UCSC Crown 95 GetVirtual Business Assistance Internship

Summer 23 Syllabus

Class Instructors: Deborah Lindsay

Emily Baer - Project Manager

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GetVirtual Website: GetVirtual.org

Links to an external site.

Class Schedule: Tuesday/Thursdays 5:20-6:55pm

Class Zoom Link: 931-108-66358

Links to an external site.

Office Hours: Deborah Lindsay: Tuesday/Thursdays 3-4 pm via Zoom; https://ucsc.zoom.us/j/94275167835?pwd=bzVpZUJ6YTFrS3pKK0Nxc3RjUHVsQT09

Links to an external site.

Passcode: crown

Emily Baer: By appointment through Google Meet

COURSE INTRODUCTION

Crown 95 teaches students basic business development, customer discovery, and the entrepreneurial mindset. Students are trained in the use of agile iterative product design processes, including the lean startup and design thinking methodologies and apply to deliver real solutions to local businesses suffering the economic fallout.

This hands-on service course is designed to help local firms while teaching students how to directly work with small businesses. The course is structured around the delivery of an optimized website for the businesses and a social media marketing campaign to accompany its launch. Students are trained on all the necessary steps to bring a business enhancement project to completion. They shadow a few intake calls and client assessment interviews with the Instructor and/or community mentors.

As a team, the students decide which businesses to take on and the possible solutions. An account manager is assigned to lead the project. The account manager writes up a proposal, forms a team to execute the scope of work, or creates an onboarding sheet for the next class cohort to complete. The instruction team, the instructor, and intern project managers, is considered the quality control person. They are copied on all client communication. The detailed process of how the internship works can be found in the Agenda of this syllabus.

COURSE and CLASS DESCRIPTION

Crown 95 is a community service-oriented class. It provides supervised learning experiences where students reflect on, communicate, and integrate principles and theories from the classroom in real-world settings. Service learning provides students with an opportunity to integrate their academic coursework with community involvement. The goal of this educational approach is for students to gain valuable practical skills while giving back to the community.

LOGISTICS & COURSE METHODS

Class meetings: The class meets twice a week for instruction on managing and executing solutions. These meetings include guest lectures from local industry leaders and entrepreneurs. Class times are 90 minutes and roughly split between 30 minutes of new material, 30 minutes of project progress updates, and 30 minutes of feedback on assignments based on the previous week's client and student work. During these check-ins, the team makes client intake decisions, gives project progress reports on active projects, forms teams for scope of work executions, assesses individual team members' workload and discusses any questions or challenges. In addition, the teams have weekly meetings with the clients outside of class.

Communications: The Instructor will rely heavily on Canvas Announcements and email to pass on information pertaining to the class in a timely manner; therefore it is your

responsibility to check your UCSC email and Canvas account. They will respond within 24 hours to a message.

Please note, they do not respond to emails asking for information contained in the course syllabus or other handouts on Canvas. All class handouts, articles, and required readings will be in the Class Google Drive. Reference Texts will all be available online in the Class Google Drive and in Canvas.

During the Quarter

Instructor Feedback: They will provide direct comments and feedback on your assignments during class workshops and critiques as well as the assignments that are uploaded to Canvas.

For major assignments, a grading rubric will be available prior to submitting your work.

Student Feedback: At the end of the quarter you will be asked to complete a Student Experience of Teaching survey for this course. SETs provide an opportunity for you to give valuable feedback on your learning that is honest and constructive. This anonymous feedback for student teamwork and the class will help us consider modifications to the course that will help future students learn more effectively.

Class Participation & Engagement

Each class member is expected to contribute to the dialogue or discussion. You may participate by:

- Asking a question and/or Making a comment or observation
- Responding to a question asked by the faculty, guest presenter, or other class members
- Helping others in this experience-driven learning environment
- Sharing key insights post-experience during both small group and large group discussions

Your opinions and concerns are important, and you are encouraged to share them with the group. You are encouraged to listen carefully to what others have to say to build a positive learning dialogue for all.

This class celebrates the importance of creating a diverse environment and enthusiastically encourages Black, Indigenous, Peoples of Color, LGBTQIA+, Immigrant, women, and people with disabilities and neuro-diversity, to take the class and are welcome.

Attendance

By taking this class you are agreeing to be present in class at every lecture, client meetings, and team meetings. If you miss more than three lectures throughout the quarter, you will receive an F grade in the class.

If you do need to miss any class, you must email us at least 24 hours prior to the class you will be missing. If you fail to do so, you will not get credit for any make-up assignment(s) for the missed class, which, if not completed, will jeopardize your final grade in the class.

