COURSE MANUAL SUMMER 2015
(May 27-June 19)

Course Overview: This course is intended to add value to the journey of students who have entrepreneurial aspirations. Guest speakers of a variety of backgrounds share their own entrepreneurial stories to highlight the challenges and benefits of entrepreneurship. The course illustrates the importance of the entrepreneurial mind and entrepreneurial thinking for professional career development for both students who plan to pursue a career in corporations or start their own ventures. The objectives of the course are achieved through a combination of networking activities, entrepreneurial pitching activities, alumni interviews, reflective assignments, entrepreneurial career planning assignments, and an entrepreneurial journey project.
Online from May 27, 2015 to June 19, 2015.

Online Courses Overview: https://www.sce.cornell.edu.ws/courses/courses.php?action=roster&f=DL_STATUS&v=1

Course Objectives/Format: The course is designed to yield six outcomes for students over the course of the semester. Upon successful completion of HADM3135/HADM6135, students should be able to:

- Learning Outcome 1: Define entrepreneurship, entrepreneurial skills, and entrepreneurial success.
- Learning Outcome 2: Explain what experiences on their resumes are entrepreneurial.
- Learning Outcome 3: Relate value-added lessons from guest speakers to their own entrepreneurial journeys.
- Learning Outcome 4: Identify their personal entrepreneurial narratives.
- Learning Outcome 5: Reconstruct their entrepreneurial journeys as a story for an entrepreneurial audience.
- Learning Outcome 6: Assess what future steps are needed in order to continue on their entrepreneurial journeys.

Enrollment: Elective, 2-credit course. Online (asynchronous instruction). Co-meets with HADM 6135. Graduate students must enroll in HADM 6135. Grading is S/U only. SHA policy prohibits auditing.

Prerequisites: Conversations with Entrepreneurs (HADM 3165/HADM 6135) is intended for students interested in obtaining exposure to entrepreneurship. The course is setup to facilitate the use of andragogy, where the student develops a deep knowledge of self and others through guided interactions that evoke the affective component of learning. The course is highly interactive. This two-credit course requires each student to allocate at least 2.5 hours/day to lectures, assignments, career development work, projects, etc...for the full duration of the summer session.
Conversations with Entrepreneurs (HADM 3165/HADM 6135) Course Manual Summer 2015
The Pillsbury Institute for Hospitality Entrepreneurship at The School of Hotel Administration at Cornell University

Faculty: Mona Anita Olsen, Ph.D. (545B Statler Hall)
Contact Information: olsen@cornell.edu (email is the best way to contact me)
Office hours: By appointment only. Request an online appointment at http://tinyurl.com/officehourswithprofessorolsen.
This link is also posted on Blackboard under Course Resources.

Mona Anita K. Olsen is a visiting assistant professor and the assistant academic director of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship. Olsen teaches courses in entrepreneurship. She is the recipient of a Small Private Online Class (SPOC) Grant from the Office of the Vice Provost for her course Technology for Bootstrapped Entrepreneurship, and of the Zalaznick Teaching Assistantship Award. Olsen also serves as the project director for the Coleman Faculty Fellows Entrepreneurship Program at Cornell, and as the Cornell representative for the International Academic Partnership Program Norway. Prior to joining the SHA faculty, Olsen was a U.S. Fulbright Grantee to Norway. She was awarded a Fulbright U.S. Student Program scholarship in education by the United States Department of State and the J. William Fulbright Foreign Scholarship Board. While in Norway, Olsen continued to build the growing structure for the educational nonprofit, iMADdu, which she founded in 2010. iMADdu stands for "I Make A Difference, Do you?" and empowers young entrepreneurs through mentoring and participation in its Student Apprenticeship Program. Previously, Olsen was the assistant director of the Mason Small Business Development Center in the Mason Enterprise Center at the Office of Research & Economic Development at George Mason University. She also worked as a worldwide sales analyst for Four Seasons Hotels and Resorts. Olsen received her PhD from the Graduate School of Education at George Mason University. She holds a master's in management of information technology from the University of Virginia's McIntire School of Commerce, and a Bachelor of Science with distinction from the Cornell School of Hotel Administration.

