



State University of New York

College of Community and Public Affairs

Department of Human Development

Spring 2009

HDEV 435/HARP 480P/MASS 580D

Proseminar in Civic Entrepreneurship (4 credits, "J" Gen-Ed)

Catalysts for Intellectual Capital - Leadership Institute (CIC-LI 2009)

No prerequisites – may be taken pass/fail or for a letter grade – registration by application & instructor permission

Class Times: Tuesday 2:30 to 4:30 pm (UDC) & Friday 1:00-5:00pm (various locations-transportation provided)

Faculty: **Dr. Diane Crews** **777-2468** dcrews@binghamton.edu
Wednesday 2-4pm (AB-121) & by appointment

Graduate

TA: **Kathryn Fletcher** **777-9141** kfletch3@binghamton.edu
Tuesday 3-5 PM (UDC)

Course Description: Course will familiarize students with the many economic facets of Greater Binghamton and engage student leaders with community leaders from business, political and cultural sectors. Course examines the role of both students and mid-sized universities in community and economic development, based on forecasts of the factors that will be necessary to create thriving communities in the 21st century. Course meets in classroom session at the University Downtown Center for two hours on Tuesday afternoons and off-site for 4 hours on Friday afternoons (transportation is provided).

Course Objectives:

- 1.) Examine the present and prospective role of universities in fostering the economic, social and environmental change that makes regions competitive in a global economy;
- 2.) Explore the role of universities and their students in academic capital formation and marketing of innovation in the knowledge economy;
- 3.) Explore significant leadership development strategies of key area employers for an understanding of higher education in various economic sectors as reflected in new conceptualizations of human resources as the strategic management of intellectual capital.

Research Project-Partnership for Knowledge Entrepreneurship:

- 1.) Identify and inventory significant university-community partnerships in civic and business entrepreneurship, leadership instruction and innovation.
- 2.) Develop a proposal to support intellectual capital development in support of strategic recruitment, hiring and retention of young professionals in the Southern Tier.
- 3.) Work with the Binghamton University Career Development Center <http://www.binghamton.edu/cdc/> , Catalysts for Intellectual Capital 20/20 www.cic2020.org , and the Southern Tier Opportunity Coalition (www.stoc-ny.com) to develop guidelines for a “mentorpreneurship” program.

Required Texts:

Cities and the Creative Class, Richard Florida (0-415-94887-8)

Academic Capitalism and the New Economy: Markets, State, and Higher Education, Sheila Slaughter and Gary Rhoades (978-0-8018-9233-2)

Human Resource Management in the Knowledge Economy: New Challenges, New Roles, New Capabilities, Mark L. Lengnick-Hall and Cynthia Al. Lengnick-Hall (1-57675-159-7)

Internet readings as assigned

Email: Please check your email regularly for assignments sent from the instructor to the class distribution list. Please log on to BUSI and forward your mail from your assigned student email address to the server you use daily so you don’t miss important messages and/or assignments.

Blackboard: Course materials are available on Blackboard.

Classroom Environment: The Faculty and Staff in the College of Community and Public Affairs are committed to serving all enrolled students. The intention is to create an intellectually stimulating, safe, and respectful class atmosphere. In return it is expected that each of you will honor and respect the opinions and feelings of others.

Accommodations: If you are a student with a disability and wish to request accommodations, please notify the instructor by the second week of class. You are also encouraged to contact the Office of Services for Students with Disabilities (SSD) at 777-2686. Their office is in LH-B51. The SSD office makes formal recommendations regarding necessary and appropriate accommodations based on specifically diagnosed disabilities. Information regarding disabilities is treated in a confidential manner.

Academic Honesty:

As a professional school within Binghamton University, the College of Community and Public Affairs (CCPA) is committed to upholding the highest professional standards of ethics and

integrity. Students are expected to comply with the Academic Honesty Code for Binghamton University found online at; (<http://bulletin.binghamton.edu/integrity.htm>).

Violations of the Code will be taken seriously. Students should refer to the CCPA Ethics and Integrity policy available in the CCPA Dean's office. Also review at; <http://ccpa.binghamton.edu/academics/policies/policies.html>

Letter Grade Determination: The quality of your academic performance is determined with a letter grade derived on a flat scale with no weighting as follows:

93 points+ equals A	79-81 equals C+
90-92 equals A-	76-78 equals C
87-89 equals B+	73-75 equals C-
84-86 equals B	70-72 equals D
82-83 equals B-	<70 equals F

Grading of Assignments and 100 Point Scale: Each assignment is worth up to a certain number of quality points adding to a maximum of 100 points:

<u>HDEV/HARP:</u>	<u>MASS/PAFF:</u>	<u>Assignment:</u>
20 points	10 points	Participatory Action Research (PAR) Observation Log and Discussion Board Participation
30 points	30 points	Individual Research & Integrative Paper
25 points	25 points	Research Team Presentations
20 points	20 points	Class Participation and Attendance
5 points	5 points	Mentor Evaluation of Professional Potential
	10 points	Supplemental Graduate Project as Negotiated

LATE ASSIGNMENTS – SUBTRACT 1.5 POINTS EACH CALENDAR DAY OVERDUE

Course Requirements:

PARTICIPATORY ACTION RESEARCH (PAR) OBSERVATION LOG AND DISCUSSION BOARD PARTICIPATION (20/10 points):

Weekly PAR observation logs for each of the Friday field workshop sessions will be submitted via Bb Digital Dropbox (due Monday of each week). Ideas are developed on Bb discussion board throughout the week shared during the Tuesday classroom sessions as focal points.

