Daring to Dream: The Stories of Business - FYS 048

Professor: Dr. Deb Bishop
Office: 303 Aliber (by the Entrepreneurship Center)
Office Hours:
   Monday 9:30-11 & 2-3
   Tuesday 10:30-11:30
   Wednesday 9:30-11 & 2-3
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Course Description
"Many aspects of business that are seemingly commonplace today were, in fact, the pathbreaking inventions of pioneering executives."¹ Who were key players in business history? Were they entrepreneurs, managers or leaders? Passion, timing, connections - what makes a business grow? Why do some businesses continue to thrive while others are long gone? We will investigate the ups and downs in the history of business, learn from the popular stories and discover the little-know facts. We will use readings, videos, research, and observation to take a critical look at how the business world reached where it is today and dream about what might be ahead.

Required Materials
- A good dictionary and thesaurus
- Internet access, Microsoft Word and PowerPoint software
- Additional reading materials will be available on Blackboard (Bb) or by handout

Course Outcomes
This will be a writing intensive course incorporating several forms of written communication combined with presentations. Emphasis will be placed on styles of business writing.
Outcomes include:
- Development of writing and presentation skills
- Enhancement of critical thinking abilities
- Development of research capabilities
- Progress in information literacy
- Opportunities to build camaraderie among Drake peers

¹ In Their Time, May and Nohria, Harvard Business Press, 2005
Classroom Expectations

You will be expected to have completed all assigned readings prior to the start of class and be prepared to actively participate in discussion. Each reading will be reviewed with a quiz or activity. Making notes while reading the assignments and bringing a series of comments and/or questions will be good preparation for discussion. If more preparation is required for discussion on a particular reading, you will be notified.

We will use a peer review process on your research paper rough draft. Additionally, it is expected that you will be willing to share your work with the class so that we may all learn from each other. If, given an extenuating circumstance, you wish to not have your work shared on a particular assignment, please advise me in person before the start of class on that day.

I will expect that all classroom discussions are held in a professional manner. Being mutually respectful of each other’s work effort and views is critical. This does not oblige you to agree but does require you to listen carefully and respectfully. If you have concerns about the classroom environment, please feel free to speak to me. My goal is for this to be a safe, comfortable environment in which to learn and grow.

Course Policies

All pertinent class information will be available through Blackboard (Bb). Any correspondence to either you individually or the entire class will be via your Drake email address so be sure to check regularly. Any class announcements will be posted on Blackboard.

All work must be submitted at the start of class on the due date - no excuses so please do not ask - late assignments will have a 25% penalty. Due dates are subject to modification, so be sure to check for updates posted under Bb announcements.

Written assignments must have a professional appearance, be neatly typed (unless otherwise specified), and be grammatically correct.

Academic dishonesty will be treated seriously. Drake University and the College of Business and Public Administration (CBPA) expect students to conduct themselves with the general principle of academic honesty. The CBPA academic policy can be read at http://www.cbpa.drake.edu/sites/default/files/CBPA%20Academic%20Integrity%20Policy%202010.pdf. The consequences of violating the academic integrity policy on assignments vary given my evaluation of the severity of the offense. A violation can result in a zero for an assignment, an ‘F’ for the course, probation, suspension, or expulsion from Drake University.

It is expected that each student will regularly attend classes. Attendance will be a factor in class participation points. If you are unable to attend, please let me know of your absence prior to the absence date. If you are a student-athlete or are required to travel for other university activities, please provide me with a copy of your travel schedule at least one week prior to your first absence. After two absences participation points will be deducted.

Any student who has a disability that substantially limits his/her ability to perform in this course under normal circumstances should contact Student Disability Services, 271-1835, to request any accommodations. Requests must be received and approved (including instructor approval) at least one week before the necessary accommodation. All relevant information will be kept strictly confidential.

I will ask for a midterm and final ‘continuous improvement’ written evaluation as well as provide informal opportunities to express your views and perceptions regarding the course.
## Performance Assessment Criteria

<table>
<thead>
<tr>
<th>Assignment Description</th>
<th>Points</th>
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<tr>
<td>Paper 1 - Cover Letter</td>
<td>50</td>
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<tr>
<td>Paper 2 - Memo</td>
<td>50</td>
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<td>Paper 3 - Newsletter</td>
<td>50</td>
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<tr>
<td>Paper 4 - Announcement Letter</td>
<td>50</td>
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<tr>
<td>Pecha Kucha Presentation</td>
<td>80</td>
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<tr>
<td>Research Paper</td>
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<tr>
<td>Paper Proposal</td>
<td>60</td>
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<td>Outline and List of Sources</td>
<td>60</td>
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<td>Rough Draft</td>
<td>0</td>
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<td>Peer Review</td>
<td>40</td>
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<td>Final Paper</td>
<td>60</td>
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<tr>
<td>Painting the Picture</td>
<td>80</td>
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<tr>
<td>Brown Bag Lunch Facilitation</td>
<td>80</td>
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<tr>
<td>Chapter Quizzes / Activities (10 at 10 points each)</td>
<td>100</td>
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<tr>
<td>Final Team Project / Presentation</td>
<td>80</td>
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<tr>
<td>Class Participation - includes class attendance, discussion, short written assignments (in and out of class)</td>
<td>160</td>
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<tr>
<td>Total Points Possible</td>
<td>1000</td>
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- Rubrics will be used for evaluation on presentations and written assignments. You will be provided with the evaluation rubric along with the assignment instructions.
- Late penalty on any assignment: - 25%. This will be strictly enforced!!
- Grades will be updated regularly in Blackboard.
- You will be excused from up to TWO classes but please let me know beforehand. After two absences you will receive a 10 point per absence deduction in class participation points. Also, you MUST be in attendance on dates when you are scheduled to make a presentation. Participation activities cannot be made up. Absences for school sanctioned events will not be included in the two excused absences but I MUST see the documentation from the advisor/coach.
- Final grades will be earned according to the common scale of total points possible:
  - A - 90-100%
  - B - 80-89%
  - C - 70-79%
  - D 60-69%
  - F below 60%
- Your questions and concerns about evaluation are important to me. If you are concerned about your performance on a particular assignment please contact me so that we can discuss the issue. I will be glad to discuss steps for future improvements.
- If you perceive an error on a grade, please schedule an appointment with me and arrive ready to present a well-prepared case for grade modification. Effort and ability play a role in class performance, but ultimately it is the quality of your work based on expectations that will determine the grade on a given assignment. Please recognize that your quality must exceed expectations to receive a grade beyond the minimum requirements a 'C' represents.