

**BOROUGH OF MANHATTAN COMMUNITY COLLEGE**

City University of New York

**Business Management Department**

**Syllabus – Spring 2022**

**Course:** Business Organization and Management BUS 200 SEC 1001

**Class Meets:** Wednesdays 10:00am – 12:45 pm | Fiterman 1003

**Class Format:** In Person

**Credits:** 3

**Instructor:** Dr. Peter Hoontis

**E-mail:** phoontis@bmcc.cuny.edu

**Phone Number:** 212.220.8218

**Office:** Fiterman Hall 730 – K | 245 Greenwich Street NY, NY 10007

**Office Hours:** In person or Zoom | No appointment Necessary | Tuesdays 1:00 pm – 2:00 pm and Wednesdays 1:00 pm – 2:00 pm | 4:00 pm – 6:00 pm

**using zoom** <https://bmcc-cuny.zoom.us/j/5454533447> )

**Course Description – BUS 200 – 3 hours 3 credits**

This course covers the total structure and character of modern business from initial organization through grouping of essential functions into operating departments. Management and the decision-making process, financing, operations, and marketing considerations are studied, with actual cases used to illustrate problems in small and big businesses.

**Prerequisites/Co-requisites**

Students must have passed ENG 095, ESL 095, ACR 095, and MAT 008

**Basic Skills** – Students must have passed ENG 88, ESL 54/94, and ACR 94 or have a Proficiency Writing Index of 55+ and a Proficiency Math Index of 40+

**Class Format**

The class will use Blackboard as the delivery method for the class.

If you need help with ZOOM or with Blackboard contact BMCC's eLearning Office at:

<https://www.bmcc.cuny.edu/academics/elearning/>

### Interactions with Me (your professor)

During this semester, you will have ample opportunities to interact with your peers and with me in order to enhance your learning. These interactions are designed in a patterned way:

1. Every week I will post a PowerPoint presentation on Blackboard highlighting the required reading and supplemental information.
2. You will receive a weekly summary and guidance on your learning progress from me, where you will find a summary of how well I believe you have grasped the key knowledge of the weekly topic as reflected in the discussion forums.
3. You are asked to interact with your peers and me on the cases assigned in the discussion forums and in response to discussion questions.
4. I will comment on your case analysis, your engagement in the discussions with your peers and discussion questions; and I will give you detailed comments on the three drafts of your final paper.
5. Every week I will have two 1-hour office hours scheduled on two different weekdays where you can interact with me in real-time and synchronously through ZOOM, over the phone, or email. In these office hours, you can discuss any topic with me related to the course and your performance. See the first page of the syllabus for specifics.
6. I will respond to your emails within 24-hours.

### OUR GOALS – STUDENT LEARNING OUTCOMES (SLOs)

Student Learning Outcomes At the conclusion of BUS 200 Students will be able to...	Measurements (means of assessment for student learning outcomes listed in first column)
1. Identify management theory concepts and the impact gender, race, social justice, equity, and generational issues have had on these theories	1. In teams of two, students will construct and present a timeline of management theory and key contributors
2. Describe the strategic planning process/methods and its integration with the tactical operating plans of the organization and individual employee annual performance plans	2. The mid-term exam assignment in which students will develop a career strategic plan and video
3. Define basic types of organizational structures and explain their strengths and weakness and how they might be adaptable	3. Semester research (capstone) project (SLO 5)
4. Identify how companies apply (or not) human resources management strategies to gain (or lose) a competitive advantage in the market and how it might impact employee morale	4. Semester research (capstone) project (SLO 5)
5. Prepare and present a case study analysis of an organization focusing on key management and organization issues involving ethics, professionalism, values, corporate responsibility, finances, human resources, marketing	5. Semester research (capstone) project including a written and PowerPoint with voiceover presentation
6. Participate in a corporate social responsibility experience and consider how this builds corporate culture, strengthens community relationships, displays corporate values, and develops leadership skills as well as networking opportunities	6. Participation in an experiential learning opportunity, in class presentation and posting a reflection paper to blackboard

Below are the college's general education learning goals. The outcomes that are checked in the left-hand column indicate goals that will be covered and assessed in this course.

