HADM 3135/HADM 6135: Conversations with Entrepreneurs Course Manual
SUMMER 2016
(June 1-June 24)

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 Courses Overview:
HADM 3135: https://www.sce.cornell.edu/ss/courses/courses.php?v=2977
HADM 6135: https://www.sce.cornell.edu/ss/courses/courses.php?v=2978
Conversations with Entrepreneurs (HADM 3165/HADM 6135) Course Manual Summer 2016
The Pillsbury Institute for Hospitality Entrepreneurship at The School of Hotel Administration at Cornell University

Summer Session 2016:
Online Course (June 1-24, 2016)

HADM 3135/HADM 6135:
Conversations with Entrepreneurs
2 Credits: S-U grades only, no prerequisites

Learning Outcome 1:
Define entrepreneurship, entrepreneurial skills, and entrepreneurial success

Learning Outcome 2:
List what experiences on your resume are entrepreneurial

Learning Outcome 3:
Identify your personal entrepreneurial narrative

Learning Outcome 4:
Relate value-added lessons from guest speakers to your own entrepreneurial journey

Learning Outcome 5:
Reconstruct your entrepreneurial journey as a story for an entrepreneurial audience

Learning Outcome 6:
Assess what future steps are needed in order to continue on your entrepreneurial journey

Faculty: Mona Anita K. Olsen, Ph.D.
(olsen@cornell.edu)
*Taught in an asynchronous fashion.

LEARNING. CHALLENGE. REFLECTION. SPARKLE. MENTORS. EXPERIENCES.
Course Objectives/Format: The course is designed to yield six outcomes over the course of the semester. Upon successful completion of HADM3135/HADM6135, you should be able to:
- Learning Outcome 1: Define entrepreneurship, entrepreneurial skills, and entrepreneurial success.
- Learning Outcome 2: Explain what experiences on your resumes are entrepreneurial.
- Learning Outcome 3: Relate value-added lessons from guest speakers to your own entrepreneurial journey.
- Learning Outcome 4: Identify your personal entrepreneurial narrative.
- Learning Outcome 5: Reconstruct your entrepreneurial journey as a story for an entrepreneurial audience.
- Learning Outcome 6: Assess what future steps are needed in order to continue on your entrepreneurial journey.

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. This course satisfies a requirement for the entrepreneurship concentration at SHA.

Prerequisites: Conversations with Entrepreneurs (HADM 3165/HADM 6135) is intended for students interested in obtaining exposure to entrepreneurship. The course is set up 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 3.75 hours/day to lectures, assignments, career development work, projects, etc… for the full duration of the summer session in order to meet the standards set by The New York State Board of Regents, through the State Education Department’s Office of Higher Education (http://www.highered.nysed.gov/ocue/ded/policies.html#task).

Add/Drop Deadlines: The Cornell University School of Continuing Education (SCE) has set the following deadlines that must for this class. The full details are listed here: https://www.sce.cornell.edu/ss/admissions/calendar.php#3week.
I’ve noted select important dates below. All questions on the add/drop process should be directed to SCE.
- Add Deadline: June 6. Note: You cannot add the course after this date.
- Drop Deadline: June 10. Note: If you drop the class after this date, the letter “W” will appear on your transcript. Further, withdrawal requires a petition to the registrar’s office. Note that petitions can be declined.
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.

Mona Anita K. Olsen is an assistant professor of entrepreneurship and the incoming academic director of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at the School of Hotel Administration (SHA) at Cornell University.

As an assistant professor, she developed and currently teaches courses focused on entrepreneurship theory and practice. Olsen led Cornell to win a grant with NHH (Norwegian School of Economics) with Norway's Centre for International Cooperation in Education (SIU). She is the recipient of a Small Private Online Class (SPOC) grant from the Office of the Vice Provost to create HADM 4180x MAD Clouds: Making a Difference with Cloud-Based Technology in Entrepreneurial Business Planning, the Mario Einaudi Center for International Studies Small Grant for the course development of HADM 4133/HADM 6133: Global Conversations with Entrepreneurs, and the Luigi Einaudi Chair Innovation Grant for the International Academic Partnership Program (IAPP) Norway, where she serves as Cornell's representative. Since 2013, Olsen has been leading initiatives to expand and enrich the Pillsbury Institute's multifaceted work on entrepreneurship education. She has engaged partners at all levels to integrate the work of the Pillsbury Institute into ongoing efforts within SHA, Cornell University more broadly, and internationally, including engagement with entrepreneurs at all stages, Cornell alumni, entrepreneurs in residence, academics, and corporate affiliates.

