MGT 3301 – Principles of Management
Experiential Learning Assignments

Experiential learning

In order to help you gain the experience you will need to be a manager, and to allow you to reflect on and better retain what we are learning through the reading and in class, you will do two experiential learning assignments.[1] In both cases, actively reflect on what you see and hear compared with what you read in the textbook. Plan out your time and your approach to the assignments with attention to what you actually want to learn…from the text, from the experience, from the course itself. (Dig into science and you'll find that knowledge has a half-life in the human brain![2])

Project 1: Business as an Agent of Peace

AIM2Flourish is a global, student led, experiential learning initiative advancing the United Nation's Global Compact that framed Principles for Responsible Management Education (PRME). Al Akhawayn University is a signatory institution on the UN Global Compact. Therefore, your first experiential learning assignment follows that which the UN's initiative launched: **AIM2Flourish** (www.AIM2Flourish.com) by developing a case story about a business that contributes to peace (see Goal 16 of the PRME goals). Because Morocco is considered a peaceful country, and yet is also ranked by the 2015 Global Peace Index as having high potential for volatility[3], we all have much to learn from local and regional businesses that are engaged in business practices, products or structures that increase positive-peace. (I will provide a separate handout on the concept of "positive-peace" different from peace as the absence of war or violence.)

To experience and share this learning, you will work in pairs to identify a business that in some way positively contributes to the dynamic nature of peace in a flourishing society. Then, you will schedule an interview with a founder or manager in that company (this can take much longer than it sounds! Don't procrastinate!!). You will interview that person together, following the protocol (interview guide) posted to AIM2Flourish). Then, you and your partner will write-up your findings following the submission template on AIM2Flourish. You will upload your report to the template on the AIM2Flourish platform, I will review it and make recommendations for strengthening your narrative, and then you will edit and post – for the Fourth Global Forum – your story about a business acting as an agent of peace.

"Peace" – I will provide a separate handout as companion for our classroom discussion of the role businesses influence the larger environment (the natural environment, geo-political stability, cultural trends, economic and socio-economic shifts, health and well-being of individuals and societies, etc).

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[1] Students interested in the management learning theory undergirding experiential learning as a profoundly additive dimension to pure "abstract conceptualization" (reading in a book), please Google "Kolb Learning theory" for extensive explanations, models, and applications.

[2] The "half-life" is the rate at which something deteriorates. Brain-science has demonstrated that average MBA students forget what they learn in a semester by the mid point or sooner of the next semester!! Those who retain knowledge longer are said to have "learned" not just "acquired" the knowledge. In other words, those students engaged in absorbing content for the tests as well as actually making meaning out of the content by experimenting with the ideas, comparing and contrasting ideas to their lived experiences, and reflecting on implications of what they uncover.

[3] See 2015 Global Peace Index for calculations and nation-rankings.

Language – The existing AIM2Flourish materials are only available in English and Spanish. I am working with others at AUI to translate the materials into French and Arabic. In the mean time, you are welcomed to and encouraged to engage in this project in the language of your choice. If you plan to interview and write in a language other than English, please alert me in advance so that I can line up appropriate support from others to review your story.

Extra credit – You may choose to earn extra credit for translating AIM2Flourish materials into French or Arabic. To encourage this in a speedy and accurate way, I will increase your *course* grade by a full 10% (an entire letter grade!) if you are the first to do the instructions, protocol and feedback template accurately (confirmed by verification of someone in the language center). You can earn a 10% grade increase on the overall Experiential Learning Experience component of the course (meaning, on to your combined score for project 1 and project 2) for accurately (confirmed by verification of someone in the language center) translating an already posted story into either French or Arabic. Each student has a maximum extra credit of one engagement of either type named above.

Grading – Your project grade will be the same for both students in the pair unless one student formally writes to me with a data supported rationale about the partner's inability to or unwillingness to engage fully, in which case I will evaluate each partner separately based on individual contribution (You slack? You lose!).

Your grade for this part of the course will be weighted as follows:

Appropriateness of selection (for profit, 2+ years in existence, in a "target" country) and **clarity of rationale** for selection (your ability to explicitly draw a relationship between the company's objective, approach, product, process, implication, etc to positive-peace) -- 20 points

Original case submission -- 50 points

Quality of revision (Your responsiveness to feedback) – 50 points (note that where no revisions are needed to the original submission, you will have already locked in these points)

Responsibility and professionalism at each stage – 15 points

Deadlines

1. By Monday, **September 5 (by 8:00 a.m.)** – have:
    a. "signed up" for AIM2Flourish by logging onto their website and creating an account (www.AIM2Flourish.com),
    b. reviewed the project's larger objective,
    c. grasped the process (what kind of business or leader you are looking for, what interview questions you will ask, what additional research helps students, how you are expected to write-up your findings, how your story will be reviewed, and what form of editing you might need to do after we post your story to the AIM2Flourish platform and
    d. reviewed some of the posted "innovation stories" and "SIGHTINGS" on AIM2Flourish.com, especially in order to begin identifying someone you want to interview.

2. By Friday, **September 9 (by end of class**) – give Dr. Neville a sheet of paper on which is legibly written:
    a. Your names (both students in the pair) and each person's email address,
    b. The name of the specific company you intend to research, and
    c. The rationale for its appropriateness as a Business for Peace case.

