HHS/ENT 275: Entrepreneurial Personal Branding
3 credits
Prerequisites: None
Instructor: Megan Delph, Student Success Navigator, School of Health and Human Sciences
Class Location: McIver 222
Office Location: 243 McIver Building
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FOR WHOM PLANNED: Course open to all students interested in connecting their purpose/meaningful work to creating, establishing and carrying out their personal brand.

COURSE DESCRIPTION: Students will have a better understanding of the entrepreneurial mindset, how to use entrepreneurship strategies personally and how to best brand and uniquely market themselves.

TEACHING STRATEGIES: Instructional strategies used in this course include lecture, class discussion, in-class small group work, peer reviewing, exams, opportunities for collaboration, videos, reflective writing/application, and group projects. The course will be a hybrid face-to-face and online format.

REQUIRED TEXT

ONLINE/TECHNOLOGY REQUIREMENTS:
• Active I-Spartan Email Address. Please use only this address for this course.
• Canvas Account
• Printing Access. Please make sure to budget enough money to print all necessary documents to complete assignments and be prepared for class. I will not accept “my card ran out of money” as an excuse for not having the documents.

STUDENT LEARNING OUTCOMES
Introduction
Personal branding is the ongoing process of establishing an image or impression in the mind of others about you. Your personal brand should represent the value you are able to consistently deliver to those whom you are serving. Having a personal brand with an entrepreneurial mindset allows you to build your reputation and help you to grow your network/business in a way that allows for opportunity, innovation, and new value creation that interests others. Ultimately, you want your personal brand to show that you are a great role model, mentor, and/or a voice that others can depend upon.

Participants of this course will not only have a thorough understanding of themselves by being able to develop and define their passions, values, and purpose but will create a vision that will propel them into their entrepreneurial personal brand. Participants in this course will:

1. Use creative and reflective activities such as values card sort, strengths, and meaningful work to determine ones evolving place in the entrepreneurial mindset
2. Connect components of entrepreneurial branding such as consistency and flexibility with lifetime career development in health and human sciences
3. Learn effective verbal, written, and electronic communication skills to strengthen personal brand
4. Articulate different entrepreneurship strategies and how they are used among different business settings

By the end of the course, participants will have a better understanding of themselves and be able to incorporate strategies to engage others with their personal brand as well as use their brand to set themselves apart.
COURSE STRUCTURE:
This course is intended to be both a face to face and online class. We will use the learning management system, Canvas, to do the online portion of the course. We may also use Collaborate as a part of the course within Canvas. This class depends in large part on your participation and interaction for success. Your input, questions, and responses will make the class that much better and more rich. The more you put into the class the more you will get out of it. The intent of the assignments is to provide you will real world application and experience that you can take into the workplace and be successful. Since the class is designed to be very interactive, participation is necessary. With the expectation that you are going to be entering the real world at some point, you should be prepared to act and to submit assignments in a professional manner. For additional help with the online portion of the class, please visit https://readytolearn.uncg.edu/

NETIQUETTE:
The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

POLICY ON SERVER UNAVAILABILITY OR OTHER TECHNICAL DIFFicultIES:
The university is committed to providing a reliable online course system to all users. If you are not able to access a working computer with a consistent and reliable internet connection, you will not be able to complete this class. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact 6-tech@uncg.edu to report the problem. Provide as much details about the situation in your communication to help resolve it soon.

EVALUATION AND GRADING:
The course is graded A, B, C, D, or F and uses the +/- system. Your final grade will be calculated using the following criteria:

- Attendance/class participation/in-class work (28 classes @ 3 points each) 84 points
- Homework assignments (13 assignments @ 4 points each) 52 points
- Mid-Semester Entrepreneurial Project and Presentation 20 points
- Final Entrepreneurial Portfolio 44 points
- Total Points 200 points

Your final letter grade will be based on your total points, as listed on the scale below:

180 – 200 = A  160 – 179 = B  140 – 159 = C  120 – 139 = D  0 – 119 = F

There’s no final exam and extra credit will not be given.

