**Syllabus: Think Differently Forum (MGMT 420)**

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<tr>
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<th>Elise Perrault, M.B.A., Ph.D.</th>
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<tr>
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**COURSE DESCRIPTION**

The *Think Differently Forum* exposes College of Charleston students to a topic in business, politics, international affairs, or culture that has societal importance and interest. The *Forum* represents the minority point of view on that specific topic, challenging the mainstream opinion and assumptions of the campus community. The purpose is to facilitate and inspire open-minded debates among the College of Charleston community. The Forum is created and organized by a team of four students, the Think Differently Scholars, who are guided throughout by a Faculty Supervisor. The Scholars encourage critical thinking and idea exchange during an event with discussion questions and individual inquiries for the speakers, while also engaging in complementary activities and academic pursuits related to the topic. The main goal of the Forum is thus to contribute to the formation of outstanding leaders (the Scholars) through the experience of critical thinking while encouraging the College community to think outside the box.

**OVERALL COURSE GOALS**

**Learning Objectives:**

- Practice critical thinking skills through the elaboration of a topic;
- Develop leadership skills through team interactions;
- Develop creativity by crafting activities that further the TDF mission;
- Organize a speaker event;
- Design and produce web content as well as marketing materials;
- Demonstrate professional communication and presentation skills
- Transfer knowledge from self to others through supported argumentation.

The course will promote the general goals of the School of Business as per below:

- **Communication skills:** Students will have to effectively discuss and present arguments related to their topic, both at the group and the campus levels.
- **Quantitative fluency:** Students will have to apply the academic constructs of critical thinking and tools in the activities they elaborate.
- **Global and civic responsibility:** Students will have to identify and define how to address social, ethical, environmental and economic challenges related to their topic.
- **Intellectual innovation and creativity:** Students will have to demonstrate problem-solving abilities and creativity as they organize the speaker event.
Synthesis: Students will have to integrate campus feedback, topic components, and speaker knowledge to create a coherent perspective on an interesting topic.

COURSE FORMAT

This independent study comprises meetings with the Faculty advisor on a weekly basis, which are complemented by group meetings of at least once per week. As a 3 credit course, the work expected is approximately 6 hours/week. The Forum includes the following activities:

1. Identifying a topic of interest and speaker for the main event;
2. Researching the academic components of critical thinking and leadership in teams;
3. Creating and performing activities that complement the forum’s main event in stimulating critical thinking across campus;
4. Designing and producing web and marketing materials.

D. COURSE REQUIREMENTS/ GRADING

The following components comprise the overall grade that will be given in this course:

Requirements and Evaluation:
Forum success 60% (including quality of web communications and activities, student participation, campus marketing, etc.)
Peer evaluations 10%
Final report 15%
Timeliness and communication with faculty 15%

Final report: the report is a general reflection on your activities and learning during the semester. It should generally address the points enumerated below, and submitted to your faculty advisor no later than December 1, 2016:

- Introduction to the Forum/your report
- A short description of your role in the organization of the Forum
- What you learned about critical thinking and teamwork:
  - How did working with others make your work better/more effective?
  - In which ways did it challenge your effectiveness?
  - How did you address and resolve the conflicts that arose?
- What management frameworks did you use during the course of the project?
  - Drawing on the courses you have taken at the College so far, what was most useful to enriching your experience?
  - What management style seemed most effective with your peers?
- What are the key takeaways from this experience that you will carry to your upcoming professional career?
- In which ways can the organization of the Forum be improved next semester?
  - (include advice to future Think Differently Scholars if relevant)
In total, the report should be no longer than 15 pages, double-spaced, 12 point font. Report will be graded based on the compelling elaboration of your text and writing quality.

Peer evaluations: will provide you and the other three Scholars the opportunity to qualitatively describe the value of each Scholar’s participation (including your own) to the Forum’s success. Please note that the peer evaluations may be overridden by the Faculty Advisor if they appear unrealistic/biased.

D. PROGRAM SCHEDULE (TENTATIVE):

<table>
<thead>
<tr>
<th>By Sep. 5</th>
<th>Introduction/ organization</th>
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<tbody>
<tr>
<td>Sep. 30</td>
<td>- List of topics, potential speakers</td>
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<tr>
<td></td>
<td>- Preliminary research: critical thinking and leadership/ team work</td>
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<tr>
<td>Oct. 15</td>
<td>- Speakers contacted/ booked</td>
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<td></td>
<td>- Auditorium + logistics</td>
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<td></td>
<td>- Facebook updated</td>
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<td></td>
<td>- Marketing plan underway (including SoB website)</td>
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<td>Oct. 31</td>
<td>- Marketing plan in full force</td>
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<td>- Collateral activities in place</td>
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<tr>
<td>~ Nov. 1</td>
<td>Forum</td>
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<tr>
<td>Nov. 15</td>
<td>Debrief, recruiting</td>
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<tr>
<td>Dec. 1</td>
<td>Sharing research, learning, report to Faculty</td>
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*Please note that the program schedule serves as a guideline only and does not include the details of all the activities the Scholars are to perform.*