



Conversations with Entrepreneurs (HADM 3135/HADM 6135)
Cornell University Course Manual Spring 2018

HADM 3135/HADM 6135: Conversations with Entrepreneurs Course Manual

Spring 2018

Course Overview: This course is intended to add value to the journey of students who have entrepreneurial aspirations. Guest speakers from 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, reflective assignments, entrepreneurial career planning assignments, and an entrepreneurial journey project.

Course Links:

[HADM 3135](#)
[HADM 6135](#)



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Course Objectives/Format: The course is designed to yield six outcomes over the course of the semester. Upon successful completion of HADM 3135/HADM 6135, 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 to continue on your entrepreneurial journey.**

Lecture: Wednesdays from 7:30PM EST to 10:00PM EST in 396 Statler Hall *Starts Wednesday, March 21, 2018

Class Office Hours: Posted online. If you have any questions about class, seek assistance during posted office hours. If you need to email in a question, Kim Whiffen (kaw296@cornell.edu) is the main contact. Do not email TA's with questions about class, Kim is setup to handle them for you if office hours do not clear up questions.

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 Gallup's Builder Profile (BP10) Assessment (<http://www.gallup.com/builder/>).

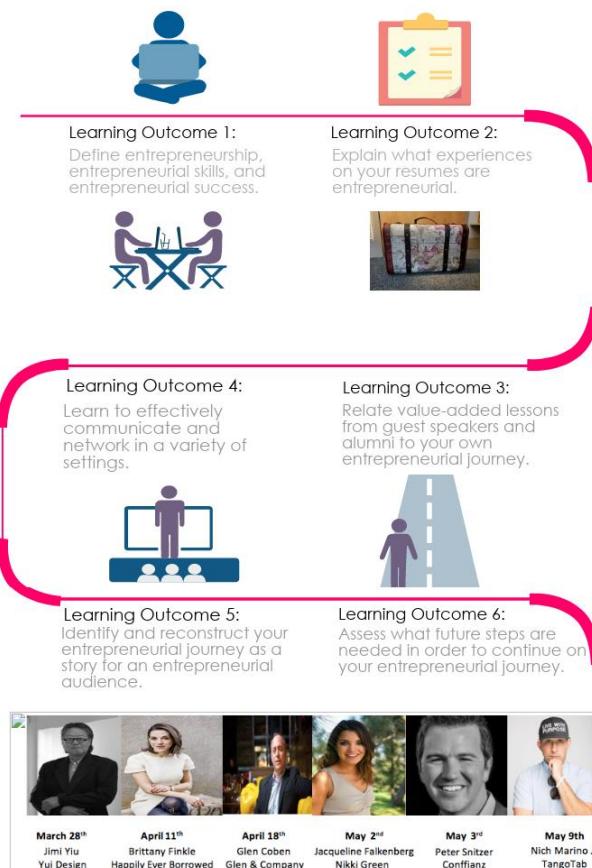
Enrollment: Elective, 2-credit course. Co-meets with HADM 6135. Graduate students must enroll in HADM 6135. Grading is S/U only. Auditing is not permitted. Satisfies the required course for entrepreneurship concentration at The Hotel School.



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**Spring 2018, 2nd 7 Weeks
Wednesday Nights 7:30-10:00PM**

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



Faculty: Mona Anita K. Olsen, Ph.D. (olsen@cornell.edu)



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Add/Drop Deadlines: The following deadlines must be adhered to for this class:

(<https://registrar.cornell.edu/Student/KeyAcademicDatesIndex.html>):

- Add Deadline: Friday, March 23, 2018
- Drop Deadline: Friday, March 23, 2018 Note: If you drop a class after this date, the letter "W" will appear on your transcript. Further, withdrawal requires a petition to the registrar's office. Petitions can be declined. **Requests to drop the course must be emailed to kaw296@cornell.edu and cc'd to olsen@cornell.edu to be considered.**

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 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

(<http://www.highered.nysed.gov/ocue/ded/policies.html>).



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.



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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 Hotel School in the Cornell SC Johnson College of Business. Olsen is also an Engaged Faculty Fellow at Engaged Cornell for her work on social entrepreneurship. 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.



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Class Schedule:

All speakers will share the story of their entrepreneurial journeys, describe key lessons learned on their paths, and explain core items that they would advise students to take with them in their entrepreneurial suitcases moving forward on their entrepreneurial journeys.

