



**OBTC 2015 at University of La Verne  
June 17<sup>th</sup> – 20<sup>th</sup>, 2015**

**Submission Template**

**SUBMISSION GUIDANCE**

- \* Remove all identifying properties from this document \**
- \* All files must be saved in PDF format \**
- \*Please include ALL supplementary text at the end of this document\**
- \*Only one document should be submitted\**

**Submission Template for the  
2015 OBTC Teaching Conference for Management Educators**

**1) Title of Proposal:**

Using Entrepreneurship To Create Learning Communities In  
Organization Behavior

**2) Abstract:**

*Please include a brief session description (not to exceed 100 words). If your proposal is accepted, this description will be printed in the conference program.*

Entrepreneurship is daily news, and sometimes the dream of the millennium generation. In an organization behavior class based on the Kolb (1984) model of experiential learning, the creation of entrepreneurial start-ups provides the learning community for semester long learning. As the students form start-ups, their companies experience the major theories of organizational behavior including team building, motivation, individual styles, structure, performance management, change, and leadership. The proposed presentation will include a discussion of the curriculum design, assessment strategies and learning outcomes. A brief simulation of the instruction methods will be employed.

### 3) Keywords:

*Use three or four keywords to describe your session.*

*Entrepreneurship, Business plans, Organization Behavior, curriculum*

### 4) Format

- Activity or exercise
- Discussion roundtable (60 minute only)
- General discussion session

### 5) Time Requested:

- 30 Minutes
- 60 Minutes (*Roundtables must select 60 minutes*)
- 90 Minutes

### 6) Planning Details:

*Does your session have any special requirements for space or materials?*

Small group tables and chairs

### 7) Learning Objectives or Goals for the Session:

*What are 2-4 specific learning outcomes that participants will get from your session?*

1. Participants will increase understanding of using entrepreneurship in traditional management classroom.
2. Participants will experience how the use of entrepreneurship can increase the closeness of a learning community
3. Participants will learn about an innovative approach to teach Organization Behavior.

## 8) Management or Teaching Topics:

*Describe what management and/or teaching topics are relevant to your session, and why. Please include theoretical, disciplinary, or theoretical foundations that will help reviewers understand how your ideas fit within the broader field of management.*

Kolb's (1984) experiential learning theory serves as the foundation for the design of the class. The class is structured to follow the learning cycle within each class session as well as across the semester. Basic business concepts taught in entrepreneurship are introduced to form the context for students to create their own companies. By creating their own companies, they create learning communities with changing roles. Success is measured both for in class activities as well as the creation of semester long business plan. As experiential learning is the focus of the presenter's research program, student experience has indicated that the class achieved conveying business content through the use of the business plan. Evaluations also demonstrate the extreme team bonding that occurs as students feel responsible for the success of the company. As the presenter was a practitioner before returning to academia, real life scenarios such as lay-offs, succession planning and financial changes are innovative twists to the curriculum offering additional experiences that enhance the sense of community.

## 9) Session Description and Plan:

*What will you actually do in this session? What activities will you facilitate, how long will they take, and how will participants be involved? Reviewers will be evaluating how well the time request matches the activities you'd like to do, and the extent you can reasonably accomplish the session's goals. Reviewers will also be looking for how you are engaging the participants in the session. Include a timeline for your session.*

Minutes	Activity
3	Introduction
2	Individual identification of values/interests/goals that might lead to company formation
5	Group discovery and mingle
5	Company formation and role
5	Company deals with real life scenario
5	Debrief
5	Sharing of curriculum and critical aspects of success

### 10) For Activities and Exercises:

Attach any materials needed to run the activity and debriefing questions. Evidence for effectiveness may also be included.

Notecards will be used.

The following is a word cloud based on 70 students who completed the class and were asked what experiences in class will contribute to their success after graduation. It highlights the use of business plan and activities.



When asked ...”When considering your experience in this class, please indicate to what extent this class helped you develop skills in the following areas”. 70 students indicated the following skills were either greatly developed or mastered.

Ability to work on a team	97%
Leadership	89%
Understanding self	87%
Ability to work with diverse people	87%
Confidence	84%
Oral communication	81%
Innovation	80%

Finally this class is given an overall average rating of 4/75 out of 5 by students.

### **11) Implications for Teaching or for Teachers:**

*What is the contribution of your session?*

This session offers an innovative approach that integrates entrepreneurship into traditional organization behavior. The session also offers additional ideas on experiential activities to be used in the context of teaching organization behavior.

### **12) Application to Conference theme:**

How does your session fit with the overall OBTC theme of Learning in Community?

As students form start-up companies, they create their own learning community based on value, interest or goal. That process parallels often how graduates choose their career. The formative experience during the majority of the semester consists of the teams (start-up businesses) completing a business plan that includes elements of organization theory and strategy as applied to their business. From experience, teams soon form a community where they align talent to task to ensure all the work is done. As there is a competition for “best in class”, teams begin to work to bring each member into learning experience.

### **13) Unique Contribution to OBTC:**

*Have you presented the work in this proposal before? If so, how will it be different? Is this proposal under current review somewhere else? If so, please explain. How will your proposal be different for the OBTC conference?*

**This has not been presented anywhere else.**

### **14) References and/or Additional Materials:**