

Boise State University
College of Business and Economics
COBE Residential College Course Syllabus
Fall 2008

Course: GENBUS 297: Small Business Managerial Environment I

Meeting Time: Wednesday 6:30 – 7:30 p.m. (Keiser 103/104)

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Living Learning Community Mission: The Residential College enriches student learning through direct connection with live-in faculty who bridge academic and personal life and foster interdisciplinary inquiry.

Residential College Purpose: Colleges are the bridge between learning and living, offering opportunities for personal and academic enrichment beyond the classroom. This is achieved by clustering students who share similar interests and goals in a single residence hall or apartment complex.

Residential College Values:

1. Civic Engagement
2. Intellectual Curiosity
3. Life-long Learning
4. Academic Excellence

Course Description: This course is designed to provide opportunities for students to make connections between academic courses and real-life experiences and among themselves as students of similar interests/majors living in the residence halls together and learning together. We will learn through variety of activities and programs that are guided by the residential college values: academic excellence, intellectual curiosity, life-long learning and civic engagement. We will assess our learning through a series of written reflections and guided discussions.

Other Course Objectives: The course will expose you to the range of issues involved in managing and running a business. Your exposure will be firsthand through your work at the Dawson 4.0 Coffee Shop. Besides working behind the counter serving coffee, you will have opportunities to help with marketing and operations planning at Dawson 4.0 We will also see opportunities to work on a consulting basis with other local businesses. Also, you will have an

opportunity to think about starting a new business through our collaboration with Northwest Venture.

It is also our goal that you will have opportunities to interact with COBE faculty and business leaders representing the range of business disciplines both inside and outside the classroom. Another very important goal is to help you develop good study habits and communication skills for academic success at Boise State and beyond. One specific aim is the successful completion of mathematics and business courses.

At the conclusion of the course, you will:

- have participated in many activities that enhance your college life and help you prepare you for success in future
- have developed better study skills and learnt how to work in groups and communities
- have made connections with other COBE students, faculty, and Boise business leaders.
- have firsthand knowledge of many of the issues involved in running a small business.
- understand the role and importance of the various business disciplines in supporting profitable, efficient and effective business operations.

Required Text: No textbooks but we will discuss parts of *Three Cups of Tea*, the first year read program book, as it relates to our goals and values.

Course Format: We will formally meet as a class every Wednesday from 6:30 p.m. until 7:30 p.m. The weekly class routine will be as follows: approximately 10-15 minutes will be devoted to reviewing coffee shop operations. The coffee shop managers will facilitate this portion of each class. The majority of the class time will be devoted to development and communication of upcoming events and activities; having discussions on our experiences as a member of COBE RC and reflections on the participated activities.

Grading: There are no exams in this course. Your grade will be determined based on your class attendance; participation in activities and projects; performance in these projects and reflections on activities. Your performance will be assessed through written reflections and in class discussions.

Class Requirements:

Class attendance	50
Participation in Activities	150
Group Project—Business related	50
Group Project—Interest based	50
TOTAL	300

Class attendance: The COBE RC is a community endeavor and your attendance (mind, body and spirit) is essential for you and others to get the most out of this experience. Make this experience your own! To get full attendance points, you can miss no more than one Wednesday class. Second missed class can be made-up by participating in additional activities and programs as approved by FIR / PA.

Missing more than two classes will initiate the process of termination of student participation from COBE RC.

Participation in Activities and Reflections: Every student is expected to participate in at least 5 COBE RC or other approved university / community events and activities. Students will turn in their reflections on these activities and events. Each reflection is expected to be no longer than 1 typed page, single spaced and 12-point Times New Roman font. Examples of reflection questions will be provided.

Students can choose from many activities and events provided below. You are also welcome to help us develop and plan new activities during class and we will add these activities in our list. Activities should help us with community development and civic engagement and reflect the values of residential college with its emphasis on intellectual curiosity, life-long learning and academic excellence.

Required Civic Engagement Activity: This is an exciting year: many of you are 18 or 19, just starting college and about to vote the first time in your lives. This required activity, which is due Wednesday, October 29th, is about how we research, decide on how we vote. As part of this activity, I expect everyone to learn about how to register to vote (and register) and research presidential and local candidates' platforms in order to make an informed decision. You are expected to write a 1-page reflection on your research. Detailed questions will be provided to you to guide you in the process.

Group Project—Business related: Each of you either individually or in teams will participate in one business related project this semester. Depending on your interest, this project can be one of the following:

1. Come up with a new start-up idea and work on how to make this new business a reality (We will work with Northwest Venture Competition organizers at COBE. This competition is in October and is open to all Boise State students. The organizers and faculty will come into class for workshops.)—Proposals due end of September.
2. Come up with an idea to enhance and grow our existing business, Dawson 4.0. This could be a major marketing project or any other project that you can complete by the end of the year.—Proposals due end of September.
3. Participate in at least two small activities to make Dawson 4.0 a better place to work and a better coffee shop. The examples of small activities include but not limited to changing the sign outside at least once a week with newer slogans and phrases, working with COBE and other customers at Boise State in providing coffee carts, decorating the coffee shop for Halloween, Thanksgiving and Christmas, coming up with new drink ideas (with the approval of the managers and Aramark), and helping with customer service by making presentations to everyone in class.—You will be expected to write a description of the activity and how it benefited the Dawson 4.0. Due the first week of December.
Please note: you will not be getting paid for these activities.

Group Project—Interest based: Each of you either individually or in teams will participate in one interest-based project this semester. Are you interested in making sure everyone recycles in our community? Are you willing to help organize study sessions? Are you interested in working with international students and help them as they get acquainted to the U.S., Boise and Boise State? Are you interested in participating community service projects or initiate new community service projects? Here is your opportunity. Proposal is due end of September and reflections on the success (or failure) of the project is due the first week of classes.

Other Expectations: Dawson's 4.0 is a real business and you are a real employee. As is customary in the business world, your performance at the coffee shop will be evaluated in periodic performance reviews by the management team. Management team will be evaluated similarly by student-workers. Expectations for your performance include 1) timely arrival for your shifts, 2) putting forth good effort, and 3) acting with professionalism. You are all expected to contribute comments / suggestions on how to run our business in the best way possible. We will work together to provide the best quality coffee and service on campus.

Making the Grade: You must earn a B in this course and a 2.8 GPA this semester if you wish to continue in the COBE RC program next semester.