment extensions may be granted. Extensions will be decided on a case-by-case basis and are entirely at the discretion of the instructor. Advanced warning of a known issue or conflict is necessary to ask for extensions in such situations. Please make every effort to contact me in advance when able to do so.

Do not wait until the last minute to complete assignments, since you will have a full week (at least) to complete each assignment. Last-minute technical issues or work arrangements are NOT acceptable excuses. If your work sometimes requires you to work late with limited notice, then you must complete the assignments with this possibility in mind. If technology is potentially a problem, you should plan to do the work on campus and/or well ahead of the due date.

Late assignments are accepted only when accompanying documentation of an emergency is provided. If you have to miss class, the assignment is still due on the date indicated, unless prior written consent is provided by the Instructor.

Assignments must be submitted on time to be fair to other students in the class. If an assignment extension is granted, (1) there will still be an automatic 30% reduction of the grade, and (2) the assignment must be completed prior to the next class period or the grade will be entered as a zero.

## **Special Course Requirements**

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All assignments will be graded on a 0-100 scale. All assignments are due by the deadline posted on CANVAS. Upload your completed assignments in Canvas unless you are directed otherwise.

Discussions on Canvas (5 points total: 1 @ 2pts; 2 @ 3points = 8 points total)

Complete the Discussion assignments in Canvas. You must answer all portions of the prompt in the first week, and respond to at least two other students' posts by the due date.

2 Discussion prompts will be related to current events relating to entrepreneurship, international business, and/or related topics.

See Canvas for details.

Client Deliverables (23 points):

The class will be divided into teams and will work as teams throughout this course. You will have until the week following entrepreneurial business presentations to request team assignments and any changes. At that time, team and business project assignments will be final. For logistical purposes, I reserve the final determination of team assignments.

The list below is very general/basic summary of the types of projects that students can work on in the class. Project work may comprise multiple and varying objectives. Projects will require involvement and communication from the business with the student team.

The types of projects that students take on for an entrepreneur may include:

- Competitive analysis (comprehensive)
- Business plan development
- Marketing plan development
- Marketing and advertising content creation
- Advertising/Public relations strategy development
- Industry analysis
- Social media strategy and implementation
- Investment activity analysis (research on early-stage funding comps)
- Lead generation
- Customer research (interviews, analysis, focus groups)

- General business-related research
- Trade show/Expo support
- Customer acquisition/sales (some restrictions apply)
- International market research
- Regulatory research/assessment/evaluation
- SWOT/environment analysis/research

Other project definitions not listed here that might be unique to a particular entrepreneur's needs may also be suggested and considered, so long as a learning/educational component for the students is significantly involved (e.g., customer interviews = great; unsolicited cold calling from purchased leads list = not viable). Final determination of the project will need to be confirmed by the course professor, following a discussion to evaluate a "customized" project that does not fit squarely in the list above. Innovation and flexibility is encouraged, but the project must also be able to be realistically completed in the semester time frame.

**Required Client Meetings:** There must be a virtual or face-to-face meeting with the client between the time that assignments are made, and the charter agreement is finalized. There must be a virtual or face-to-face meeting with the client and the instructor during class time as indicated on the syllabus below. All team members must attend these meetings. Those who do not attend will lose significant points and may be asked to drop the class.

The team will create documents related to the client's project which will include the following:

**NOTE:** For each team assignment, each individual **MUST** include a general, overall score of how each other team member – as well as a self-assessment - contributed to the assignment. The score should be 0 (no contribution) to 10 (outstanding team contribution). This can be included at the bottom of the assignment itself or in the comments section of Canvas. Additional comments can be included, and everything will remain confidential. These scores **WILL** be used to adjust the grades of each assignment. You are encouraged to speak with me **IMMEDIATELY** if you have any concerns about these team assessments. Work with your teams if you aren't able to help with an assignment.

#### Project Definition and Charter (3 points)

Complete description of the client's project that the team will work on and complete for the client. This is a 3-5 page document that is a "Proposal and Contract" that states the client's problem, opportunity

or strategic need the team will work with the client to resolve.