Week	Date	Entrepreneurial Journey Perspective: Topic by Professor Olsen
Week 1—Class 1	Wednesday, March 21, 2018	Conversations with Entrepreneurs Overview—How to plan for semester success and the Entrepreneurial Suitcase Frame: Entrepreneurial Journey Outline (What is your narrative?)
Week 2—Class 2	Wednesday, March 28, 2018	Jimi Yiu, Yiu Design: Strengths-based Entrepreneurship, Gallup BP10 Facilitation and the Idea Napkin
Week 3—No Class	Wednesday, April 4, 2018	No Class—this is Spring Break 2018.
Week 4—Class 3	Wednesday, April 11, 2018	Brittany Finkle, Happily Ever Borrowed: Balanced Entrepreneurship and the Wheel of Life
Week 5—Class 4	Wednesday, April 18, 2018	Glen Coben, Glen & Company: Ideation and the Really Big Idea Sketchpad
Week 6—No Class	Wednesday, April 25, 2018	No Class—it was moved to Thursday, May 3, 2018.
Week 7—Class 5	Wednesday, May 2, 2018	Jacky Falkenberg, Nikki Green: Opportunity Recognition and Passion, Skills, and Opportunities
Week 7—Class 6	Thursday, May 3, 2018	Peter Snitzer, Conflianz: Networking and the Entrepreneurial Board of Advisors
Week 8—Class 7	Wednesday, May 9, 2018	Nick Marino, TangoTab: Accountability and the Dream in Progress (DIP)



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Evaluation Methods (S-U grades only, 2 credits):

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

- | | |
|---|--------------------------------|
| (1) Engagement (Attendance/Professionalism/Participation) | 350 (up to 50 points per week) |
| (2) Reflection Activities Blog | 150 points |
| (3) Entrepreneurial Journey Portfolio Project | 500 points |

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

S	650-1000 Points
U	0-649 Points

I encourage you to make choices to set yourself up for success in alignment with the grade that you want to earn. 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 350 points towards your grade

You will be evaluated based on your engagement in the course. Engagement consists of three elements: attendance, professionalism, and participation.

(a) Attendance (up to 15 points per attended class): 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.**

- a. **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 that night's attendance.
- b. **I plan to respect your time and close out class by 10:00PM. 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 begins at 7:30PM EST. The doors of the classroom will be closed promptly at 7:35PM EST and no admittance will be allowed after that time. If you are not in the classroom by 7:35PM EST, you will be considered absent and receive 0 points for that night's attendance.
- c. **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 10:00PM EST.** Leaving the class early will result in 0 points being awarded for that night's attendance.
- d. **The University has guidelines for attendance.** If you accumulate three unexcused absences, you will be given a failing grade for the course.



(b) Professionalism (up to 10 points per attended class): Guest speakers take time out of their schedules to prepare and share their entrepreneurial journeys, advice, and experiences. The classroom is an opportunity for you to practice professionalism for entrepreneurial success. 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 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. Usage of these devices will result in 0 professionalism points being awarded for that night's attendance.
2. **First impressions matter. Each week you get to expand your network.** You are expected to be in business casual attire for each class. Failing to do so will result in 0 professionalism points being awarded for that night's attendance.
3. **We are fortunate to have access to a classroom filled with technology.** Statler Hall prohibits food and drink in the classroom. Bottled water is the only exception. Bringing food or drink other than bottled water into the class will result in 0 professionalism points being awarded for that night's attendance.
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 the your expulsion from class and losing both professionalism and attendance points for that night's attendance.

(c) Participation (up to 25 points per attended class): Participation is a result of attentiveness and active engagement during class. One of the major objections 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.



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Reflection Activities Blog (up to 150 points total)

150 points towards your grade

You will be evaluated on your submissions of a Reflection Activities Blog. When citing outside sources, use APA citation. Rubrics with detailed point allocations and directions will be posted online.

Submissions are due by Noon (12:00PM) *Cornell University time* to the LMS as noted in the schedule below. ***NOTE: We will not award points if a name is missing on assignment. Do not email your submission to me—your submission will only be accepted on the LMS. Late submissions will not be accepted.**

Due by NOON	Reflection Activities Blog
Thursday, April 19, 2018	Reflection Activities Blog



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Entrepreneurial Journey Portfolio Project (up to 500 points total)

500 points towards your grade

Throughout the course, you will be using your Reflection Activities Blog to help build your final project. The Entrepreneurial Journey Portfolio 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 and help develop your technical skills.

You will create a website 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, entrepreneurs-in-residence, entrepreneurship faculty, and seasoned entrepreneurs). You can select the vendor for your website. It is your responsibility to evaluate vendors and allow for the final product to be visible (i.e. you could password protect it). 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) will be posted online. This assignment combines all of the work from the classes together. 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 **May 17, 2018 at 11:30AM**. You must post the link to your website on the LMS for it to be considered. **Do not email your electronic link—your submission will only be accepted on the LMS. Late submissions will not be accepted. I highly suggest you attend office hours to test your final project PRIOR to the final submission time. The course will not be responsible for any technical issues that you have. It is expected that you start your project a minimum of two weeks prior to the final submission date/time.**



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 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 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 week of the semester (as it is a half-semester course), 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. 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; and
 - Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the Cornell community.



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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 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 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:

- [Conversations with Entrepreneurs Library Guide](#)
- [Office of Student Services](#)
- [The Learning Strategies Center](#)
- [Cornell Health](#)
- [Communication Center](#)
- [Career Management Services at The School of Hotel Administration](#)
- [Empathy Assistance and Referral Service](#)
- [Cornell Library](#)



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**Conversations with Entrepreneurs (HADM 3135/HADM 6135)
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I have received the course manual for Spring 2018 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: _____



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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: Conversations with Entrepreneurs Course Spring 2018

Signature

Date

Please Print

Address