KEY LEARNING GOALS/OUTCOMES & CONCEPTS

There are many aspects to being a successful freelancer. This class teaches students the basics of starting an online consulting business. Through dialog that emerges from the lectures, workshops, readings, and research students will acquire proficiency in the following topics:

- Basic Project Management concepts, processes, and execution
- Assess Client and Business logistical and administrative needs
- Develop proposals that include the scope of work and schedule of tasks

- Project manage the execution of solutions and client expectations
- Implement and execute said tasks
- Take meeting minutes
- Provide high-level virtual business analysis
- Analyze results through company analytics, team and self-assessments
- Directly interact with businesses using best professional communication practices
- Gain Team Management Skills
- Assess skills, values of self and others to develop team
- Create roles and responsibilities
- Manage teams of other students and community volunteers
- Determine, gather and analyze project performance metrics
- Close-out project at end of quarter with % completion of tasks and directions for onboarding next cohort

Time commitments:

In order to meet this 5-unit 8-week course requirements, you must plan to meet these time commitments weekly, 15 hours that are broken down as follows:

1 hour total = half hour GetVirtual Progress meetings two times a week

3   hours of weekly lectures, workshops & guest lecturer

3   hours of interviews with potential customers, partners, domain experts

3   hours doing research, writing proposals, writing emails to clients

5 hours of executing and/or managing the completion of tasks

Reference Texts: All Available Online in the Class Google Drive

Required:

1. [Team Writing:](#)
2. [Links to an external site.](#)
3. A Guide to Working in Groups

Optional Texts:

- [Building your online store with WordPress and WooCommerce](#)
- [Links to an external site.](#)
- : Learn to leverage the critical role e-commerce plays in today's competitive marketplace,
- [The pragmatist's guide to corporate lean strategy](#)
- [Links to an external site.](#)
- : Incorporating lean startup and lean enterprise practices in your business,
- [Lean enterprise: adopting continuous delivery, devops, and lean startup at scale](#) and [UX for Lean Startup](#) both on the O'Reilly Platform
- [Online growth options for retailers](#)
- [Links to an external site.](#)
- : three essays on domestic and international growth strategies with online retailing
- [Design Thinking for Strategy: Innovating Towards Competitive Advantage](#)
- [Links to an external site.](#)
- ,
- [Agile Project Management](#)
- [Links to an external site.](#)
- : Management for Success

Academic Components

Course Requirements with Grade Weight - Credits 5 for Letter OR Pass/Fail - Lower Level Course - General Education Code(s): PR-S.

Exams & Finals
This course does not have any exams, including a final exam. The quality of the final presentation, team participation, and execution of client projects demonstrate comprehension of the class.

Your Final Project is to create and present a short "Lessons Learned" presentation about your work with GetVirtual and what you learned from the course. Tell the "entire" story of your journey through the GetVirtual process from start to finish.

Students are graded on their individual and teamwork.

Assignments: The two weeks of assignments are for the students to do self-examination and understand their values, interests, and strengths. In the third week, we begin transitioning to skill development through workshops as well as learning the process of being a successful freelancer including a draft proposal to an imaginary client and team player and building websites. Many of the deliverables will have templates to be used by students and allow the weekly topics to be integrated.

The work during weeks 4-7 is completely focused on projects working with 'real' clients in the community.

Throughout the quarter there will be guest speakers. Students will be expected to write short summaries of their main topics and key takeaways. Students are also expected to keep a work journal that notes their work. There will be several individual short oral presentations based on the clients and tasks the student is working on. In the last week of class, a final project that includes an Individual Lessons Learned Final Presentation (5-6 minutes) and a 2-minute Video, is due.

Week 1 Assignments: Values Assessment, Clifton Strengths for Students Assessment & Reflection, Daily Progress Work Journal Set Up, Fill out Intro to Class Form

Week 2 Assignments: Getting to Know Yourself: Vision Boards, Letter From Future Self, Skills Gap Assignment, Values Assessment Reflection, Assignment Client Availability Form, Keirsey Personality Test & Reflection, Assignment Wix Tutorials, Business Proposal for Pupperville, Post Wix Workshop Assignment

Week 3 Assignments: Wix ECommerce Sample Site, Draft Team Proposal, Hashtag Research

Week 7 Assignments: Individual Presentations,

Week 8 Assignments: Self-Evaluation Paper, Peer-Evaluation Form, GetVirtual Individual Lessons Learned Final Presentation (5-6 minutes), GetVirtual Member Individual - 2-minute Video, Submit: Final Project Close Out Form

Grades Breakdown

Component	Points/Percentage
Attendance/Class Participation	15%
Daily Project Journal of Work completed and active tasks	10%
Completion of Personal Assessments	25%
Execution of Client Projects	25%
Team Members Feedback	10%
Final Presentation and Portfolio of Work	15%

Weekly Schedule:

The Instructor reserves the right to make changes at any time. The schedule below is for the weekly instructions. Once students have chosen their projects, each class begins with Project Progress Meetings.