Academic Administrative Assistant: Kimberly Whiffen (545 Statler Hall), kaw296@cornell.edu

Teaching Assistant: Heather Linton, hl942@cornell.edu. Heather is a PhD Student in the School of Hotel Administration. She has worked for multiple small businesses, and understands many of the challenges that a startup faces. Heather will be your first line of contact for any questions, and is available by email (with a maximum 4-hour response time during weekdays EST, 6 hours on weekends), and by phone or Skype by appointment if a more in-depth discussion is needed.
Course Materials:
(1) Handouts, readings, assignments, entrepreneurship resources, and grading rubrics will be available on Blackboard at http://blackboard.cornell.edu.

Course Schedule: This course allows for scheduling flexibility for the viewing of material as there are no set defined course times for reviewing lectures and presentations during the summer 2015 session. Students will be required to watch and reflect on lectures and presentations but can complete these at any time within the week leading up to an assignment deliverable. Due dates for deliverables are outlined in the evaluation methods section clearly. No late work accepted.

Evaluation Methods (S-U grades only, 2 credits):
You can get up to 1000 points in the course which are based on the three components below:

(1) Engagement (Professionalism/Participation) 300 points
(2) Reflection Activities 300 points
(3) Entrepreneurial Journey Project 400 points

Your S/U grade will be calculated at the end of the semester using the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>750-1000</td>
</tr>
<tr>
<td>U</td>
<td>0-749</td>
</tr>
</tbody>
</table>

If you have a concern about a grade in the course, explain it in writing using the Grade Change Request Consideration Online Form on Blackboard (under Course Resources) within one week of the grade being posted in order to be considered. Requests filed after one week of the grade being posted will not be considered. Extra credit opportunities are periodically provided during the semester. I highly suggest you take advantage of them.
Engagement
You will be evaluated based on your engagement in the course. Engagement consists of two elements: professionalism and participation:

(a) Professionalism (Up to 100 points): You are expected to behave appropriately in the online classroom. Inconsiderate communication or other disruptive behaviors can result in expulsion from the course and/or losing points. Email communication will be consistent and any issues with online tools should be reported immediately in order for any adjustments to be made.

<table>
<thead>
<tr>
<th>Rubric</th>
<th>0</th>
<th>40</th>
<th>70</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionalism</td>
<td>Shows no professionalism; written discussion shows no respect and consideration for the viewpoints of others.</td>
<td>Some of the written interactions on the discussion board show respect and interest to others' viewpoints.</td>
<td>Generally shows respect and interest to others' opinions.</td>
<td>Always shows respect and interest to others' opinions and is sensitive to peers' diversity and different opinions.</td>
</tr>
</tbody>
</table>

(b) Participation (Up to 200 points): Participation is a result of active preparation in online activities/pitches and discussions.

<table>
<thead>
<tr>
<th>Rubric</th>
<th>0</th>
<th>75</th>
<th>125</th>
<th>200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>Shows no participation.</td>
<td>Sometimes contributes to ongoing discussions and replies to others' posts.</td>
<td>Regularly participates in conversations and presents relative information or evidence in replies. Sometimes initiates discussion by asking new or relative questions.</td>
<td>Almost always actively contributes to the learning community and stimulates further discussions by building on other's responses and bringing new points to the arguments.</td>
</tr>
</tbody>
</table>
Reflection Activities (up to 100 points each assignment) 300 points towards your grade
You will be evaluated on your submission of Reflection Activities to Blackboard. Reflection Activities directions will be posted to Blackboard. Rubrics with detailed point allocations for each Reflection Activity in addition to Reflective Thinking Guidelines to guide your work will be posted on Blackboard. The overall evaluation of each portion of the Reflection Activities will be as follows:

<table>
<thead>
<tr>
<th>Credit Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full credit</td>
<td>Excellent work, student has gone beyond expectations.</td>
</tr>
<tr>
<td>Half credit</td>
<td>Work that is at a satisfactory level.</td>
</tr>
<tr>
<td>No credit</td>
<td>Work that shows deficiencies in understanding, and/or lacks in effort, and/or does not follow directions of the activity.</td>
</tr>
</tbody>
</table>

The submissions are due by 11:59PM EST on Blackboard as noted in the schedule below. *NOTE: Your file name must include your first and last name in order to be graded (First Name_Last Name_RA1). Your name must ALSO be written on every page to receive credit. Do not email your submission to me—your submission will only be accepted via Blackboard. Late submissions will not be accepted.

<table>
<thead>
<tr>
<th>Due by 11:59PM EST on Blackboard</th>
<th>Reflection Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, June 6, 2015</td>
<td>Reflection Activities 1</td>
</tr>
<tr>
<td>Saturday, June 13, 2015</td>
<td>Reflection Activities 2—Zalaznick Networking Challenge</td>
</tr>
<tr>
<td>Thursday, June 18, 2015</td>
<td>Reflection Activities 3—Zalaznick Networking Challenge</td>
</tr>
</tbody>
</table>

Zalaznick Networking Challenge
You will have 2 alumni interview assignments during the course where you pick two alumni to interview and write a value-based storyline for each interviewee. You will be writing 1500 words as if you are writing to Cornell Chronicle for a column titled “Reflections on The Entrepreneurial Journey of (NAME OF THE ALUMNUS)”. Focus on value discovery, value communication, value creation & delivery, value capture, and value considered when doing this assignment.
Entrepreneurial Journey Project (up to 400 points total)
Throughout the course you will be using your Reflection Assignments to help build your final project. The Entrepreneurial Journey Project is a way for you to share your personal entrepreneurial narrative up through this course and identify a plan for packing your suitcase on your entrepreneurial journey moving forward. This project ties in key aspects of the course to your own entrepreneurship experiences and goals.

You will have the choice of either creating a hard-cover photo book, a three-minute YouTube video, or a three-minute Prezi presentation that captures your Entrepreneurial Journey and future entrepreneurial goals. You should create the project to be reviewed by the entrepreneurial ecosystem (venture capitalists, angel investors, entrepreneurial peers, and seasoned entrepreneurs). The book should be between 10-20 pages. You can choose the size that you think best aligns with the theme of your book (8x8 or 12x12 are common sizes for ease of reading). You can select any photo book vendor of your choice but some suggested vendors include Snapfish, Mixbook, or iPhoto. Note that you are responsible to do the research on a given vendor (there are different costs associated with each vendor in addition to varying levels of ease of use and shipping times). The YouTube video should be three-minutes. The Prezi presentation should be three-minutes and needs to have complimentary background narration. The final Prezi presentation should be posted on Blackboard. The rubric for the Entrepreneurial Journey Project evaluation (and point allocations) are posted on Blackboard. I encourage you to be as creative as possible with the intent of thinking of how you can make an impact by sharing your entrepreneurial journey.

