

PROSPERITY IN ACTION **Course Syllabus**

Class schedule: Tuesdays, 9:00 am – 12:00 pm
April 20 – May 18, 2010

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Class resource page: <http://blog.manifestyourreality.com> (select 'CPP Class' tab)

Course overview and learning objectives:

This business course builds upon the foundation where students begin to implement the high-level vision outlined within a business plan created prior to this course. Critical business skills in the areas of workflow management, problem solving, customer relationship management, and delivering a sales presentation are learned through lecture, mastermind group activities, and student projects. Upon completion of this course, students will have established the framework for a customer relationship management process, deliver a sales presentation aligned with one of the strategies identified in the student's current marketing plan, and have implemented a system for workflow management and mapping high-level goals into a strategic action plan.

Course requirements:

- A. Prerequisite: Completion of **Creating a Professional Practice (#208 CPP)**.
- B. Satisfactory completion of:
 - a. Oral business presentation with visual aids (50% of grade),
 - b. Customer relationship management process implementation (30% of grade), and
 - c. Implementation of a workflow management system and action plan (20% of grade).
- C. Active participation in class and group discussions.
- D. Attendance at all class meetings, including make-up of missed time, as required by school policy.

Evaluation of objectives:

A Passing grade is based on attendance at all scheduled class sessions in accordance with IPSB policy and a minimum of 70% competency on all evaluations and assignments. On-time satisfactory completion of all assignments is expected.

Grade will be determined by an accumulation of points. A minimum passing grade is 70% of the total possible points. All work must be completed and turned in by date assigned. Reduced credit will be awarded for late assignments. Grades will be awarded based on the percentage of successful completion of assignments.

A = 90-100% (90 – 100 points)	D = 60-69% (60 – 69 points)
B = 80-89% (80 – 89 points)	U = 0-59% (0 – 59 points)
C = 70-79% (70 – 79 points)	

***NO CLASS EXTENSIONS will be granted for turning in assignments late,
so plan your time accordingly.***

Attendance policy:

The standard school policy for attendance applies to this course, allowing up to 20% of class time to be missed without requiring a student to re-take the entire class. However, all missed time must be made up through paid tutorials and/or make-up work assignments as determined by the instructor.

It is the **student's responsibility to take the initiative** and make arrangements for missed class time, which should be scheduled in advance for known missed dates. This is also a matter of developing the professional courtesy which a successful entrepreneur must establish with one's colleagues and clients, which applies equally to this course.

Curriculum and assignments::

DATE	CURRICULUM	Assignments Due
#1	Introductions	
Apr-20	Class Overview & Intentions Lecture: Presentation Design	
#2	Lecture: Networking review	
Apr-27	Lecture: CRM process, customized sales model Mastermind: Presentation draft consultation	Outline of presentation (draft)
#3	Lecture: Workflow management	
May-4	Lecture: Transition strategies and problem-solving Mastermind: Case-specific problem solving	
#4	Lecture: Advanced lead generation strategies; effective use of social media	CRM implementation
May-11	Mastermind: Round-robin presentation practice	Workflow management system with 90-day action plan
#5	Live business presentations	
May-18		Business presentations with proper business attire and support materials/ aids