

# Clark University Syllabus

## Entrepreneurial Communication and Influence

Course Number: ENT 202: Spring 2011

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### Course Target

Students that have an interest in learning the dynamics of communication in the world of entrepreneurship and business should take this course. There is no prerequisite to this course other than a desire to learn, a positive attitude and passion for understanding the world of entrepreneurial and business communication.

### Course Description

Communication, in the world of entrepreneurship, is an essential skill that can help catapult your success. The goal of this course is to explore the role of communication as practiced in various stages of entrepreneurial leadership, both in nonprofit and for-profit environments. Creating and communicating a compelling vision is a critical life and success skill. Entrepreneurs must have the ability to effectively communicate their vision to a wide variety of audiences. Especially in today's business climate where borders cease to exist, today's entrepreneurs must be prepared to communicate effectively to various constituencies on a global scale. Through interesting classroom work, case studies, lectures, team projects, guest lecturers and real-world applications, students will identify, explore and participate in a myriad of communication exercises to help them gain a better understanding of what is expected in business communications and how to become an effective business and entrepreneurial communicator.

### Key Learning Objectives

- Understand the instrumental role that various types of communication play in all aspects of entrepreneurial leadership and management;
- Develop an understanding of effectively communicating to diversified audiences;

- Learn the importance of crafting a vision statement and the power of successfully communicating that vision to constituencies;
- Explore the skills used in making business presentations, networking, marketing and sales;
- Discover the world of community and employee communication used for successful outcomes;
- Develop leadership awareness and skills;
- Learn how to favorably influence decision-making; and
- Understand and practice negotiation strategies.

### Required Reading

This course will use books, pertinent articles on communication and entrepreneurial leadership, Harvard Business School case studies, video, discussion and engaging guest speakers.

The Five Temptations of a CEO by Patrick Lencioni

The Rockefeller Habits by Verne Harnish

Harvard Business School Case Studies:

Curt Schilling's Next Pitch  
HBS: 9-810-053

JetBlue Airlines: Starting from Scratch  
HBS: 9-801-354

Starbucks: Delivering Customer Service  
HBS: 9-505-016

ARTICLES: Throughout the semester, students will be asked to read various articles that relate to our studies. These articles will be discussed in class.

### Grading

Many successful entrepreneurs and business leaders have learned to become excellent communicators. Since this course focuses on communication, influence and the art of persuasion, students will be graded on various factors including participation, oral and written communications (see chart below), and their ability to grasp the concepts and demonstrate appropriate uses and scenarios for strong and effective entrepreneurial communication strategies.

All homework assignments will include written guidelines explaining the assignment and the instructor's expectations. Your work will be graded based on the criteria explained in the assignment sheet, and in some cases, using rubrics. It is up to

each student to read and understand the assignment and review the grading criteria prior to submission.

Instructor feedback on all written assignments will be given back to the students within two weeks (two class periods) of submission.

Grade Range	Letter Grade
100 - 97	A+
96 - 93	A
92 - 90	A-

Grade Factor	Weight
<b>Class Attendance and Student Participation</b> For each class attended, students receive 5 points; and, for participation, points earned range from 5 to zero. The more prepared students are for class and the higher level of engagement / participation, the higher the grade score.	35%
<b>Written Assignments</b> Late assignments due to a missed class will not be accepted.	25%
<b>Mid Term Evaluation: Oral Presentation</b> Students will be asked to research an entrepreneur that is or was well known for being an excellent communicator. The students will write a paper discussing why he/she chose the entrepreneur and will write how the entrepreneur communicated his/her vision. The written report will be handed in for review (guideline and rubrics will be provided) and the students will also be required to make a brief presentation (5-7 minutes) based on the specific assignment guidelines.	20%
<b>Final: Written Exam</b>	20%

"B" Grades: For any work to receive a "B," it must be good to excellent work. It must demonstrate strong originality, comprehension, critical thinking, and attention to detail. In addition, a "B" grade reflects a student's ability to clearly articulate his or her learning.

Grade Range	Letter Grade
89 - 87	B+
86 - 83	B
82 - 80	B-

"C" Grades: For any work to receive a "C," it must meet the expectations of the assignment. It must demonstrate solid comprehension, some critical thinking, and attention to detail. In addition, a "C" grade reflects a student's ability to adequately articulate his or her learning.

Grade Range	Letter Grade
79-77	C+
76 - 73	C
72 - 70	C-

"D" Grades: For any work to receive a "D," it must marginally meet the expectations of the assignment. It demonstrates minimal comprehension, little to no critical thinking, and attention to detail. In addition, a "D" grade may reflect a student's difficulty in articulating his or her learning.

Grade Range	Letter Grade
69 - 67	D+
66 - 63	D
62 - 60	D-

## Letter Grade Criteria for Written Assignments, Mid-term and Final

"A" Grades: For any work to receive an "A," it must clearly be outstanding work. It must demonstrate keen insight and original thinking. It must not only demonstrate full understanding of the topic or issues addressed, but it must also provide a critical analysis of the material. In addition, an "A" grade reflects a student's ability to clearly and thoughtfully articulate his or her learning.

