

AEM 4940: Secrets of Business Success Course Manual Cornell University with Professor Olsen

Course Overview: 3 credit course. Learn more at: <https://www.sce.cornell.edu/sc/programs/index.php?v=204>

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 three-credit course is setup to meet the standards set by The New York State Board of Regents, through the State Education Department's Office of Higher Education. Learn more by going to the following website: <http://www.highered.nysed.gov/ocue/ded/policies.html>. No auditing permitted.

Course Schedule: This course is held during the semester dates of 6/25/2018 through 7/13/2018. 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.**

The overview of the schedule is listed below and the full schedule will be posted on Blackboard.

- **Monday, June 25, 2018 through Friday, July 13, 2018 from 9:00AM-10:15AM and 10:30AM-12:00PM in Malott Hall 251 *unless otherwise noted in class for trips/etc...There is a 15-minute break between the two portions of class each day. *Note, there is no class on Wednesday, July 4, 2018. *Note, the schedule will switch for a few days for activities, but advanced notice will be provided.**

Teaching Assistant (TA) Office Hours:

Posted on Blackboard. **Take advantage of office hours to preview your work, ask questions, or catch-up on coursework.**

Course Materials: Handouts, readings, assignments, entrepreneurship resources, and grading rubrics will be available on the Learning Management System (LMS) that Cornell uses called Blackboard at

<https://blackboard.cornell.edu>. You will need access to a video camera and microphone (most students use the functionalities on their cell phones). You will also need to take the Gallup's Builder Profile (BP10) Assessment (<https://www.gallupstrengthscenter.com/Purchase/en-US/Product>).



Main Point of Contact for You:

Academic Administrative Assistant: Kimberly Whiffen (541 Statler Hall), kaw296@cornell.edu Kimberly joined the School of Hotel Administration (SHA) as an Academic Administrative Assistant IV in July 2014, after fifteen plus years in administrative and human resource positions. Kimberly also has an extensive background in the hospitality industry and served in many roles in both hotel and bistro environments. Since joining SHA, Kimberly has been highly effective in her work supporting five professors each semester. She has a wealth of knowledge and has excelled in her role especially through the merging of SHA, Dyson, and Johnson, which is now the SC Johnson College of Business. In the Fall of 2017, she took on a new role as a Program Assistant to the Entrepreneurial Bootcamp for Veterans with Disabilities Program in addition to completing her role as an Administrative Assistant. She has a great passion for Cornell. She loves working with the students and seeing them grow. Outside of Cornell she loves spending time with her family.



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. Request an appointment at www.monaanitaolsen.com.

Mona Anita K. Olsen is an assistant professor at the School of Hotel Administration in the Cornell SC Johnson College of Business and an Engaged Faculty Fellow with Engaged Cornell for 2017-2018.

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) from Norway's Centre for International Cooperation in Education (SIU). Olsen also wrote the grant to lead Cornell's participation in the International Academic Partnership Program (IAPP) Cuba, a core initiative of the Institute of International

Education's Center for International Partnerships in Higher Education, which seeks to increase the number of international partnerships between higher education institutions in the U.S. and Cuba. 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.

From 2013 to 2016, Olsen served in the academic directorship of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at Cornell. Olsen led initiatives to expand and enrich the Pillsbury Institute's multifaceted work on entrepreneurship education. She engaged partners at all levels to integrate the work of the Pillsbury Institute into ongoing efforts within the Hotel School, 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 Cornell 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.



Evaluation Methods (Grade Only, 3 credits):

You can earn up to 1000 points in the course which are based on the components below:

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|---------------------------------|------------|
| (1) Engagement | 100 points |
| (2) Reflection Activities Blogs | 300 points |
| (3) Vlogs | 100 points |
| (4) Make a Difference Portfolio | 500 points |

The grading scale used to convert numerical grades to a final letter grade at the end of the semester is as follows:

A+	100 percent
A	95-99 percent
A-	90-94 percent
B+	86-89 percent
B	83-85 percent
B-	80-82 percent
C+	77-79 percent
C	74-76 percent
F	Below 74 percent

***All assignments are due by 2:00PM EST on the day they are due unless otherwise noted.**

If you have a concern about a grade in the course, explain it *in writing* using the Grade Change Request Consideration Online Form **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. I do not accept late work. I suggest you submit as much as you have completed by the submission time in order to get partial points. Anything submitted after the submission time will not be graded. Extra credit opportunities are periodically provided during the semester. I **highly** suggest you take advantage of them.