	General Education Learning Outcomes	Measurements (means of assessment for general education goals listed in first column)
X	<b>Communication Skills-</b> Students will be able to write, read, listen and speak critically and effectively.	Class discussion, written case studies and semester research project.
	<b>Quantitative Reasoning-</b> Students will be able to use quantitative skills and the concepts and methods of mathematics to solve problems.	
X	<b>Scientific Reasoning-</b> Students will be able to apply the concepts and methods of the natural sciences.	Analysis of data: semester research project
X	<b>Social and Behavioral Sciences-</b> Students will be able to apply the concepts and methods of the social sciences.	Class discussions and presentations
	<b>Arts &amp; Humanities-</b> Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre or literature.	
X	<b>Information &amp; Technology Literacy-</b> Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Use technology to collect, analyze, and summarize information for the semester research project
X	<b>Values-</b> Students will be able to make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.	The semester research project is related to how corporate social responsibility applies at different organizational levels.

### Required Text & Readings

This is a no textbook cost course (if you do not want to purchase the textbooks)

#### Reframing Organizations

<https://bmcc.ezproxy.cuny.edu/login?url=https://www.onlinelibrary.wiley.com/doi/book/10.1002/9781119281856>

Also, if you use the above links from off campus you will have to log in with your **library barcode on the back of their ID**. If you need help please call the circulation desk at 212-220-1451 or email [help@bmcc-cuny.libanswers.com](mailto:help@bmcc-cuny.libanswers.com).

Alternatively, you can go directly to the database and search for the book title.

For Reframing Organizations:

<https://bmcc.ezproxy.cuny.edu/login?url=http://www.onlinelibrary.wiley.com> and enter Reframing Organizations in the search box.

- Bolman, L.G. & Deal, T. E. (2017) 6<sup>th</sup> Edition Reframing Organizations: Artistry, Choice, and Leadership. Hoboken, N.J.: John Wiley and Sons, Inc.
- Wall Street Journal Free Subscription activate using your BMCC email address go to this site: [WSJ.com/CUNY](http://WSJ.com/CUNY)
- New York Cares –for volunteer experience assignment: <https://www.newyorkcares.org>

All other readings and/or materials related to assignments will be posted on blackboard

## Course Assignments

(Detailed information on assignment deliverables and rubric for grading begin on page 11)

1. Participation	(posted to Blackboard)	15 pts
2. E-Learning Certification	(assignment posted to Blackboard)	05 pts
3. Student Survey	(assignment posted to Blackboard)	05 pts
4. Introduction Video	(assignment posted to Blackboard)	05 pts
5. Management Theory Timeline	(assignment posted to Blackboard)	05 pts
6. Mid Term Exam – Career Plan	(assignment posted to Blackboard)	10 pts
7. Progress Reports (15 pts)		
Progress Report 1	(assignment posted to Blackboard)	05 pts
Progress Report 2	(assignment posted to Blackboard)	05 pts
Progress Report 3	(assignment posted to Blackboard)	05 pts
8. Final Paper – Case Analysis	(assignment posted to Blackboard)	10 pts
9. Final PowerPoint with voice-over	(assignment posted to Blackboard)	05 pts
10. Case Analysis (4@5pts. ea.)	(assignment posted to Blackboard)	20 pts
11. Discussion questions (5 @ 1pt ea.)	(assignment posted to Blackboard)	05 pts

NY Cares Experience (extra credit)	(assignment posted to Blackboard)	05 pts
Self-Assessment (extra credit)	(assignment posted to Blackboard)	05 pts

## College Grading Format

A	93% and above	C	73%-76%
A-	90%-92%	C-	70%-72%
B+	87%-89%	D+	67%-69%
B	83%-86%	D	63%-66%
B-	80%-82%	D-	60%-62%
C+	77%-79%	F	Below 60%

## Course Schedule

To help you keep on track, you should print the schedule and check off activities listed as you complete them. Follow this schedule closely.

The topics and learning activities scheduled for each of the 14 lessons in the course are listed in the Course Schedule. Each lesson covers one week. As you study each week's lesson, please focus on the specific list of learning assignments for that lesson.

The schedule below outlines all reading assignments and topics we will cover in this course, along with the associated time frames.