INDIVIDUAL RESEARCH AND INTEGRATIVE PAPER (30 points – 5+15+10):

Final integrative paper, 12-15 pages, will link theory, research, observation, and discussion toward analyzing the roles of students and the university in civic and economic development. Students will choose a topic based on individual interests as related to their research team projects congruent with the objectives of the course and the Partnership for Knowledge Entrepreneurship. The overarching project for this cohort will be conducted in cooperation with leaders from the public and private sectors as related to the course curriculum in civic and business entrepreneurship and innovation. During the first three weeks of class, individual topics

will be developed in conjunction with the professor and teaching assistant and must be approved by the instructors in advance of submitting the research prospectus. A three-page research proposal (5 points) is due on February 17th as noted on the schedule. Students will discuss and coordinate individual research with their peers and mentors to coordinate with their research team's mission with continuing development in class on February 17 & 24. The integrative paper (15 points) is due on March 31st. Students will receive suggestions for revisions by April 14th. Students will present their individual findings to the class on April 28th and May 1st as scheduled for peer comment. Revised final integrative paper (10 points) is due on May 5th via Bb Digital Dropbox and will be published on the CIC 2020 website at www.cic2020.org

RESEARCH TEAMS

The class will work in teams with young professionals from the community to identify and study areas of common concern in the recruitment and retention of young educated adults in the Southern Tier Region. Periodic meetings are scheduled throughout the semester with designated civic, government and business leaders with whole group sessions scheduled at the UDC on March 17th and April 14th to assess progress and make adjustments in the ongoing action agenda. Individual and group research projects will focus on identified topic areas and relevant topics of community concern as identified at the outset of the spring semester.

RESEARCH TEAM PRESENTATIONS OF FINDINGS– IN CLASS (10 points):

Fifteen to twenty minute research team oral presentations scheduled to take place as scheduled on May 5th during a closed session “dress rehearsal” in preparation for public presentation on May 8th. Student research teams will present their research project findings to the class for peer evaluation, comments and suggestions.

RESEARCH TEAM PRESENTATIONS - PUBLIC FORUM (15 points)

Fifteen to twenty minute research team presentations to take place in public forum at the graduation ceremony schedule on May 8th in public forum (location t.b.d.) Final evaluation by faculty instructor.

CLASS PARTICIPATION & ATTENDANCE (20 points):

Friday exploratory sessions with civic and business leaders are considered formal business meetings with appropriate dress required (transportation provided.) This course is participatory. Attendance is required and necessary for full completion of course requirements. Attendance is monitored. In order to avoid arbitrary penalty and have a uniform code of conduct, please be aware that planned or unavoidable absences during Tuesdays classroom sessions count -1 (minus one) point and planned or unavoidable absences during Friday fieldtrips count -2 (minus two) points for any (or all) sessions missed. You are responsible for notifying the instructors in advance by phone or email if you are unable to attend.

MENTOR EVALUATION OF PROFESSIONAL POTENTIAL (5 points):

Students are required to complete a minimum of five hours of an on-site pre-professional internship with their mentor. Upon completion of the internship, students will initiate a dialogue with their mentor to solicit feedback on professional development and encourage future workforce opportunity. Mentor evaluation form must be returned by May 1st.

SUPPLEMENTAL PROJECT FOR GRADUATE STUDENTS (10 points):

Graduate students will be involved in applied fund development research and grant writing. Students will work individually on specific projects relating to research team objectives, in conjunction with the professor, teaching assistants, area leaders and university development staff or faculty from their department/school of origin. Graduate students will work with area leaders in class to formulate vision and mission and identify goals and objectives for these proposals.

Schedule and Assignments

Due to the nature of this course, our schedule may remain tentative and subject to change until the spring semester begins. We reserve the right to make modifications to this syllabus to accommodate community partners throughout the semester. Assignments listed are intended to be read in advance to facilitate class discussion.