Engagement:

100 points towards your grade

You will be evaluated based on your engagement in the course. Engagement consists of participation and professionalism.

- Participation: Participation is a result of attendance and active participation.

(a) Attendance (up to 70 points total): This class goes very quickly. Attendance will be recorded each week as it is crucial to your learning experience. Merely coming to class and listening is not sufficient. **I recognize that you have many opportunities while at Cornell and that you balance many priorities. However, do not contact me with excuses for lack of attendance or tardiness. Personal illness, job interviews, travel plans, etc... are not considered excused absences by university policy.**

- I need your help to learn your name. Guest speakers want to know your name.** You are responsible to have your name tents placed in front of you during the entire lecture and for returning your name tent and folder to the TA each week when exiting the classroom. Failure to use or return your name tent and folder will result in 0 points being awarded for attendance for the class.
- I plan to respect your time and close out class by 12:00PM. I expect the same respect. You are expected to arrive on time to class as you would be expected to arrive to an entrepreneurial meeting or other professional appointment.** Class has two sessions each day. There is a 15-minute break each day. The doors of the classroom will be closed promptly for each session, and no admittance will be allowed after that time. If you are not in the classroom by 9:05AM respectively for each session, you will be considered absent and receive 0 points for attendance for the class session.
- Impressions matter. Guest speakers travel long to Ithaca to share their journeys in class. You are expected to stay for the entire duration of the class until 12:00PM EST.** Leaving the class early will result in 0 points being awarded for the attendance for the class session.
- The University has guidelines for attendance. I enforce an attendance policy.** If you accumulate four unexcused class session absences, you will be given a failing grade for the course.



(b) Active Participation/Professionalism (up to 30 points): Participation is a result of attentiveness and active engagement during class. One of the major objectives of this course is to build your networking skills which requires you to engage with others during class. Besides active engagement with the speaker and your peers, you will be evaluated based on your level of interaction and follow-up during in-class activities such as in-class worksheets, diagrams, and peer critiques. State your name each time you speak in class, so we can build an entrepreneurial network in the class throughout the semester.

A lot of planning goes into this course. Guest speakers take time out of their schedules to prepare and share their entrepreneurial journeys, advice, and experiences. You are expected to behave respectfully to your classmates, faculty, teaching assistants, staff, and guest speakers. **All guest speaker presentations are recorded and photographed; professionalism is expected.** To promote a stimulating and effective class experience, the following rules will be enforced:

1. **Engage in the moment. Join the conversation.** Mobile phones/laptops/tablets are not permitted during class unless requested as part of class.
2. **First impressions matter. Each week you get to expand your network. I encourage you to dress business as much as you can but especially for guest speakers.**
3. **We are fortunate to have access to a classroom filled with technology.** Food and drink are not permitted in the classroom. Bottled water is the only exception.
4. **There are a wealth of ideas and diversity of perspectives in the class. Respect for all in the room is not negotiable.** You are expected to behave appropriately in the classroom. Loud conversation, showy gestures, inconsiderate communication, leaving the class, or other disruptive behaviors will result in your expulsion from class.

Rubric	0	10	20	30
Professionalism	Shows no professionalism; shows no respect and consideration for the viewpoints of others and class policies.	Some interactions show respect and interest to others' viewpoints and class policies.	Generally, shows respect and interest to others' opinions and class policies.	Always shows respect and interest to others' opinions and is sensitive to peers' diversity and different opinions and class policies.