    NOTE: Companies are only eligible to be studied by one AUI team, even if different managers or different divisions are proposed. Assignments will be confirmed on a First-to-Declare/First-to-Receive-Approval basis! MGMT 4306 students will also be engaging in this project. Eligibility applies across all AUI students regardless of their course enrollment.
3. By Monday, **September 26 (by 5:00 p.m.** to AIM2Flourish.com under your name and my name) – have:
    a. Interviewed – according to the A2F interview protocol – an appropriate representative of the company you identified,
    b. Digested what you learned from the interview and external research,
    c. Written your story – according to the A2F submission template, and
    d. Uploaded your story to the A2F site.

I will make every effort to review and respond to your stories by end of day Thursday, September 29.

4. By Monday, **October 10 (by 5:00 p.m.** to AIM2Flourish.com) you have responded to my comments by revising your stories such that they are exemplar representations of the caliber of work the world can expect from Morocco's future leaders!

The world's best story submissions will be celebrated in Cleveland, OH in June 2017. If you and your partner win the global AIM2Flourish competition, start packing your suitcases! The AIM2Flourish staff is currently raising money to pay for student-winner plane tickets to the 2017 Forum!

Project 2: Unpaid Work at a Local Organization

For this you will work (unpaid) in a local business or association, two hours per week for 8 weeks this semester, beginning no later than Monday, Sept 19. These hours must be *evenly* done throughout the semester, not all at once at the end. Also, you cannot count these hours toward the university's Community Involvement requirement, or toward any other service learning project in any other class.

You should do whatever tasks or projects the business or association needs you to do. In exchange, I ask them to allow you to observe and to talk to people to see how the topics we are learning in class apply to their organization, and to learn how they manage their business. If they want your feedback or opinion about how they do things, you may give it to them. They may ask you for a report of what you observed and learned at the end of the semester. If so, please give it to them and a copy to me. Otherwise, you are not there to criticize or evaluate anyone, just to work and learn.

At the end of the semester they will evaluate your work, and this evaluation will be part of your grade for the course. So be a good employee, do a good job on everything they ask you to do, show up on time, let them know well in advance when you are not coming due to AUI holidays, and be respectful and professional. At all times in this you represent AUI, you represent the SBA and you represent me.

Journals – an important part of this experiential learning is weekly reflections on how the topics we learn in class apply or don't apply to the business/association you are working in. This allows you to take your learning out of the theoretical and into the practical so that you get the experience you will need to be an effective manager…and to transform textbook *knowledge* into deep *learning*!

Unless I say otherwise in class, your journal assignment each week is:

> **Reflect in depth on how the topics discussed in the readings and in class this week apply, or do not apply to how your business/association is managed. Make connections between class and your experiences this week and learn all you can about management from those connections.**

Each weekly journal may be hand written, so long as I can read it, or it may be typed. It does not have to be grammar and spell checked but it should be easily readable. It should be no less than one full page of writing (i.e. not counting wasted, empty space at top and bottom and between paragraphs) in length and no more than two full pages in length each week. I grade mostly on *depth of reflection* and how much effort-to-learn I can see in your weekly journal. I will deduct points if your journal is shorter than one full page but not if it is longer than two full pages. Submit your weekly journal to me in hardcopy at the beginning of class three times during the semester according to the deadlines on the syllabus:

1 – No later than (M Oct 17 with 4 entries). Feel free to submit earlier if you want feedback on your journal depth and rigor.
2 – On (M Oct 31 with 2 entries).
3 – On (M Nov 14 with 2 entries).

I will not share your journal or what you say in it with anyone. You may do that if you so choose. And you do not have to show it to your supervisor at all, unless you want to.

The last journal entry will be a retrospective of all the previous journals, of your experiences during the semester in your business/association, and mostly of everything you learned through this experiential learning assignment. I will give you more guidance on this as the end of the semester approaches.

Your grade for this part of the course will be weighted as follows:

Weekly journals – 10 points each x 8 weeks (submitted at 3 increments) = 80 points of the 145 total project points

Last retrospective journal – 25 points (due on Monday, Dec 5 at the beginning of class)

Evaluation by your supervisor – 25 points (acceptable on Monday; due no later than Wed, Dec 7 at the beginning of class)

Responsibility and professionalism – 15 points

Note: this last item means promptly starting this assignment, completing all required paper work on time and as directed, completing all hours as directed, managing your time, and for any problems that arise you do not make excuses to me, etc.

You may do this assignment with any business or association that will agree to have you, except businesses or associations that are owned or managed by members of your family. I will provide letters of introduction in English and in French on Jenzabar before Tuesday, September 6. You should take that letter with you when you contact businesses or associations. You can also contact businesses or associations in your city, if you can arrange your work time with them (i.e. on weekends). You must take initiative to get this going. No one will do it for you.

Your two hours per week of work should be arranged at *their* convenience (when they need you) and so that it works with your class schedule. Discuss this with them and work something out.

MGT3301 - Grading Rubric for ELA#2 Journals/reflections

Points	0	5-6	7-8	8-9	9-10
Length	Late	Less than 1 page	At least one page	One to two pages	Two or more pages
Description	Late	Not applicable	Only or mostly description of what happened	Mostly description with some reflection	Mostly reflection with little description
Reflection **This is the most important criteria!**	Late	Not applicable	None or very superficial	Some clear depth of reflection from some connections to class.	Mostly deep reflection, clearly working to learn all you can about management from the experience and the connections you make to class.