

SAP INTERSESSION 2020 CLASS PROPOSAL FORM



January InterSession: 2-12, 2020

March InterSession 7-15, 2020

3 credits = minimum 37.5 contact hours

School: Business

Department: MGT Course Title: **IDEATION PRACTICUM FOR**

ENTREPRENEURS

Dates: Jan 6-10

Days: 5

Mar 9-13

Times: 8am-4pm

Number of Credits:3

Grad:

Undergrad: XXX

Course Code: MGT Number:498 Section:???

Instructor: Alvarez-Diaz

email: salvarez@bus.miami.edu

Email will be used in printed brochure.

COURSE DESCRIPTIONS

Included is a PDF of the previous year's InterSession class description. Please review and indicate below the status of the class description for upcoming InterSession.

Please note: Please email to sap.cstudies@miami.edu any requested changes to class description (except for dates/times which are included in this form).

I. For courses that have run in previous years

- Same as before
- Same with minor corrections – please send separate document with any requested updates to sap.cstudies@miami.edu
- Same with major corrections - please send separate document with any requested updates to sap.cstudies@miami.edu **For new courses/updates**

II. New class proposal

- email syllabus to Department Chair and sap.cstudies@miami.edu**
List 5 or 6 benefits that can be featured in the bulletin in email sap.cstudies@miami.edu

DEADLINES: Completed and signed off forms need to be returned by **March 7, 2019.**

For more information call: (305) 284-3889 or email: sap.cstudies@miami.edu.

By signing below, I attest that this InterSession course proposal meets the scholastic standards of the department required for the award of stated course credit as determined by the faculty. I further attest that there are no conflicts of commitment that would preclude the faculty from teaching this course during the time proposed.

Susana Alvarez-Diaz

MGT 498 – ? – SPRING INTERSESSION 2020
IDEATION PRACTICUM FOR ENTREPRENEURS
University of Miami – Department of Management

Time: TBD
Room: TBD

Lecturer: Susy Alvarez-Diaz

Phone: 305-205-6868 – personal cell
E-mail: salvarez@bus.miami.edu

Office
Hours: TBD

Text: TBD

Purpose: Teach students how to scan the business environment for trends, opportunities, and gaps in order to then develop products that can satisfy those needs in the market

Overview: This course provides students with both theoretical and practical knowledge regarding the fundamentals of new product development. Topics include:

- Analyzing business trends, opportunities, and gaps in the market
- Identifying product ideas that can fill gaps or needs in the market
- Developing a process of developing a new product and the related mechanics of bringing it to market

Summary: MGT498 uses a variety of methods to cover course topics, including textbook and other readings, class discussion, assignments, handouts, article analysis and discussion. Guest speakers, special assignments, and other activities will be announced as appropriate. Students are required to complete all readings, assignments, and article analysis prior to class, as well as to attend class regularly and actively participate in class discussion. Grades for the course will be determined as outlined in the “Grading Policy” section. Students are directed to note the “Statement on Academic Dishonesty” and are required to abide by all University policies regarding academic integrity, as well as the University Class Attendance and Absences policies.

NOTE: The course syllabus, topics, and assignments are subject to adjustment as necessary.

MGT 498 – ? - COURSE OUTLINE – SPRING INTERSESSION 2020

<u>DATE</u>	<u>TOPIC</u>	<u>READING DUE</u>	<u>ASSIGNMENT DUE (written assign (#))</u>
Day 1	Class Overview		
	Introduction to New Product Launches	TBD	In-class Exercise
	Analyzing Trends & Consumer Behavior Identifying Opportunities	TBD	
	Doris Jui Presentation	TBD	A1
Day 2	Ideation Exercise ID top ideas – choose teams	TBD	A2
	Exam I		Exam I (in-class)
	Choosing your customer & viable markets	TBD	A3
Day 3	Product Design	TBD	A4
	Resources & Rules for design Govt regulation, funding, functionality		A5
	Product Testing, market testing & the 4 P's	TBD	
Day 4	Protecting your Design & Production	TBD	
	Distribution Channels and Promotion	TBD	
	Customer/Product Interface		
Day 5	Exam II		Exam II (in-class)
FINAL	New Product Introduction Presentations		Team Presentations

GRADING POLICY

A student's final grade for the course will be weighted and calculated as follows:

- 15% Individual Attendance and Participation
- 25% Assignments - Individual and Team Based as assigned (5 assignments – 5 pts. each)
- 15% Exam One
- 15% Exam Two
- 15% Presentations - Team Presentation
- 30% Final New Product Introduction Plan - Team assignment

All grades are determined at the Instructor's discretion and are not negotiable. Final grades will comply with any School of Business Administration policies or grade bands.

