San José State University  
Lucas Graduate School of Business  
Early Career MBA  
BUS 265, Silicon Valley Experience, Section 4, Fall, 2017

Course and Contact Information

Instructor: Mike Beasley, Ph.D.
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Office Hours: Monday, 5:00 PM – 6:00 PM or by appointment
Class Days/Time: See Schedule
Classroom: BBC 032
Course Credit Units 2

Canvas

Course materials such as syllabus, event details, course readings, handouts, assignment instructions, etc. can be found on Canvas course website. You are responsible for regularly checking there to learn of any updates.

Canvas will be used to sign-up for all events and submitted required deliverables.

Course Description

This course is designed to develop the "whole student" for success in the business world, including professionalism, ethics, case competitions, communications, networking, career success, and work/life balance. It includes lectures, speakers, panels, competitions, and other events providing students with an in-depth exposure to Silicon Valley.

The course provides students exposure to the defining themes of the educational experience in the Lucas Graduate School of Business MBA program: Silicon Valley, Culture, Enterprise, Knowledge, Skills, Networking and Career.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:
1. CLO1 - Demonstrate an understanding of Silicon Valley industries, companies, career paths, functions, and skill sets.
2. CLO2 – Demonstrate the ability to explore the landscape of professional opportunities and to gain valuable advice from professionals on their roles and responsibilities and career paths.
3. CLO3 - Learn to converse in the “language” of Silicon Valley, including key career and professional concepts, in order to successfully network with those in well-regarded companies across a variety of industries.
4. CLO4 - Create a targeted resume, professional LinkedIn profile and “One Minute Commercial” in order to successfully connect to jobs and employers.
5. CLO5 - Demonstrate the ability to conduct research on companies, careers and industries.
6. CLO6 - Demonstrate professional interviewing skills and techniques.
7. CLO7 - Demonstrate personal presentation skills including proper attire and behavior in professional and social settings.
8. CLO8 - Demonstrate the ability to work collaboratively in diverse multi-cultural teams.

Texts/Readings

Don't Burp in the Boardroom: Your Guide to Handling Uncommonly Common Workplace Dilemmas, Rosalinda Oropeza Randall, 2014, Familius LLC (available online at Amazon)

Other Readings

- The Power of Who, Bob Beaudine, Center Street
- Extreme Ownership, Jocko Willink and Leif Gavin
- College to the Career You Love, Kenneth Buckley
- How To Interview Like A Top MBA, Dr. Shel Leanne
- Poised For Success, Jacqueline Whitmore

A variety of current readings, workshops, videos and other course materials will be posted at Canvas.

Course Requirements and Assignments

This MBA course is designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S12-3 at http://www.sjsu.edu/senate/docs/S12-3.pdf.

The course will encompass both academic and practical topics, and be taught by both faculty and guest lecturer Silicon Valley executives/professionals. The outcome will be a portfolio of skills and tools that the new MBA student can put to immediate use in an internship or career position.

Classes will be a combination of speakers, events, cases, presentations, workshops, mock interviews, panels and visits to companies. Students are expected to contribute substantively to classroom/event discussion and submit the required deliverables for each event attended by the posted due date. Events are organized by the course instructor, MBA program, Centers/Institutes affiliated within the Lucas College and Graduate School of Business or may be coordinated with other SJSU Colleges and outside-of-campus professional organizations.

Given the personalized content of the course, the SVE instructor or MBA Director can arrange a one-on-one meeting with students to facilitate the creation of an individual SVE plan that best meets the objectives and educational need for each student, while complying with all SJSU academic requirements.
Since this is a 2 credit-unit course, it will require the satisfactory completion of 30 credit hours of faculty-led instruction and a minimum of 60 hours of out-of-class work including lecture/event preparation, research, homework, and completion of deliverables.

To satisfy the course requirements students must earn 90 points choosing activities from the categories listed below under “Grading Policy”. The number of points attached to an event is the summation of the hours of faculty-led instruction/event attendance and the estimated number of hours required to prepare for the lecture/workshop/event and produce the required deliverables.

**Summary of deliverable requirements:**
A detailed description of the formatting and content requirements as well as grading rubric for the deliverable will be available on Canvas. Following are listed a summary of each type of deliverable and the CLOs covered:

- **Resume/ LinkedIn profile:** One-page Resume and LinkedIn profile including a professional picture. (CLO4)
- **Summary of feedback:** Minimum 450 words detailing the feedback received during the event and an action plan to address areas of improvement. (CLO1, CLO2, CLO3, CLO5, CLO6, and CLO7)
- **Summary of speakers/topics:** Minimum 450 words. The focus of the deliverable should be on (1) the topic presented [how the knowledge acquired in the event relates to the MBA courses and strengthen the educational experience in the MBA program] and (2) the professional and education background of the speakers. (CLO1, CLO3 and CLO5)
- **Submission report and presentation:** the requirements for this type of deliverable are specific to each competition. (CLO1, CLO5 and CLO8)
- **Summary of visit and speaker:** Minimum 450 words. The summary is targeted for social media use and therefore may include multi-media components. The summary should include an analysis of the organization visited and/or products/technologies presented. (CLO1, CLO5 and CLO7)