F: Anything below a 59 grade point average. Work that receives an "F" grade does not meet the expectations or objectives of the assignment. It demonstrates consistent problems with comprehension, organization, critical thinking, and supporting details. In addition, an "F" grade reflects a student's inability to articulate his or her learning. Students are strongly urged to discuss this grade with their instructor and advisor.

policy for written assignments can be found at [www.clarku.edu/education/its/resources/sshopping/clarkesoft.cfm](http://www.clarku.edu/education/its/resources/sshopping/clarkesoft.cfm) and the academic integrity policy can be found at [www.clarku.edu/education/aac/integrity.cfm](http://www.clarku.edu/education/aac/integrity.cfm)

## Student Expectations

### Attendance, Preparedness and Participation

Students are expected to arrive to class promptly at 9AM and come prepared for class. For example, if the required reading for the week is a case study and several chapters in one of the books, you must come to class having read the assignment and prepared to engage in meaningful dialogue with regard to the readings.

All assignments are due on time, with no exceptions. If you cannot come to class on a given day, it is your responsibility to email your instructor at [dpenta@clarku.edu](mailto:dpenta@clarku.edu) that you will not be attending class with your reason for not attending and email the assignment that is due to the instructor prior to class. Assignments should be emailed to [dpenta@clarku.edu](mailto:dpenta@clarku.edu).

Any student that misses two or more classes during the semester will be referred to academic advisement. Any student with three or more absences during the semester may be in jeopardy of failing the course. In addition, it's important to remember that attendance and participation account for 35% of your overall grade. It is up to you to become an active participant in the class by preparing and contributing to discussions.

### Positive Attitude

The hands-on learning environment of the class encourages discussion regarding the readings and the topics of the week. Students are expected to come to class with a positive attitude, a willingness to learn, and the desire to want to engage in stimulating dialogue to learn and develop a keen awareness and understanding of the concepts. Discussion content quality, positive interaction with classmates and demonstration of having prepared for class are all essential ingredients.

### Written Assignments

There are several written assignments during the course of the semester. Students are expected to hand in their writing assignments at the start of class on the due date and electronically prior to class. Late submissions will not be accepted and students will lose credit for the assignment. Instructor feedback will be provided no later than two class periods (two weeks) after the assignment due date.

Important Note: Clark University Guidelines for Written Assignments and the Academic Integrity/Cheating & Plagiarism Policy will be used for grading written assignments. The complete academic

### Instructor Communications Between Classes

As an adjunct faculty member without standard on-campus office hours, students are encouraged to email or call the instructor if questions arise throughout the semester. Calls and emails will be responded to within 48 hours. If you do not receive a reply it may mean that your email or call was not received. Phone conferences will be scheduled with students needing extra help. To schedule a phone conference, please call Debbie Desposito at (508) 616-9900, ext. 110.

### Protocol for Off-Campus Trips

This course provides students with excellent opportunities to enjoy "real world" local company visits from time to time. Students will be required to fill out necessary paperwork as required by the University to participate in any course-related company trips or tours. Students will also be required to follow a professional dress code when visiting companies. Students should wear business suits, blazers, sport coats, skirts at or below knee length or dress slacks and appropriate shirts, blouses or sweaters. Jeans, t-shirts, sweatshirts, sweat pants or other nonprofessional attire is not allowed on company visits and tours.

### Disclaimer

The instructor reserves the right to make changes to any information contained in this syllabus at any time during the semester. In the event that changes are made, an updated version of the syllabus will be provided and discussed.

## Spring 2011 Class Sessions

Class	Date	Topic	Assignment(s) Due
1	January 19	<p><b>Course Introduction</b>            Introductions, Course Overview, Review of Syllabus, Books, Case Studies and Articles.</p> <p>Student Interviews and Peer Presentations.</p> <p>Lecture on Entrepreneurial Communication.</p>	<p>Writing assignment due on January 1/26: Write your biography (see instruction sheet and rubrics).</p> <p>Reading Assignment: Case Study: Curt Schilling Next Pitch, Harvard Business School.</p>
2	January 26	<p><b>Entrepreneurial Vision</b>            Curt Schilling's Next Pitch: Case Discussion  <i>Entrepreneurial Vision / Communicating and Writing a Vision Statement</i></p> <p>Class Discussion &amp; Breakout Groups.</p> <p>Lecture on the need and importance of crafting vision statements, how to write a vision statement and effective ways of communicating a vision statement to various constituencies.</p>	<p>Writing assignment due 1/19: Crafting your own, personal vision statement (see instruction sheet and rubrics).</p> <p>Reading #1: "The Man Behind the Chocolate" [Milton Hershey] due 2/2.</p> <p>Reading #2: The Five Temptations of a CEO due 2/2.</p>
3	February 2	<p><b>Communicating your "Company Story"</b></p> <p>Class Discussion of Milton S. Hershey.</p> <p>Five Temptations Lecture and Class Discussion.</p> <p>Lecture on the multiple ways a business communicates and explore differences between internal and external communications strategies.</p>	<p>Five Temptations Writing Assignment due 2/9 (see instruction sheet and rubrics).</p> <p>Reading #1: Assigned article due 2/9.</p>
4	February 9	<p><b>Five Temptations of CEO Presentation</b></p> <p>Guest Speaker: A guest speaker discusses his experience with the Five Temptations.</p> <p>Class discussion of speaker presentation.</p> <p>Overview of Midterm Project/Presentation Due on 3/2.</p>	<p>Reading #1 due 2/16: Case Study: <i>Starbucks: Delivering Customer Service</i>: Harvard Business School.</p> <p>Written Assignment: Submit answers to case study assignment questions on 2/16. (See instruction sheet).</p> <p>Reading #2 due 2/16: Read 50% of the Rockefeller habits.</p> <p>Begin work on Midterm Project/Presentation due on 3/2.</p>
5	February 16	<p><b>Communicating Business Goals and Values, and Establishing Meeting Rhythms</b></p> <p>Review of Rockefeller Habits.</p> <p>Class Discussion of Starbucks Case Study.</p>	<p>Reading #1: Finish Rockefeller Habits.</p> <p>Continue work on Midterm Project/Presentation due 3/2.</p>