Late or missed assignments will be considered at the Instructor's discretion and with prior approval only; they are subject to a reduced or no grade, or denial of acceptance resulting in no grade for the affected item. Late or missed exam or presentation deadlines will not be accepted; any such occurrence will be handled at the Instructor's discretion, including a reduced or no grade, or denial of acceptance resulting in no grade for the affected item.

Point allocations and guidelines regarding the categories are as follows:

Individual Attendance and Participation

Students are expected to arrive on time and be prepared to learn and participate in class. Students have the opportunity to earn attendance and participation points each class. Participation points will be awarded primarily on *quality* of observations and contributions as opposed to quantity of comments; not participating in class will negatively affect a student's grade in this category. Full attendance in each session is a key element of this grade component per the University Class Attendance and Absences policies. Participation in case discussions is expected.

Assignments – Individual and Team

Students will receive points for each assignment, either individually or as a team as indicated; requirements vary per case/assignment and will be communicated when assigned. Unless otherwise noted, students are to complete all assignments individually and without assistance in any form or manner. For team assignments all team members are required to participate in and contribute to the assignment(s) completion per the Undergraduate Honor Code; failure to do so will result in a reduced or failing grade for the affected assignment(s).

Exams

Each exam will cover chapters/topics from the course up to the time of the exam, as indicated on the syllabus, as well as items covered in class, unless otherwise specifically noted by the instructor in class. Students are expected to demonstrate their knowledge of course material and to apply this knowledge to exam problems and questions. Students are to complete all exams individually and without assistance in any manner per the Undergraduate Honor Code.

Plan & Presentations

Grading details regarding the New Product Introduction Plan and in-class Presentations noted in the course outline will be discussed in class. All team members are required to participate in the team aspects of these assignments and to contribute to completion of these per the Undergraduate Honor Code; failure to do so will result in a reduced or failing grade for the affected assignment(s).

AS PER UNIVERSITY POLICY

Use of Technology in Class/Recording Devices

Use of Laptops, Phones, Audio or Video recording is not permitted. Failure to comply will adversely affect a student's participation grade and may result in a student's removal from class.

Animals in Class

Pets of any kind are **NOT** permitted in class. Only service and emotional support animals are allowed.

Absences due to Observance of Religious Holidays

As per University rules, “it is the student’s obligation to provide faculty members with notice of the dates he or she will be absent due to observance of religious holy days. Faculty members can require that this notice be in writing.” Furthermore, “Absences due to observance of religious holy days that are *not* notified to the relevant faculty member within the first three class meeting days may be considered unexcused, and the faculty member may therefore prevent the student from making up examinations or assignments missed during the period of absence.”

STATEMENT ON ACADEMIC DISHONESTY

The University of Miami is governed by an Undergraduate Honor Code with which all students must be familiar. The Code specifically states that all undergraduate students are responsible for reading, understanding, and upholding this Code. Students are expected to warn fellow students who do not appear to be observing proper ethical standards and to report violations of this Code. Simply stated, cheating and/or dishonest behavior in any form will not be tolerated in this class; all violations will be submitted to the Honor Council. The Instructor specifically reserves the right to discipline all students for academic dishonesty, in conformity with the Code and the general rules and regulations of the University. Such action may include lowering grades or assignment of failing grades on affected examinations, projects, assignments, or for the course itself.

LECTURER BIO

Susy Alvarez-Díaz teaches undergraduate entrepreneurship courses through the Department of Management at the University of Miami Business School and graduate entrepreneurship courses in the MVSIO program at Bascom Palmer Eye Institute. She has been teaching at the college level over the last 15 years. She is the former director of Entrepreneurship Programs at the University of Miami where she more than doubled enrollment, tripled the participation in the annual Business Plan Competition and hosted ABC’s Shark Tank two years in a row, the only university in all of Florida to do so.

Mrs. Alvarez-Díaz graduated with honors from the University of Miami with a Bachelor of Business Administration degree in International Finance and Marketing. She then went on to complete a Master of Business Administration degree in Marketing and Management.

She served as a coach for Babson College’s inaugural class of WIN Lab in Miami and a mentor at Miami Dade College’s Idea Center. Alvarez-Díaz is regularly featured in national media outlets such as *CNN Español* and was presented with the *Excellence in Teaching* award from the MBS in 2018. Currently, she is the faculty advisor for Women in Business and uStart.