Prior to joining the SHA faculty, Olsen was a U.S. Fulbright Grantee to Norway, awarded by the United States Department of State and the J. William Fulbright Foreign Scholarship Board. Olsen embraced her experience in Norway, where she focused on growing iMADdu, the educational nonprofit (501c3) 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. Olsen was the assistant director of the Mason Small Business Development Center at the Office of Research and Economic Development at George Mason University. She also worked as a worldwide sales analyst for Four Seasons Hotels and Resorts.
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Academic Administrative Assistant: Kimberly Whiffen (545 Statler Hall), kaw296@cornell.edu

Graduate Teaching Assistant: Heather Linton, hl942@cornell.edu (See Blackboard for full details on how to schedule virtual office hours with Heather Linton)

Course Materials: All course documents, readings, assignments, entrepreneurship resources, and grading rubrics will be available on Blackboard at https://blackboard.cornell.edu. You will need access to a video camera and microphone (most previous students have used the functionalities on their mobile phones). You also need to PURCHASE the EP10 leadership evaluation test ($12). You can do so by going to the following link: https://www.gallupstrengthscenter.com/Purchase/en-US/Product?Path=Entrepreneurial%20StrengthsFinder

Course Schedule: This course allows for scheduling flexibility during the summer 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 evaluation to ensure completion of review and reflection from the content from guest speakers/lectures are firm and outlined in the evaluation methods section clearly. No late work is 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>
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<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. Note that grades can be increased or decreased upon review. Extra credit opportunities are periodically provided during the semester. I highly suggest you take advantage of them.
Engagement 300 points towards your grade
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 will result in your expulsion from class and 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. You are expected to comment on peer work, providing both positive and constructive feedback, simulating the feedback loop of the launch of an entrepreneurial venture.

<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></td>
<td></td>
<td></td>
<td>Shows no professionalism; written discussion shows no respect and consideration for the viewpoints of others.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Some of the written interactions on the discussion board show respect and interest to others' viewpoints.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Generally shows respect and interest to others' opinions.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Always shows respect and interest to others' opinions and is sensitive to peers' diversity and different opinions.</td>
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</tbody>
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(b) Participation (Up to 200 points): Participation is a result of active preparation in online activities/pitches and discussions. Each prompt noted on Blackboard is worth up to 10 points each.
Monograph

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**Reflection Activities (up to 150 points each assignment)**

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 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. **Do not email your submission to me—you 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>Monday, June 6, 2016</td>
<td>Reflection Activities 1</td>
</tr>
<tr>
<td>Monday, June 13, 2016</td>
<td>Reflection Activities 2</td>
</tr>
</tbody>
</table>
Entrepreneurial Journey Project (up to 400 points total)  
400 points towards your grade

Throughout the course you will be using your Reflection Activities 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 create a website (a vendor of your choice that aligns with your needs and goals based on your research) 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 website should be in a form that best fits your background and future plan; possible ideas are a blog, portfolio, or biographical site. 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 24, by 12:00PM (noon) EST. You must post the link to your website on Blackboard as the submission for evaluation. Late submissions of the project will not be accepted. Do not email your electronic link—your submission will only be accepted via Blackboard. You are responsible to provide all of the details to ensure complete access to your site in order for your work to be graded—I highly suggest you take advantage of office hours.
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/aic.cfm).
  - 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 by June 6 for summer 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. I want you to be successful.

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 2016 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 2016 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: HADM 3135/HADM 6135: Conversations with Entrepreneurs

Signature ___________________________ Date ___________________________

Please Print

Company/Organization (If applicable) ___________________________

Address ___________________________