NOTE that [University policy F69-24](http://www.sjsu.edu/senate/docs/F69-24.pdf) at http://www.sjsu.edu/senate/docs/F69-24.pdf states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

**Grading Policy**

Students must accumulate a minimum of 90 points to satisfy the course requirements. For some of the categories students are expected to be awarded a minimum or maximum number of points:

- **Career Preparation and Professionalism** (minimum 20 points)
- **Speakers, Panels, Forums and Workshops** (minimum 30 points)
- **Cases and Competitions** (minimum 10 points)
- **Networking and Employer Treks** (minimum 10 points)
- **Student submitted event** (maximum 10 points)

In order to be awarded the points related to each event a student must sign up for the event by the RSVP deadline, cancel by the event deadline (unless an emergency), arrive on time and participate in the entire event AND submit the related deliverable by the deadline selected by the instructor. Deliverables will be graded based on: completeness, quality of the content and professional writing.

Each deliverable will graded according to the following letter grade structure:

- 94% and above A
90% - 87%   A –
86% - 84%   B +
83% - 80%   B
79% - 76%   B –
75% - 72%   C +
71% - 68%   C
67% - 60%   C –
59% - 50%   D
below 50%   F

**Classroom Protocol: Professionalism and Attendance**

Students represent the Lucas GSB with your conduct in this class. The speakers are invited guests and the events often have size limitations, so when reservations are made, you are expected to attend unless there is an emergency. Cancellation timeframes will be posted by event.

- Please make every attempt to arrive to class/event on time and stay until it is finished, and be an active participant in Q&A or other parts of the event. Appropriate attire guidelines will be provided for each event and should be adhered to by students.
- Each class/event will have a posted cancellation window (i.e., 48 hours) and unless there is a personal emergency, you are expected to attend. Many events will have a waitlist, so please be respectful of this. There will be penalties for no-shows or not cancelling by the deadline.
- Many events have limited parking and some students rely on public transportation which may be not available for some events. Students are encouraged to coordinate with each other and carpool when appropriate.

Thank you for doing your part to enhance the Lucas GSB brand with your professional behavior.

**Assignment Submission Protocol:** All written assignments must be typed (double spaced) with one-inch margins all around. All written material will be graded on the basis of depth of analysis and clarity of content as well as format, grammar, spelling, and professionalism. **ALL written assignments should be uploaded as a Word document to the Canvas Assignment Folder within 48 business hours of the event attended.**

**Classroom Protocol**

Lucas College and Graduate School of Business: Program Goals and Classroom policy
[http://www.sjsu.edu/cob/Students/policies/index.html](http://www.sjsu.edu/cob/Students/policies/index.html)

**University Policies**

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ Syllabus Information web page at [http://www.sjsu.edu/gup/syllabusinfo/”](http://www.sjsu.edu/gup/syllabusinfo/)
Lucas College and Graduate School of Business:

**Mission:** We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.

**MBA Program Goals:**
(Not all program learning goals are covered in every course)

1. Conceptual grounding in business theory and practice
2. Analytic and decision-making skills
3. Cultural and ethical awareness
4. Ability to interact effectively with teams as both leader and member
5. Ability to understand and adapt to global market changes and industry dynamics
6. Effective oral and written communication and presentation techniques

**Cell Phones:**
Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University.

**Computer Use:**
In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on Web-based PowerPoint slides that the instructor has posted, and finding Web sites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such referral can lead to suspension from the University.) Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).
BUS 265, Silicon Valley Experience, Section 4, Fall, 2017 Class Schedule

Class Location: BBC 032

Thursdays:

September 7: 6:00 PM – 8:45 PM
Topics: Resume / LinkedIn / Purple Squirrel
REQUIRED Class to be able to attend SVE Events (unless exception made)


September 28: 6:00 PM – 8:45 PM
Topics: Networking (Building Relationships) / Tips From The Top Speaker

October 5: 6:00 PM – 8:45 PM
Topics: Interviewing Skills

Assignment: 5 TED Talks to Watch Before Your Next Interview: [https://www.themuse.com/advice/5-ted-talks-to-watch-before-your-next-interview?ref=autocomplete](https://www.themuse.com/advice/5-ted-talks-to-watch-before-your-next-interview?ref=autocomplete)

October 12: 4:30 – 7:15 (Note, earlier start time this evening)
Topics: Negotiation Skills / Exec Recruiter

November 9: 6:00 PM – 8:45 PM (If Needed)