6	February 23	<p><b>Quiz on Rockefeller Habits</b></p> <p><b>Guest Speaker on Rockefeller Habits:</b> Learn first-hand how a local company began integrating the Rockefeller Habits and listen to the impact it made and the results realized from establishing effective internal communications strategies.</p>	<p>Assignment: Complete all work and final preparations for Midterm Project/Presentations due on 3/2.</p> <p>Writing Assignment: Entrepreneurial Passion Project: (See assignment sheet and rubrics) due 3/23.</p>
7	March 2	<b>Mid Term Presentations.</b>	
8	March 9	<b>NO CLASS SPRING BREAK</b>	
9	March 16	<p><b>Focus on Written Communications in Entrepreneurship</b></p> <p>In this week's class, we will focus on the various written communications activities that take place in a start-up company and effective written communications strategies used in marketing, sales, customer service and general business correspondence.</p> <p>Lecture and in-class project.</p>	<p>Writing Assignment: Continue working on Entrepreneurial Passion Project due 3/23.</p> <p>Reading Assignment: Article on Branding.</p>
10	March 23	<p><b>Communication in Public Relations and Awareness</b></p> <p><b>Tour of Worcester Airport hosted by Mass Port</b></p>	<p>Assignment: Public Awareness Campaign Project for Worcester Airport. (See assignment sheet and rubrics) due 4/6.</p> <p>Reading Assignment: Assigned articles on public awareness and community awareness campaigns.</p>
11	March 30	<p><b>Sales and Marketing Seminar</b></p> <p>This class will discuss communication as it relates to sales, marketing and customer service. Defining sales and marketing in entrepreneurship, discussing the role communication plays in sales, networking, and marketing and how both written and verbal communication strategies are used in all segments.</p>	<p>Reading #1: <i>JetBlue Airways: Starting from Scratch</i>, Harvard Business School</p> <p>Written Assignment: Submit answers to case study assignment questions on 2/16. (See instruction sheet).</p> <p>Continue working on Public Awareness Campaign Project 4/6.</p>
12	April 6	<p><b>Guest Speaker Presentation on Sales Strategy and Communicating with Prospects: Potential Buyers</b></p> <p>Author Dave Kurlan will give a guest presentation to the class on his sales strategy, teaching students the techniques discussed his book, <i>Baseline Selling</i>, and will discuss innovative ways of learning how to sell. Dave has taught thousands of sales people in the world's leading companies and will provide books to all students.</p>	<p>Reading Assignment: <i>Baseline Selling</i> (Author will provide complementary books to all students).</p>
13	April 13	<b>Creative Thinking: Mind Mapping</b>	<p>Assignment: Mind Mapping assignment, (Instruction sheet and rubrics will be</p>

		<p>Introduction to Mind Mapping and Mind Mapping exercises. Using this creative process to organize thoughts and communicate more effectively.</p> <p>Lecture on Mind Mapping integration into business strategy and creative planning. Learning its benefits to processes including vision statement crafting, communications strategies and business plan development.</p>	provided). Due 4/20.
14	April 20	<p><b>Designing Your Personal Brand</b></p> <p>Creating the metamorphous from the student version of you to the new professional you by learning how to design a personal brand. Discussion of personal brand development, branding strategies and awareness of what is needed to present as a leader. This session will include a lecture and will conclude with a panel of expert guests who will discuss wardrobe, color, image and presentation strategies.</p>	<p>Assignment: Students will write their own personal branding goals. Assignment guidelines will be provided. Due on 4/27.</p>
15	April 27	<p><b>Semester in Review</b></p> <p>This class will be dedicated to an overview of all the entrepreneurial and business communication concepts learned throughout the semester. It will serve as a review to help students prepare for the final exam.</p>	Prepare for your final exam.
16	May 04	FINAL EXAM – Specific Date of Exam to be Determined.	