The Entrepreneurial Journey Project is due on Friday, June 19, 2015 by 12:00PM EST. If you elect the book option, you must turn in an electronic link that showcases your work on Blackboard AND a copy of the shipping confirmation of your hard-cover photo book to Blackboard (this should note that the book has been sent out via post to Dr. Mona Anita Olsen, Cornell University, 545B Statler Hall, Ithaca, New York 14853, USA) as the submission for evaluation. If you elect the video option, you must post your YouTube link on Blackboard as the submission for evaluation. Late submissions of the project will not be accepted. Do not email your electronic link or YouTube link to me—your submission will only be accepted via Blackboard. Late submissions will not be accepted.
Policies:
Academic Integrity:
- Each student is expected to fully abide by the Cornell University Code of Academic Integrity. Familiarize yourself and precisely follow the University’s Academic Integrity Code (http://cuinfo.cornell.edu/Academic/AIC.html).
  - This code includes but is not limited to, “A Cornell student's submission of work for academic credit indicates that the work is the student's own. All outside assistance should be acknowledged, and the student's academic position truthfully reported at all times. In addition, Cornell students have a right to expect academic integrity from each of their peers.” If you use outside assistance, cite with APA citation.
- Any student caught breaking the Academic Integrity code, or helping another student break the code, or having any knowledge of other students breaking the code will be subject to penalties.

Accommodations for Students with Disabilities:
- In compliance with the Cornell University policy and equal access laws, I am available to discuss appropriate academic accommodations that may be required for students with disabilities. Requests for academic accommodations are to be made during the first week of the semester, except for unusual circumstances, so arrangements can be made. Students are encouraged to register with Student Disability Services to verify their eligibility for appropriate accommodations.

Inclusivity Statement:
- We understand that our members represent a rich variety of backgrounds and perspectives. The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at The School of Hotel Administration at Cornell University is committed to providing an atmosphere for learning that respects diversity. While working together to build this community we ask all members to:
  - Share their unique experiences, values and beliefs
  - Be open to the views of others
  - Honor the uniqueness of their colleagues
  - Appreciate the opportunity that we have to learn from each other in this community
  - Value each other’s opinions and communicate in a respectful manner
  - Keep confidential discussions that the community has of a personal (or professional) nature
  - Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the Cornell community.
Faith Observances:
- Cornell University policy states that no student should be refused admission or be expelled because he or she is unable to participate in any examination, study, or work requirements because of his or her religious holy day requirements. An opportunity will be provided to make-up any examination, study, or work requirements that may have been missed as a result of a religious observance providing I have been notified in writing to olsen@cornell.edu one week prior to absence.

Stress:
- If you are experiencing personal or academic stress at any time during the semester, or if you need to talk with someone about a personal problem, please seek support as soon as possible. I am available to talk with you about stresses related to your work in HADM 3135/HADM 6135 and can also help you connect with campus resources.

Campus Resources:
- Conversations with Entrepreneurs Library Guide
- Entrepreneur-in-Residence Counseling Sessions
- The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship
- Student Services Office
- Cornell Learning Strategies Center
- Gannett Health Services
- Communication Center at The School of Hotel Administration
- Career Management Services at The School of Hotel Administration
- Let's Talk Walk-In Consultations at Gannett
- Empathy Assistance and Referral Service
- Cornell Library
I have received the course manual for Summer 2015 for HADM 3135/HADM 6135: Conversations with Entrepreneurs. I have reviewed the course manual in full and acknowledge understanding of the course manual in full.

Printed Name: ________________________________

Signature: ________________________________

Date: ________________________________
HADM 3135/HADM 6135: Conversations with Entrepreneurs Summer 2015 Standard Release
Cornell University is hereby granted the right to record and use, to the extent that it desires, any images (including, but not limited to: visual images, graphics, spoken word, vocal or instrumental music/sound effects) or activity in which I (or my establishment/organization) have taken part on behalf of Cornell, or its representatives. Recording methods and distribution media may include, but are not limited to: videotape, audiotape, motion picture film, still photographs (analog or digital), DVD, CD or web pages. I further understand that this authorization shall extend to their grantees, lessees or licensees in perpetuity.

Event: ________________________________________________________________

____________________________________________________________________

Signature ___________________________ Date _________________________

____________________________________________________________________

Please Print _______________________________________________________

____________________________________________________________________

Company/Organization (If applicable) _________________________________

____________________________________________________________________

Address __________________________________________________________________

LEARNING. CHALLENGE. REFLECTION. SPARKLE. MENTORS. EXPERIENCES.