- **Course begins:** February 2, 2022
- **Course ends (last day of class):** May 11, 2022
- **Course Final Exam:** May 18, 2022
- **Course length: 15 sessions (including final exam)**

### Course Schedule - Assignments

Session/Dates	Topic/Assignment	Student Learning Outcome (SLO)
<b>Sessions 1 &amp; 2</b>	<b>Introductions – Syllabus Review – Course Expectations - Learning Outcomes – Assignments - Grading</b> <ol style="list-style-type: none"><li>1. Complete Self-Introduction Video Post to Blackboard (BB)</li></ol>	SLO 1
<b>Sessions 3 &amp; 4</b>	<b>The Evolution of Management Theory</b> <ol style="list-style-type: none"><li>1. Complete Management Theory Timeline Assignment with your team post to BB</li><li>2. Be prepared to present to the class</li><li>3. Post to BB the E-Learning certification of completion</li></ol>	SLOs 2- 3 - 4

<p><b>Session 5</b></p>	<p style="text-align: center;"><b>Organization Frame - Structure</b></p> <ol style="list-style-type: none"> <li>1. Read Bolman &amp; Deal pgs. 43- 112</li> <li>2. Read today's Wall Street Journal</li> <li>3. Complete Case Analysis #1 (posted on BB) and Post to BB Forum</li> <li>4. Comment on at least 3 other students' posts</li> <li>5. Answer Discussion question #1</li> <li>6. Complete and Submit on BB Student Survey</li> </ol>	<p>SLOs 1 -2 - 5</p>
<p><b>Session 6</b></p>	<p style="text-align: center;"><b>The BP Deepwater Horizon Case Study</b> <b>Organization Frame - Human Resources</b></p> <ol style="list-style-type: none"> <li>1. Read BP pages 1 – 3</li> <li>2. Be prepared to discuss the following questions: What was the organizational history of BP? What was its organizational structure prior to the disaster?</li> <li>3. Read Bolman &amp; Deal pgs. 113 – 177</li> <li>4. Read today's Wall Street Journal</li> <li>5. Answer Discussion Question #2</li> </ol>	<p>SLOs 1- 2 - 5</p>
<p><b>Session 7</b></p>	<p style="text-align: center;"><b>Organization Frame - Human Resources</b> <b>The BP Deepwater Horizon Case Study</b> <b>Preparing Progress Report #1</b></p> <ol style="list-style-type: none"> <li>1. Complete Case Analysis #2 and Post to BB Discussion Forum and comment on at least 3 other students' posts</li> <li>2. Read BP pages 4 – 6 Be prepared to discuss the following questions: What were the issues related to BP's organizational structure, human resource management, and safety protocols?</li> </ol>	<p>SLOs 1- 2 - 5</p>

<p><b>Session 8</b></p>	<p align="center"><b>Strategic Planning Models</b></p> <p align="center"><b>Mid-Term Exam Review</b></p> <ol style="list-style-type: none"> <li>1. Read Strategic Planning BB post</li> <li>2. Read Mid-Term Exam Assignment/Deliverables</li> <li>3. Post Progress Report #1 to BB</li> </ol>	<p>SLOs 1 - 2 - 5</p>
<p><b>Sessions 9 &amp; 10</b></p>	<p align="center"><b>Mid-Term Career Strategic Plan &amp; Video Presentation</b></p> <p align="center"><b>Debrief on progress Report #1</b></p> <ol style="list-style-type: none"> <li>1. Post your paper</li> <li>2. Have your video available for presentation in class</li> </ol>	<p>SLO 2</p>
<p><b>Session 11</b></p>	<p align="center"><b>The BP Deepwater Horizon Case Study</b></p> <p align="center"><b>Organization Frame – Politics</b></p> <p align="center"><b>Preparing Progress Report #2</b></p> <ol style="list-style-type: none"> <li>1. Read BP pages 7-16</li> <li>2. Be prepared to discuss the following questions: What were the central issues of the disaster?</li> <li>3. Read Bolman &amp; Deal pgs. 179 – 234</li> <li>4. Answer Discussion Question #3</li> <li>5. Read today’s Wall Street Journal</li> </ol>	<p>SLOs 2 - 3 - 4</p>
<p><b>Session 12</b></p>	<p align="center"><b>Organization Frame – Politics &amp; Culture</b></p> <ol style="list-style-type: none"> <li>1. Progress Report #2 Due posted to BB</li> <li>2. Complete Case Analysis #3 (posted on BB) and comment on at least 3 other students’ posts</li> <li>3. Read Bolman &amp; Deal pgs. 235 - 294</li> <li>4. Answer Discussion Question #4</li> </ol>	<p>SLOs 2 - 3 - 4</p>