It states background of the client, what the project will address and will set high level goals for the project on how it will impact the business of the client. It must also include work breakdowns and assignments. This must be approved and signed off by the client and each team member.

- Work Breakdown and task assignments will be done based on deliverables promised in the charter. Each person must have specific responsibilities identified and each student will be held accountable for work to be done.

#### Partial Project Completion/Research and fact-finding documents (5 points)

Covers the actions, documents, sources and steps taken to gather information on what the team has used to support their definition and recommendations. Due at mid-term along with updated contract deliverables.

#### Completed Project and Associated Analysis/Recommendation (12 points)

Paper & PowerPoint outlining how the team recommends the client proceed. This will be a written document that will accompany a client presentation. It will include a problem statement, an approach description, a statement about resources that will be needed and a plan for implementation. In some cases, it may be a real plan such as a marketing plan, product plan or financial plan or perhaps an entire business plan.

You also must include an overall summary of what your team was supposed to do, what you did do, any pivots or changes in scope, how it worked out, and any suggestions for next steps.

The class will be divided into teams with the number of projects and students assigned to each dependent on final class enrolment and available client projects. Each team will prepare written documents, present them to the client and class and lead a discussion using visual and, if desired, other aids. Since the exercise is meant to teach how to solve business problems with small businesses (stand alone or part of bigger businesses) and discuss the project at hand, it is essential to structure and frame it according to show full team participation and to be able to engage the client and the rest of the class. You must also be prepared to explain and, if necessary, defend your ideas and to learn from the input and discussion of the audiences you present to during the semester. Every

student must participate and display full involvement and understanding of the project, issues, the client and the business results that the project hopes to achieve.

#### Formal Presentation for Client (3 points)

Restatement of the problem, what was done to understand and research the recommended solution and the solution with all deliverables. The client will receive a copy of this as well as the final deliverable of the problem recommendation and plans and all data and information collected in a form that can be reused.

Since the exercise is meant to teach how to solve business problems with small businesses (stand alone or part of bigger businesses) and discuss the project at hand, it is essential to structure and frame the presentation to show full team participation and to be able to engage the client and the rest of the class. You must also be prepared to explain and, if necessary, defend your ideas and to learn from the input and discussion of the audiences you present to during the semester.

#### Business Model Canvas or Competitive Analysis for Client (1 @ 3 points each):

Each team will write a one-page Business Model Canvas (BMC) or a Competitive Analysis following guidelines provided on Canvas for their client business. The business liaison will help the team decide which assignment will be most useful. The teams will each present a five-minute oral report in class. As with all assignments, this is to be worked on and shared with the client business.

#### Status Reports (2 @ 3 points each):

Each team will write a one-page written report (one per team) and presents a five-minute oral update, stating:

1. what has or has not been accomplished,
2. what issues have been identified, and
3. what will be done in the coming weeks.

The instructor may intervene by calling on other class members to rebut, support or debate specific issues raised by the presenting team, as well as ask questions and use the presentation to illustrate certain concepts.

Each person on the team must deliver at least one status report.

Upload the written report on Canvas as a Word document or pdf.

All team members must upload the report that is to be discussed on the dates noted on the syllabus.

Note: Two(2) point deductions for team members who are not in class to potentially assist in delivering the report, unless specifically excused by me prior to class time. See schedule below for due dates.

#### Client Evaluations (10 points):

At the end of the course, the client will be asked to evaluate the team's performance, not the team's personality. In other words, will the client use the results of the project and do they fully understand how to implement the ideas and what results they will achieve. They must agree that the team understood their business, developed a useful and implement able recommendation and that their business will benefit from implementation of the team's ideas. In other words, they are committed to going ahead and using the work products provided by the team.

#### \*\*\*Time Commitment:

Teams must commit at least, on average, 2-3 hours per week (per person) throughout the duration of the project/semester toward their client deliverables projects resulting in a minimum total commitment of 20-30 hours to the project. All hours must be appropriately logged in order to receive credit. Not meeting these verifiable time commitments will impact your grade, unless clear explanation is provided and approved by the business liaison.

