

# *Brainstorming to Bankrolling*

**SPRING 2023**

**GENB 7334 and FINA 7397**

**Instructors:** Dr. Saleha Khumawala, Prof. Charles Becker & Dr. Esther Bailey  
**Office:** 380-E, 380-J and 380-K Melcher Hall  
**Class:** **MONDAYS 6:00 p.m. -9:00 p.m. Old Law Library**  
**Web address:** <http://www.bauer.uh.edu/cei>

## **Prerequisites**

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Bauer College students and students from other UH Colleges with a basic understanding of business or instructor approval.

## **What is the SURE<sup>SM</sup> Program?**

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SURE<sup>SM</sup> stands for **Stimulating Urban Renewal through Entrepreneurship**.

SURE<sup>SM</sup> is an innovative educational platform that creates a value-added partnership between UH students, industry experts, and under-resourced entrepreneurs from the local communities.

## **What Makes This Course Different**

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This is **NOT** a traditional course with a textbook and conventional assignments. This course is an award-winning *experiential learning course*, unlike any other course you have taken at the University of Houston or elsewhere. There is **NO textbook** and there are **NO exams**. The course is designed so that prior business knowledge is not essential for success. Any student with the work ethic and willingness to ask their professor for help can succeed.

Every assignment or activity in this class is either working with a real client or preparing you to work with a real client. The clients are current or aspiring entrepreneurs (business owners) from under-resourced communities in Houston. All clients are referred to in this course as **Entrepreneurs**. They have applied to be in this course (aka SURE<sup>SM</sup> Program) and work with you, so there are very high expectations for you.

## **You are a Consultant**

For the duration of the semester, every student in the SURE<sup>SM</sup> Program is referred to as a **Consultant**. This is to emphasize the professional role you play for the Entrepreneurs. We recommend putting this experience on your resume and your LinkedIn profile.

## **Learning Objectives**

The goal of the SURE Program is **to train you, the student, in the human-centered skills you need to succeed**. What exactly does that mean? We have broken it down into six learning objectives for the students.

1. Do work for up to four *actual* current and aspiring business owners in your capacity as their group leader, strategic consultant, research assistant, financial analyst, and performance coach.
2. Learn effective key business frameworks for accounting, finance, marketing, supply chain, communication, customer service, and sales.
3. Gain exposure to valuable social innovation concepts not covered in other business courses, namely Base of the Pyramid, Triple Bottom Line, ESG, Social Innovation, and other Business models.
4. Stress test the academic knowledge and frameworks gained in this and other courses by applying them to actual businesses.
5. Learn to generate and evaluate professional documents including but not limited to a SWOT analysis, research report, presentation, business plan, and case study.
6. Learn to collaborate “up, down, and across” by working with subject matter expert mentors, mentoring your assigned entrepreneurs, and collaborating with other students.

### **GRADING:**

Grade will be determined by total points earned on the following forms of assessment:

- **50%:** is the Submission Log based on the work between the entrepreneur and the student
- **40%:** is two Projects (Strategic Analysis & Final case bundle)
- **10%:** assorted minor assignments during the first three weeks of the semester.  
This three-week period is called **Consultant Training**.

### **Readings, Movie and YouTube Videos to watch are all posted on Blackboard**

All articles assigned for reading on The Triple Bottom Line, different business models and Social innovation are posted on Blackboard. Videos and links to YouTube are also available on Blackboard.

### **Class Schedule\*.**

<u>Weeks</u>	<u>Date</u>	<u>Topic</u>	<u>Readings/Assignments</u>
<b>Week 1</b>	<b>Jan 23</b>	WHY SURE <sup>SM</sup> ? Theory, and concepts	Readings as assigned on BB Consultant Training 1
<b>Weeks 2-3</b>	<b>Jan 30 and Feb. 6</b>	WHAT & HOW of SURE <sup>SM</sup> and Consulting Training	SURE <sup>SM</sup> MVBP and Cases Consultant Training 2 and 3
<b>Weeks 5-14</b>	<b>Feb 13 – May 1</b>	Project work	Consulting with the assigned Entrepreneurs - Your Team!!

\* Complete details are in the **Additional Syllabus for Consultants and Syllabus for Entrepreneurs. Guidelines in these syllabi must be followed.**

SURE<sup>SM</sup> Graduation and Celebration Date TBC. ANY QUESTIONS??

Ask Dr. Khumawala, Prof. Charles Becker or Dr. Esther Bailey. [Sure@uh.edu](mailto:Sure@uh.edu)

WELCOME ABOARD!!