<p><b>Session 13</b></p>	<p style="text-align: center;"><b>Organization Frame – Culture</b>  <b>Leadership Principles</b>  <b>Preparing Progress Report #3</b></p> <ol style="list-style-type: none"> <li>1. Complete Case Analysis #4 (posted on BB) and Post to BB Forum</li> <li>2. Comment on at least 3 other students’ posts</li> <li>3. Read pdf on Leadership posted on BB</li> <li>4. Read today’s Wall Street Journal</li> <li>5. Answer Discussion Question #5</li> </ol>	<p>SLOs 2 - 3 - 4</p>
<p><b>Session 14</b></p>	<p style="text-align: center;"><b>FINAL Exam Review</b>  <b>Semester Review - grades</b>  <b>How to prepare a PPT with Voice-over</b></p> <ol style="list-style-type: none"> <li>1. Post progress Report #3</li> </ol>	<p>SLO s 2 - 3 - 4 – 5 - 6</p>
<p><b>Final EXAM</b></p>	<p style="text-align: center;"><b>FINAL EXAM - Presentations/Papers</b></p> <ol style="list-style-type: none"> <li>1. Post PPT/Voice-over to BB</li> <li>2. Post Final Paper to BB</li> <li>3. Post all extra credit assignments</li> </ol>	<p>SLOs 1 - 2 - 3 - 4 - 5 - 6</p>



### **STUDENT PARTICIPATION: Class Conduct – Policies - Resources - Expectations**

1. Class begins promptly at the times indicated in the Schedule of Classes. If you are going to miss class or will be late you must email me prior to class.
2. Fully participating means but is not limited to attending class on time and staying for the entire class period, contributing to class and group discussions, submitting all assignments on time, and being fully engaged. Reading all assigned textbook chapters and articles posted on blackboard is also a factor of participation. Discussion board questions on these readings will be administered as needed to ascertain your completion and comprehension of the assigned readings.
3. The syllabus and course schedule can be changed at the discretion of the professor.
4. It is expected all students will have access to the textbooks and other required resources, will use blackboard, have access to ZOOM, check their BMCC email daily, and have fully read and comprehended all information on the syllabus.
5. This course requires group and team participation.
6. Participation points (25) includes: completing the pre-class student survey (5pts) and posting your E-Learning certificate of completion (5pts), and an additional 15pts will be assigned at the end of class if you achieve the expectations noted above in items #1,2,4, & 5.

**BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.**

**Single Stop** [www.bmcc.cuny.edu/singlestop](http://www.bmcc.cuny.edu/singlestop), room S230, 212-220-8195. If you are having problems with food or housing insecurity, finances, health insurance or anything else that might get in the way of your studies at BMCC, come by the Single Stop Office for advice and assistance.

Assistance is also available through the Office of Student Affairs, S350, 212-220- 8130.

**Counseling Center** [www.bmcc.cuny.edu/counseling](http://www.bmcc.cuny.edu/counseling), room S343, 212-220-8140. Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits.

**Office of Compliance and Diversity:** [www.bmcc.cuny.edu/aac](http://www.bmcc.cuny.edu/aac), room S701, 212-220-1236. BMCC is committed to promoting a diverse and inclusive learning environment free of unlawful discrimination/harassment, including sexual harassment, where all students are treated fairly. For information about BMCC's policies and resources, or to request additional assistance in this area, please visit or call the office, or email [olevy@bmcc.cuny.edu](mailto:olevy@bmcc.cuny.edu), or [twade@bmcc.cuny.edu](mailto:twade@bmcc.cuny.edu). If you need immediate assistance, please contact BMCC Public safety at 212-220-8080.

**Office of Accessibility -** [www.bmcc.cuny.edu/accessibility](http://www.bmcc.cuny.edu/accessibility), room N360 (accessible entrance: 77 Harrison Street), 212-220-8180. This office collaborates with students who have documented

disabilities, to coordinate support services, reasonable accommodations, and programs that enable equal access to education and college life. To request an accommodation due to a documented disability, please visit or call the office.

### **College Participation Policy**

Participation in the academic activity of each course is a significant component of the learning process and plays a major role in determining overall student academic achievement. Academic activities may include, but are not limited to, attending class, submitting assignments, engaging in in-class or online activities, taking exams, and/or participating in group work. Each instructor has the right to establish their own class participation policy, and it is each student's responsibility to be familiar with and follow the participation policies for each course.

