

FIRST YEAR SEMINAR COURSE PROPOSAL
UNIVERSITY OF MARY WASHINGTON

Use this form to submit **FSEM 100 topics** courses for review **or** any **other existing course** that you wish to have designated to meet the first year seminar requirement.

COURSE NUMBER:	FSEM 100		
COURSE TITLE:	THE ART OF [LIFE'S] WAR		
SUBMITTED BY:	T. Nichole Phillips	DATE:	1/17/13
<i>This course proposal has the department's approval. (Put a check in the box to the right.)</i>			<input checked="" type="checkbox"/>

NOTE: Please view the attached Call for Proposals or visit the First-Year Seminar blog at <http://firstyearsem.umwblogs.org/> to see the criteria used to evaluate courses proposed to meet the first year seminar requirement. See the report entitled "General Education Curriculum as Approved by the Faculty Senate" for additional details.

COURSE DESCRIPTION. In the space below, provide a one to two sentence description of this class. The description will be entered in Banner, and will also be used in other publications about the first year seminar program (such as the "Eagle Essentials" booklet).

This course examines the efficacy of business principles and strategies to the accomplishment of life goals. Topics such as personal branding and strategic management will be utilized to develop a roadmap to goal achievement.

RATIONALE. Include short statement addressing how this course meets the FSEM's basic components (see FSEM call), and why this course should be approved to meet the FSEM General Education requirement.

This course meets the FSEM's basic components by utilizing active, discussion-based participatory learning, and requiring appropriate exploratory research and information retrieval techniques from various sources to aid in the development of personal goals. Readings will come from primary sources, including practitioner texts, company annual reports, the Wall Street Journal, press releases and case studies. Students will utilize these sources, as well as personal accounts of professionals in various industries to engage in critical thinking activities, frame arguments, and develop their own views and positions on relevant topics. Students will engage in a series of formal and informal writing and speaking assignments designed to aid in the development of their analytical and communication skills. A final project will be incorporated to instill the importance of time management and organization in the accomplishment of goals.

SYLLABUS. Attach a course syllabus.

SUBMIT this form and attached syllabus **electronically as one document** to John P. Broome (jbroom@umw.edu). All submissions **must** be in electronic form.

FSEM 100: The Art of [Life's] War
Dr. T. Nichole Phillips

Course Description

This course examines the efficacy of business principles and strategies to the accomplishment of life goals. We will delve into topics such as personal branding and strategic management in order to determine if and/or how certain techniques used by companies and business leaders, entrepreneurs, etc. can be applied to personal goals. Specifically, we will learn the process by which goals are set, apply known branding and management strategies to personal goals, and develop a roadmap to accomplish said goals.

Course Objectives

- Set SMART goals
- Engage in research to identify relevant strategies and approaches
- Analyze results of research and apply to alternative situations
- Enhance written and verbal communication skills

Course Texts

Michaelson, G. (2003). Sun Tzu for Success: How to Use the Art of War to Master Challenges and Accomplish the Important Goals in Your Life.

Other readings as assigned and posted on Canvas.

Assignments

All assignments are due before or at the beginning of the class session in which they are due per the course schedule. Students must be present for the entire class and must turn in their own assignments. Late assignments will not be accepted. All written assignments are to be **typed, double-spaced, 12-point Times New Roman font, black ink, stapled or bound when necessary, with 1-inch margins all around.**

Course Requirements

Learning is not a spectator sport. Class participation is essential in this course. The course will be divided into modules. Within each module, you will complete a series of written assignments and oral presentations to demonstrate your application of various topics to you as an individual. Your final grade will be based on the following:

Class Participation	15%
Writing Assignments	30%
Speaking Assignments	30%
Final Research Paper and Presentation	25%

Participation

Discussion and interaction will be a major component of this course. In order to maximize the learning outcomes, you will be expected to attend class having completed the required readings and assignments. Participation includes more than attendance; you will also be expected to make a significant contribution to class discussions and activities. Participation will be measured by your presence in class as well as the quality of comments provided during the class, and your level of preparation.

Writing/Speaking Assignments

Each topic will include relevant assignments designed to develop your technical writing and public speaking skills. Given that writing and speaking are skills that will be utilized throughout your life in various situations, assignments will focus on basic business communication skills that are in demand in current organizations. Assignments will include writing formal memos, business letters, project reports, question formulation and delivery, impromptu speeches, and prepared speeches. The topics will vary throughout the semester. See the schedule below for due dates.

Final Research Paper and Presentation

The final research paper and presentation will incorporate all of the topics covered throughout the semester in the development of a personal strategic plan outlining your roadmap to accomplish your goals in the next one, three, and five years. You will give a formal presentation of your findings to the class.

Grading Scale

A:	93-100%
A-:	90-92.9%
B+:	87-89.9%
B:	83-86.9%
B-:	80-82.9%
C+:	77-79.9%
C:	73-76.9%
C-:	70-72.9%, etc.

Tentative Schedule of Readings and Assignments

Module 1 – Personal Characteristics of Success

Week 1

Course Introduction and 5-minute Chats

Week 2

Film Screening & Discussion - *The Dream Share Project* <http://thedreamshareproject.com/> is an inspirational film that follows two recent college graduates as they explore how successful people have chased their dreams.

Oral Assignment – Please prepare a 5 minute speech addressing the following questions:

- What success means to me?
- Why I chose UMW?

Week 3

Textbook Chapters – Know Yourself; Have Moral Integrity

Written Assignment – Please prepare a document addressing the following questions:

- What does a future in my chosen field look like?
- What is needed to achieve my definition of success?

Week 4

Textbook Chapters – Be Courageous; Be Creative; Be Disciplined

Lecture Topic – Goal Setting Theory: Setting S.M.A.R.T. Goals

Week 5

Research Strategy

Written and Oral Assignment – Conduct research on two leaders in your chosen field of study. Learning from their stories, set five S.M.A.R.T. goals related to achieving success in your chosen field of study. Prepare a 10 minute speech outlining your findings and goals.

Module 2 – Strategies for Success

Week 6

Textbook Chapters – Know Your Battleground

Week 7

Textbook Chapter - Build a Personal Network

Written Assignment – Write a formal business letter requesting a mentorship from a leader in your chosen field.

Week 8

Textbook Chapter – Develop Great Strategies

Lecture – Planning formal projects

Week 9

Textbook Chapter – Build a Strong Position

Lecture – Personal Branding; 4 P's of Marketing

Oral Assignment – Impromptu Speeches

Module 3 – Tactics for Success

Week 10

Textbook Chapter – Gain Momentum

Lecture – Resource Based View of the Firm

Week 11

Textbook Chapter – Take Advantage of Opportunities

Written Assignment – Outline and Project Plan for Final Project Report

Week 12

Textbook Chapter – Skillful Attacks Win

Oral Assignment – Prepare a 5 minute oral status report of your final project. An additional 5 minutes will be for fielding questions from the professor and classmates.

Week 13

Textbook Chapter – Implementing Strategy

Lecture – Strategic Management: How the top firms maintain their competitive advantage

Week 14

Peer review of final paper rough drafts

Week 15

Project Presentations

Week 16

Final Paper Due