#### Peer Evaluation of Team Members & Reflection Paper (6 points total) [Individual]:

#### Peer Evaluation of Team Members (4 points) [Individual]

Sharing, presenting and work throughout the semester should be roughly equal for each member of the group and your evaluation will depend, in part, on evidence of preparation, teamwork and coordination as well as on the substance and effectiveness. Your efforts should be subdivided into areas such as company history, business and industry profile, business strategy, description of product and/or services, problem description, actions taken to create recommendations, impact expected, implementation plans, resource impact and bottom line expectations. You must be an active member of your team and find an appropriate and useful role as agreed to by the team.

Consistent with the philosophy of self-managing teams, all group members will evaluate each other's performance on a specially designed performance evaluation form. This will be used for awarding or deducting credit for the group project to each groups' members. The criteria used are: (1) attendance at group meetings, (2) meeting of deadlines, (3) quality of work, (4) quantity of work, (5) effort expended, culminating in a score between 0-100. The scale for evaluating group members ranges from 20 (excellent performance) to 0 (no contribution).

All evaluations will be kept strictly confidential and are not subject to negotiation or inspection.

There will be both a mid-term and final peer review.

**\*\*Failure to hand in a peer review will result in a "0" for the peer review regardless of the scores given by the rest of the team\*\***

- Students who receive an unusually low peer assessment compared to the rest of the members of their group will risk losing points on all team assignments.
- Teams in consultation with me will be allowed to fire non-performing members and this could lead to failing the course.
  1. This can be done at any time. DO NOT WAIT if the team isn't working well together
  2. You can also decide to "quit" your team, but will be required to complete all remaining work relating to your new business concept, including External Contacts

ALL team-based assignments must be submitted by ALL team members with all team members' names on the assignment. The assignment will not be accepted and will be considered late. Only one(1) exception will be granted per semester. This helps make sure that all team members are working together on the same version of each document and helps avoid the problem of no one submitting the assignment.

Critical Reflection Paper (2 points) [Individual]:

This written assignment should also include a critical reflection of the entire process and all outcomes associated with the course project and creation of the project deliverables. This is an individual assignment requiring each team member to critically reflect on their participation (as well as that of their team members) throughout the project, interactions with the client, and eventual outcomes.



Lead classroom discussion of Article or Case in class [Individual] (9 pts):

Choose an academic article, approved by instructor, for everyone in class to review prior to the following class, and then lead the discussion in class. The article can be a topic of your choosing, and I will help select it. You will also need to submit a one-page analysis of the article. Everyone else in the class will be required to have read the article/case study, and will be graded on participation.

At least two of these article discussions will occur asynchronously, with the student facilitator posting the article, posting questions, and responding to posts via Canvas Discussions.

Special Topic Paper & Presentation [TEAM] (10 pts):

Each team will do an analysis of a business article, case study, or original business topic investigation and presentation of the analysis, findings, and implications to the rest of the class are required. These assignments involve the critical analysis of a problem that you have identified (do not simply summarize an article – this is not a book report).

Two (2) components:

1. Written Analysis: 2-3 page (maximum) single spaced document with proper citations and submitted via Canvas prior to class on the due date along with a copy of the main articles and links.
2. Presentation of the analysis, findings, and implications to the rest of the class. No longer than ten (10) minutes, including time for questions/answers.
  1. PowerPoints (no more than 5 slides) and any supporting materials (e.g., websites) must be uploaded to Canvas prior to class on the due date.
  2. You may present the analysis “live” during class time or submit a recorded video of your presentation as of the due date of class.

The team project must be directly related to the client’s company and/or industry and indicate the students’ familiarity with the industry.

All teams must submit a copy of the analysis.

The team may determine who will be presenting for the team on the due date.

Note: Five(5) point deductions (50% of assignment) for team members who are not in class to potentially assist in delivering the report, unless specifically excused by me prior to class time.

See below and Canvas for date of presentation. All final analysis papers must be turned in by the due date indicated below (and on Canvas) or will be subject to a late penalty.

### Class Consulting Project & Presentation [TEAM] (10 pts):

The class will work as a consulting firm to work together on a designated project for a business.