### **BMCC Policy on Plagiarism and Academic Integrity Statement**

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's Web site, [www.bmcc.cuny.edu](http://www.bmcc.cuny.edu). For further information on integrity and behavior, please consult the college bulletin (also available online).

## COURSE ASSIGNMENTS: Detailed Requirements and Grading Rubric

- **Introduction Video – 5 points**

A 3-minute video of you introducing yourself to the class: include your name, major, academic goals, career goals, and your goal for this class

**Grading Rubric:**

3 points - no more than 3 minutes

2 points - addresses each of the key points: Name, major, academic goals, career goals, goals for this class

- **Complete E-Learning Training and Post Completion Certificate – 5 points**

**Deliverable:**

Complete E-Learning online training

**Grading Rubric:**

5 points – posted certificate of completion on BB on time

- **Pre-Class Student Survey – 5 points**

**Deliverable:**

Complete the student survey in BB (assignments)

**Grading Rubric:**

5 points – completed on time – all questions answered

- **Management Theory Timeline – 5 points**

**Deliverable:**

With you assigned team: research the management theorist(s) assigned to your team, create a brief summary of their contribution to the theory of management, cite the date (as best you can) when this theory was developed - presented, and identify ways in which this management theory is applied in today's organizations. Prepare a report (power point slide) and post to BB in time for the class session in which this will be presented.

**Grading Rubric:**

3 points - accurately completed the assignment together and on time

2 points - presented the timeline in a clear and logical manner

- **Case Analysis Discussion Board Forums – 20 points (4 Forums @ 5 pts. Each)**  
**Due at the start of the class for which the case analysis was assigned (see syllabus)**  
**Deliverable:**  
Read the case study, present and defend your analysis based on one of the organizational frames, comment on at least three other students' posts  
**Grading Rubric:**  
3 points - posted case analysis on time  
2 points - commented on three other students' posts
- **Discussion Questions – 5 pts (1 point each)**  
**Due at the start of the class for which the forum was assigned (see syllabus)**  
**Deliverable:**  
Answer the discussion question  
**Grading Rubric:**  
1 point – on time and confirms you have comprehended the required reading and have cited a real-time application
- **Participation – 15 points**  
**Due throughout the semester**  
**Deliverable:**  
Attend and participate, email when going to be absent, submit all assignments on time, ask questions, participate in discussion questions, read assigned material.  
**Grading Rubric:**  
Evidenced participation as detailed above on in the syllabus and as posted to BB
- **Mid Term Career Plan – 10 points**

#### **Mid Term Career Plan Assignment Description**

Many times, as managers we think about managing businesses, people, and the various functions of business. We understand the need to plan, to organize, to lead, and to control. We rarely think about managing our own careers.

In order to complete this assignment, you will need to create a career action plan for yourself. As discussed in class many business leaders are quickly able to identify: *What is your current situation? Where do we want to go? What is the path forward?*

#### **Prepare a Written Analysis**

1. What is your career Vision and Mission?
2. What strategic planning model did you use?
3. What is your Strategic Plan?
4. What is your plan for achieving your career plan? Your road map – tactical plan.

The analysis is to be no less than 5 typed pages (not including attachments) – 1” margins, 12pt font, double- spaced, and in APA format - Include as an attachment your current resume.

## Prepare a Video Presentation

In a video no longer than 2 minutes (simulating an interview) answer two questions – **one from the list below and one of your own choosing.**

- o “Tell me a little about yourself”
- o “What is your story?”
- o “Why do you want this job?”
- o “What do you consider to be your three strengths and three weaknesses?”

**You will be presenting your video in-class for feedback and reinforcement.**

### **Deliverable:**

A paper of no less than 5 pages (APA style) with a Title page (Name of paper, your name and ID number, BUS 200 section # and a date) and a Table of Contents. The paper must address these four major topics – (1) your career vision and mission, (2) the strategic planning model utilized and why, (3) your career strategic plan, and (4) your plan for achieving it (tactical plan).

### **Grading Rubric:**

**5 points** – addressed all 4 major points written in a logical and clear manner – sentence structure, punctuation, and spelling

**5 points** – clear and within time limit interview simulation video

- **Progress Reports (Semester Final Project) – 15 points**

### **Semester Research Project Description**

For the assigned case study, *BP and the Deepwater Horizon Disaster of 2010*, you must individually analyze it, addressing each of the four items for analysis below. Then post your analysis in Blackboard under Final Assignment.