Course Summary:

Date	Details	Due
Tue Jun 27, 2023	Assignment Skills Assessment	due by 11:59am
	Calendar Event GetVirtual Business Assistance	3pm to 4pm
	Assignment Intro To Class Form	due by 4:59pm
	Calendar Event GetVirtual Business Assistance	5pm to 7pm
Wed Jun 28, 2023	Assignment Clifton Strengths for Students Assessment & Reflection	due by 5pm
	Assignment Values Assessment	due by 5pm
Thu Jun 29, 2023	Calendar Event GetVirtual Business Assistance	3pm to 4pm

	Calendar Event GetVirtual Business Assistance	5pm to 7pm
	Assignment Values Assessment Reflection	due by 5pm
	Assignment LinkedIn Profile Creation	due by 5:20pm
Thu Jul 6, 2023	Calendar Event GetVirtual Business Assistance	3pm to 4pm
	Calendar Event GetVirtual Business Assistance	5pm to 7pm
	Assignment Wix Tutorials	due by 5pm
	Page Watch: Design Basics Video	to do: 5pm

	Page	to do: 5pm
	Watch: Project Management and Being a Consultant	
	Page	to do: 11:59pm
	Wix SEO	
Mon Jul 10, 2023	Assignment	due by 5pm
	Getting to Know Yourself: Vision Boards	
	Assignment	due by 5pm
	Letter From Future Self	
	Page	to do: 11:59pm
	Preparing for Client Interview	
Tue Jul 11, 2023	Calendar Event	3pm to 4pm
	GetVirtual Business Assistance	
	Calendar Event	5pm to 7pm
	GetVirtual Business Assistance	

	Page ClickUp Tutorial and Notes	to do: 11:59pm
Wed Jul 12, 2023	Page Directions for Time Tracking: Toggl	to do: 11:59pm
	Assignment Management and Communication Reflection	due by 11:59pm
	Calendar Event GetVirtual Business Assistance	3pm to 4pm
Thu Jul 13, 2023	Calendar Event GetVirtual Business Assistance	5pm to 7pm
	Assignment Practice Intake Interview Email	due by 5pm
	Page Client Management Videos	to do: 5pm

	Page OLD Management and Communication	to do: 5pm
	Page Team Roles	to do: 5pm
Fri Jul 14, 2023	**Assignment** Send Intake Interview Email to Client	due by 11:59am
Tue Jul 18, 2023	**Calendar Event** GetVirtual Business Assistance	3pm to 4pm
	Calendar Event GetVirtual Business Assistance	5pm to 7pm
	Assignment Directions and Assignment for "Later" - A Social Media Tool	due by 5:20pm
	Page Videos About Freelancing	to do: 11:59pm

	Assignment	
	Project Manager and Team Member Grade	due by 11:59pm
Thu Jul 20, 2023	Calendar Event	
	GetVirtual Business Assistance	3pm to 4pm
	Calendar Event	
	GetVirtual Business Assistance	5pm to 7pm
	Assignment	
	WIX Website Development Practice	due by 11:59pm
	Page	
	Project Proposal Writing Workshop	to do: 11:59pm
Fri Jul 21, 2023	Page	
	Week 4 Wrap-Up	to do: 11:59pm
Tue Jul 25, 2023	Calendar Event	
	GetVirtual Business Assistance	3pm to 4pm

	Calendar Event GetVirtual Business Assistance	5pm to 7pm
	Assignment Practice Proposal Writing	due by 11:59pm
Thu Jul 27, 2023	Calendar Event GetVirtual Business Assistance	3pm to 4pm
	Calendar Event GetVirtual Business Assistance	5pm to 7pm
Tue Aug 1, 2023	Calendar Event GetVirtual Business Assistance	3pm to 4pm
	Calendar Event GetVirtual Business Assistance	5pm to 7pm
Thu Aug 3, 2023	Calendar Event GetVirtual Business Assistance	3pm to 4pm

	Calendar Event	
	GetVirtual Business Assistance	5pm to 7pm
	Assignment	
	Business Model Canvas for your Project	due by 11:59pm
	Calendar Event	
	GetVirtual Business Assistance	3pm to 4pm
	Calendar Event	
Tue Aug 8, 2023	GetVirtual Business Assistance	5pm to 7pm
	Assignment	
	Project Management	due by 11:59pm
	Page	
	Invoicing	to do: 11:59pm
	Calendar Event	
Thu Aug 10, 2023	GetVirtual Business Assistance	3pm to 4pm

	Calendar Event	
	GetVirtual Business Assistance	5pm to 7pm
	Assignment	
	Team Progress Presentation	due by 5:30pm
Fri Aug 11, 2023	Calendar Event	
	Project Review with Deborah and Emily	11am to 5pm
	Assignment	
	Project Review with Teaching Team	due by 5pm
Tue Aug 15, 2023	Calendar Event	
	GetVirtual Business Assistance	3pm to 4pm
	Calendar Event	
	GetVirtual Business Assistance	5pm to 7pm
	Assignment	due by 5pm

	Individual Lessons Learned Final Presentation	
Thu Aug 17, 2023	Calendar Event GetVirtual Business Assistance	3pm to 4pm
	Calendar Event GetVirtual Business Assistance	5pm to 7pm
Fri Aug 18, 2023	Assignment Client Testimonials	due by 11:59pm
	Assignment Final Project Close Out Report	due by 11:59pm
	Assignment Participation: TA Communication	due by 11:59pm
	Assignment Peer Evaluation	due by 11:59pm

	Assignment	
	Self-Evaluation Paper	due by 11:59pm
Sat Aug 19, 2023	Assignment Daily Progress Work Journal Set Up	due by 11:59pm
	Assignment Bonus Credits!	