TOPICAL OUTLINE/CALENDAR: (Subject to change)
- Week 1: Introduction of Class Participants; Personal Branding; The Entrepreneur Mindset (SLO 1, 2, 3, 4)
- Week 2: Identifying Purpose and Meaningful Work; Personal Self-Assessments – Vision and Purpose (SLO 1, 2)
- Week 3: Identifying and developing passion (SLO 1, 2, 4)
- Week 4: Identifying who we are from the inside out (SLO 1, 2, 4)
- Week 5: Self-discovery through strengths (SLO 1, 2)
- Week 6: SMART Goals (SLO 1, 2, 3)
- Week 7: SWOT Analysis Mid Semester Project (SLO 1, 2, 3, 4)
- Week 8: Developing branding materials; Resume, Cover Letter; Conducting interviews (SLO 2, 3, 4)
- Week 9: Building Relationships; Identifying your audience (SLO 1, 2, 3, 4)
- Week 10: Developing how to give and receive feedback (SLO 2, 3, 4)
- Week 11: Challenges/Obstacles/Concerns…and Solutions (SLO 1, 3, 4)
- Week 12: Getting the Word Out; Marketing on a Shoestring; Using Social Media (SLO 1, 2, 3, 4)
- Week 13: Growth through the interview process (SLO 1, 2, 3, 4)
- Week 14: Portfolio Project Presentations (SLO 1, 2, 3, 4)

ACADEMIC INTEGRITY POLICY: Refer to the following URL: http://sa.uncg.edu/handbook/academic-integrity-policy/
ATTENDANCE/PARTICIPATION POLICY
Class is set up so that most of the exercises and activities are done outside of class; class time will be spent on reflection, sharing, and discussion. If you complete the work and participate in the class discussions, you will receive 3 points; if you do not attend, which means you cannot participate, you receive 0 points. However, you should still complete the homework assignments since they build on the work from the previous week.

HOMEWORK ASSIGNMENTS
These short assignments will have you explore a particular topic about entrepreneurship, yourself, and the brand you wish to portray. They may consist of a short assessment (by hand and/or on-line), completion of a worksheet, or some creative project totally off-the-wall. You will need to bring in your “results” by next class in order to get credit for the homework assignment or post them on the discussion board and reply to others’ for credit. Each completed assignment is worth 4 points. You will receive only 1 point for assignments turned in late.

Canvas will have the due dates for all of the assignments. These will be turned in online. Please remember to check spelling and grammar including proofreading your assignments.

ADVERSE WEATHER:
The University of North Carolina at Greensboro will remain open during adverse weather conditions unless an administrative decision on changing work and class schedules is made by the Chancellor. Students can receive details on the UNCG home page (www.uncg.edu), or by dialing three campus telephone numbers: Adverse Weather Line (336-334-4400); Campus Switchboard (336-334-5000); and University Police (336-334-5963).

DISABILITY/LEARNING DIFFERENCE SERVICES:
Students with documentation of special needs should arrange to see me about accommodations as soon as possible. If you believe you could benefit from such accommodations, you must first register with the Office of Disability Services on campus before such accommodations can be made. The office is located on the second floor of the Elliot University Center (EUC) in Suite 215, and the office is open 8 AM to 5 PM, Monday-Friday. Telephone: 336-334-4550; email: ods@uncg.edu.

FERPA AND PRIVACY:
As a student, your educational records are considered confidential. Under FERPA (Family Educational Rights and Privacy Act), your records are confidential and protected. Under most circumstances your records will not be released without your written and signed consent. However, some directory information may be released to third parties without your prior consent unless a written request to restrict this is on file. You can learn more about student rights to privacy at http://www.uncg.edu/reg/Policy/Ferpa/index.html. In this course, you may be working with third party applications online (i.e. wikis, blogs, and other Web 2.0 applications). The different proprietors of these sites may or may not have privacy guarantees and the FERPA policy at UNCG does not apply to these sites. It will be your responsibility to read the privacy documentation at each site. There are many other options to protecting your information at these sites.