ORIENTATION AND PARTNERSHIP BUILDING; COMMUNITY & ECONOMIC DEVELOPMENT	
<p><u>January 27</u></p> <p>Course introduction: Boston and Philadelphia initiatives, significance of CIC-LI, STOC, Greater Binghamton Coalition, BLI (Chamber of Commerce), and related community initiatives</p> <p>Reading & Discussion:</p> <p><i>Cities and the Creative Class</i>, Introduction and Part I Talent</p> <p><i>Human Resource Management in the Knowledge Economy</i> Chapters 1 & 2</p> <p><i>Academic Capitalism and the New Economy</i>, Chapters 1& 2</p>	<p><u>January 30</u></p> <p><i>Team Building & Orientation – Walking (Trolley) Tour of Downtown Binghamton</i></p>

<p><u>February 3</u></p> <p>Reading & Class Discussion:</p> <p><i>Cities and the Creative Class, Part II – Tolerance</i></p> <p><i>Human Resource Management in the Knowledge Economy</i> Chapters 3 through 6</p> <p><i>Academic Capitalism and the New Economy</i> Chapters 3 through 6</p> <p><i>Team formation and Development</i></p>	<p><u>February 6</u></p> <p><u>Brainstorming and Research Topic Development</u></p> <p><i>Development of research team initiatives-Meeting with CDC and related young professionals Organizations in the Southern Tier Region</i></p> <p>Innovative Technologies Center Binghamton University</p>
<p><u>February 10</u></p> <p>Reading & Class Discussion:</p> <p><i>Cities and the Creative Class, Part II – Place</i></p> <p><i>Human Resource Management in the Knowledge Economy</i> Chapter 7</p> <p><i>Academic Capitalism and the New Economy</i> Chapters 11 & 12</p>	<p><u>February 13</u></p> <p><u>Technology, Innovation and Entrepreneurship</u></p> <p><i>Development of research team initiatives-Meeting with civic and business leaders</i></p> <p>Broome County Incubator</p>
<p>CIVIC AND BUSINESS ENTREPRENEURSHIP AND INNOVATION APPLIED INQUIRY AND RESEARCH</p>	
<p><u>February 17 –</u></p> <p><i>Student Presentations of Research Prospectus: Individual & Team</i></p> <p><i>Integrative Paper Proposal Due</i></p>	<p><u>February 20</u></p> <p><u>Business and Industry</u></p> <p>Lockheed Martin</p>
<p><u>February 24</u></p> <p><i>Student Presentations of Research Prospectus: Individual & Team</i></p> <p><i>Presentation of Topics for Grad Student Supplemental Projects</i></p>	<p><u>February 27</u></p> <p><u>Art and Culture</u></p> <p>The Art School/BC Forum, etc.</p>

<p><u>March 3</u></p> <p>BU Advocacy Day – Albany</p> <p>No evening class as CIC-LI members will be delegates to state capitol</p>	<p><u>March 6</u></p> <p><u>Health Care</u></p> <p>Binghamton General Hospital</p>
<p><u>March 10</u></p> <p>Focus Point Discussions</p> <p><i>Internet readings as assigned</i></p>	<p><u>March 13</u></p> <p><u>Government and Governance</u></p> <p>State Office Building</p>
<p><u>March 17</u></p> <p><i>Progress to date</i></p> <p><i>Research Team Briefings with Civic and Business Leaders</i></p>	<p><u>March 20</u></p> <p><u>Sports and Events</u></p> <p>BC Arena Club</p>
<p><u>March 24</u></p> <p>Focus Point Discussions</p> <p><i>Internet readings as assigned</i></p>	<p><u>March 27</u></p> <p><u>Housing and Real Estate</u></p> <p>Residential and Commercial Development</p>
<p><u>March 31</u></p> <p>Focus Point Discussions</p> <p><i>Internet readings as assigned</i></p> <p><i>Integrative Paper Due</i></p>	<p><u>April 3–</u></p> <p><u>Transportation, Tourism and Outdoor Recreation</u></p> <p>Tioga County t.b.d.</p>
<p><u>April 7</u></p> <p>No Class – University Holiday</p>	<p><u>April 11</u></p> <p>No Class – University Holiday</p>
<p><u>April 14</u></p> <p><i>Progress to date: Research Team Briefings with Civic Leaders and Community Partners</i></p>	<p><u>April 17</u></p> <p><u>Media and Promotion</u></p> <p>t.b.d.</p>

<i>Integrative Papers Returned to Students for Revision</i>	
<u>April 21</u> Focus Point Discussions	<u>April 24</u> <u>Higher Education & University Research Partnerships</u> Centers for Excellence – ITC & EIT (Endicott Interconnect Technologies)
PARTNERSHIP FOR KNOWLEDGE ENTREPRENEURSHIP PUBLIC PRESENTATION	
<u>April 28</u> <i>Individual Presentations on Findings-Integrative papers as scheduled</i>	<u>May 1</u> <i>Individual Presentations on Findings- Integrative papers as scheduled</i> <i>Mentor evaluation forms due</i>
<u>May 5</u> <i>Team Presentations – Dress Rehearsal</i> <i>Revised Integrative Paper Due</i>	<u>May 8</u> GRADUATION RECEPTION LUNCHEON <i>Research Team Presentations to the Public</i> <i>Location t.b.d.</i>