1. **Key Issues:** Briefly describe the leading issues in this case using the information presented in the case description.
2. **Diagnosis:** Define the nature of the problems (structure, human resources political, cultural) and defend your diagnosis.
3. **Processes:** Define the process problems in the case. Do they result from poor communication, missing leadership, muddled decision-making, incomplete problem solving, ineffective group norms and rules, inadequate conflict resolution strategies, inadequate structure or design of the organization, or some other reason?
4. **Redesign:** Describe the steps you would take to take to redesign this situation to resolve the problems presented in the case. You will propose four to six concise recommendations for people, technology, and structural changes at the individual, interpersonal, and/or organizational levels.

### **PROGRESS REPORT #1– 05 points**

**Key Issues:**

Briefly describe the case study and the leading issues in this case using the information presented in the case description.

**Deliverable:**

A three-page (APA style) report that includes: A brief summary of the case and the key issues.

**Grading Rubric:**

6 points – case summary and key issues identified, well defined, and accurate

4 points – well written in APA format

### **PROGRESS REPORT #2– 05 points**

**Diagnosis:**

Define the nature of the key issues (structure, human resources political, cultural) and defend your diagnosis.

**Deliverable:**

A three-page (APA style) report that includes: that defines the nature of the key issues based on the 4 frames and why.

**Grading Rubric:**

8 points – Reported on each of the key issues referencing the 4 frames (structure, human resources, political, and cultural)

2 points – Well written (grammar, sentence structure, punctuation)

### **PROGRESS REPORT #3 – 05 points**

**Processes:** Define the process problems in the case. Do they result from poor communication, missing leadership, muddled decision-making, incomplete problem solving, ineffective group norms and rules, inadequate conflict resolution strategies, inadequate structure or design of the organization, some, all, or some other reason?

**Deliverable:**

A three-page (APA style) report that includes: identification of process problems and cite evidence in at least 5 process areas.

**Grading Rubric:**

4 points – clearly and logically written

6 points – presented and defended with evidence from the case cited of at least 5 process problems

## The Final Report – 10 points

### Prepare Your Final Report

1. Cover page with your name ID# BUS 200 – section and date
2. Executive summary (abstract)
3. Table of contents
4. The body of the report (Progress reports 1-2-3)
5. Redesign (Recommendations)
6. Bibliography

### Deliverable:

The final report should include (1) progress reports I, II, III and your Redesign, (2) be no less than 12 typed pages – 1” margins, 12pt font, double spaced – APA format (3) include a Bibliography

### Grading Rubric:

5 points – APA style fully employed

5 points – clearly summarized the case study and the problems presented

5 points – made a direct connection to the four frames and the problems presented in the case study

5 points – presented a redesign (recommendations) for improvement related to the four frames

## Final Report PowerPoint Presentation with Voice-over – 05 points

### Deliverable:

In a video no longer than 10 minutes and no more than 8 slides present your project (you may use PowerPoint) and include:

- a. The Case Study summary – presentation of the key issues
- b. Your analysis of the key issues based on the four frames
- c. Your redesign (recommendations)

### Grading Rubric:

5 Points: 10 minutes – 8 slides – clear and succinct

6 Points: clear verbal presentation of research process and findings

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## EXTRA CREDIT

## New York Cares Volunteer Experience – Total points 05

**Deliverable:**

You will submit a reflection on of your participation in a volunteer experience with based on the following:

1. Where did you volunteer (and why)?
2. What was your volunteer assignment?
3. Reflected on those you met both your co-workers and those whom you served.
4. Why is volunteering an important corporate social responsibility?
5. What did you learn, how did it make you feel?

**Grading Rubric:**

1 point for each of the 5 deliverables

**Self-Evaluation – Total points 05**

**Deliverable:**

You will submit a self-evaluation (a reflection) on BB of your participation and performance based on the responding to the following criteria:

- a. Read all assigned materials
- b. Actively engaged in the discussion forums and case study critiques (honest, objective, respectful)
- c. Reflected on the theories presented/discussed and applied to my own professional experience
- d. Asked for help when I needed it
- e. Managed my time well

**Grading Rubric:**

1 point for each of the 5 deliverables

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