Deliverables will be:

1. A comprehensive report on findings and recommendations
2. A detailed PowerPoint presentation
3. A presentation to the business

More details provided on Canvas and in class.

### Additional Policies on Written Work:

As in the business world, your written work will be judged not only on content, but also on language, punctuation, spelling and appearance. Use formatting to make your work easier to read. Specifically, use bullets, numbering, titles, subheadings and lots of white space so that you do not have large unbroken blocks of text.

ALL team-based assignments must be submitted by ALL team members with all team members' names on the assignment. If assignment is not submitted, it will be considered late [30% reduction; see below]. Only one(1) exception will be granted per semester. This helps make sure that all team members are working together on the same version of each document and helps avoid the problem of no one submitting the assignment.

## **Policy on the Recording of Lectures**

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Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject.

Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

## **Artificial Intelligence Preamble**

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FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. [\[Policy 12.16 Artificial Intelligence\]](#)

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the [Florida Atlantic Code of Academic Integrity, Regulation 4.001.](#)

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit <https://fau.edu/ai/citation>

## **Counseling and Psychological Services (CAPS) Center**

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Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

## Student Support Services and Online Resources

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- [Center for Learning and Student Success \(CLASS\)](#)
- [Counseling and Psychological Services \(CAPS\)](#)
- [FAU Libraries](#)
- [Math Learning Center](#)
- [Office of Information Technology Helpdesk](#)
- [Center for Global Engagement](#)
- [Office of Undergraduate Research and Inquiry \(OURI\)](#)
- [Science Learning Center](#)
- [Speaking Center](#)
- [Student Accessibility Services](#)
- [Student Athlete Success Center \(SASC\)](#)
- [Testing and Certification](#)
- [Test Preparation](#)
- [University Academic Advising Services](#)
- [University Center for Excellence in Writing \(UCEW\)](#)
- [Writing Across the Curriculum \(WAC\)](#)

## Course Topical Outline

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Dates	In Class	Assignment due for Next Class	Format
5/14/2024	Course Introduction/ Overview	Review Syllabus	In Classroom
	Visit from clients/company representatives to discuss project proposals	Select Client/Company Project preferences	
	Preliminary Discussion	Introductory Discussion (see Canvas)	
5/21/2024	Work on Team Projects	Teams & Projects Finalized	Virtual via Zoom

	Class discussion		Synchronous
5/28/2024	Class discussion		In Classroom
	Team Problem Definition/Charter	Work on Problem definition/Charter	
6/4/2024	Class discussion	Work on Problem definition/Charter	In Classroom
	Student-led discussion	Charter due Friday on Canvas	
6/11/2024	Special Topic Presentations [TEAM]	Approved/Signed Charter uploaded on Canvas	In Classroom
	Student-led discussion	Business Model Canvas	
6/18/2024	Special Topic Presentations [TEAM]; if needed	Work on Team Projects	TBD: In Classroom or Zoom
	Business Model Canvas Presentation (all teams)	Status Report 1	
6/25/2024	Student-led discussion	Team Topic Reports - uploaded to Canvas	Canvas only
	Status Report 1	News Discussion Post	Asynchronous (NO CLASS)
7/2/2024	Work on Team Projects	Partial Project Completion documents	Canvas only
	Class Discussion	News Discussion Responses	Asynchronous (NO CLASS)
7/9/2024	Team meetings with businesses (recorded on Zoom & posted on Canvas)	Discussion responses re: team projects &/or additional topics	Canvas only
	Work on Class Project		Asynchronous (NO CLASS)
7/16/2024	Work on Class Project		TBD: In Classroom or Zoom
	Status Report 2 (all teams)		
7/23/2024	Work on Class Project	Recommendation Report & Presentation Drafts	TBD: In Classroom or Zoom
	Status Report 3 (all teams)	- Submitted to Instructor and Client Class Project Report - Uploaded to Canvas Reflection Paper	
7/30/2024	Presentation to Clients	Client evaluations	TBD: In Classroom or Zoom
		Student Peer Evaluations	