Reflection Activities Written Blog

300 points towards your grade

Being successful in business and in life requires reflection. You will be evaluated on your submission of a Reflection Activities Written Blog to the LMS. Reflection Activities Written Blog directions will be posted to the LMS. When citing outside sources, use APA citation. Point allocations for questions will also be posted on Blackboard. Submissions are due by 2:00PM EST on the LMS as noted in the schedule below. ***NOTE: Points will not be awarded if your name is missing on your submission. Do not email your submission to me—your submission will only be accepted via LMS. Plan accordingly to get your submission uploaded on time. Late submissions will not be accepted but submissions can be submitted early if that aligns more effectively with balancing your work from other classes and life commitments. Submit partial work by the submission time for partial points. Feedback on submissions will be provided via the LMS.**

Due by 2:00PM EST on Blackboard	Reflection Activities Written Blog
Thursday, July 5, 2018	Reflection Activities Written Blog

Vlogs (up to 50 points each assignment):

100 points towards your final grade

Communication skills are necessary to becoming a successful entrepreneur. Vlogs (video blogs) provide you with the opportunity to work on your pitching skills. You will be evaluated on your submissions Vlogs to the LMS. Vlog directions (prompts) will be posted to the LMS. **Note: Do not email your submission to me—your submission will only be accepted via LMS. Plan accordingly to get your submission uploaded on time. Late submissions will not be accepted but submissions can be submitted early if that aligns more effectively with balancing your work from other classes and life commitments. Submit partial work by the submission time for partial points. Feedback on submissions will be provided via the LMS.**

Guiding questions on the LMS will be useful in helping you succeed at the vlog and video links/articles will help you to better understand the topic for each vlog. No Google links are accepted, the file must be uploaded through the LMS. No exceptions. Make sure you understand the upload specifications allowed on the LMS (leverage campus resource link for The LMS support for assistance). Feedback on submissions will be provided via the LMS.

Vlogs are due by 2:00pm EST to the LMS on the days outlined below:

Vlog 1: Friday, 6/29/18
Vlog 2: Friday, 7/6/18



Make a Difference Portfolio
Due by 2:00PM EST on Friday, July 13, 2018 to the LMS.

500 points towards your grade

*The Make a Difference Portfolio is setup to showcase your semester efforts and your ability to complete and compile several types of writing and presentations necessary to be an effective entrepreneur. You will be evaluated on your submissions to the LMS. Directions will be posted to the LMS. **Note: Do not email your submission to me—your submission will only be accepted via LMS. Plan accordingly to get your submission uploaded on time. Late submissions will not be accepted but submissions can be submitted early if that aligns more effectively with balancing your work from other classes and life commitments. Submit partial work by the submission time for partial points. Feedback on submissions will be provided via the LMS.**

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 Code of Academic Integrity (<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 always. 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 Code of Academic Integrity, 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 two days of the semester (as the course is only three weeks), 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.

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Inclusivity Statement:

- We understand that our members represent a rich variety of backgrounds and perspectives. 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 must 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; and
 - 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 many have been missed because 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 this class and can also help you connect with campus resources.

Sharing Policy:

- If you find it helpful to study with other students and share ideas, I strongly encourage you to do so. However, the work you turn in should ALWAYS be your own and all work created for this class should NEVER be shared without the written consent of your peer.

Campus Resources:

- [Office of Student Services](#)
- [The Learning Strategies Center](#)
- [Cornell Health](#)
- [Communication Center](#)
- [Empathy Assistance and Referral Service](#)
- [Cornell Library](#)



**AEM 4940: Secrets of Business Success
Cornell University Course Manual Summer 2018**

I have received the course manual for Summer 2018 for AEM 4940: Secrets of Business Success. I have reviewed the course manual in full and acknowledge understanding of the course manual in full.

Signature

Date

Please Print



**AEM 4940: Secrets of Business Success
Cornell University Course Manual Summer 2018**

AEM 4940 Secrets of Business Success 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: Secrets of Business Success AEM 4940 Summer 2018 at Cornell University

Signature

Date

Please Print

Address
