

ILLINOIS STATE  
UNIVERSITY



**Instructor(s)**

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Background:

The modules presented below are a series of online competency based learning modules developed to provide you with a foundation of knowledge before your participation in the spring client consulting project. Irrespective of your major at ISU, the content provided in the modules is valuable. Following successful completion of all of the modules, you will be eligible to meet with your consulting team.

These modules and the team aid your participation in an interdisciplinary project calling upon your self-motivation, self-management, and hands on work using the design thinking process. These foundational topics have helped to fast track students looking to launch careers in today's most competitive and exciting industries. For example, professionals frequently call upon ISU's Career Center and Internship Coordinators to recommend students with these competencies for internships and full-time employment.

**If you have questions about self-awareness, leadership principles, conflict resolution strategies, or project management tools, please contact Dr. Hartman. For questions on Design Thinking, please contact Dr. Kaufman.**

Competency of Focus by Module:

- **Self Awareness:** This module introduces the competency of understanding yourself, which is the honest exploration of personal strengths, weaknesses, and values. A review of descriptors of self is provided to students to make their perceptions of self more complete. The goal is also to give students more tools to enhance their understanding of the connections between their feelings and actions.
- **Leadership Principles:** This module strives to develop participants' awareness of basic leadership principles. The goal is to develop a competency in leading a positive work group and skill in distinguishing the differences between leadership, management, and power.
- **Conflict Resolution Strategies:** This module will develop competencies associated with interpersonal conflict. Participants are exposed to strategies for identifying the different types of interpersonal conflict and how to select conflict management strategies.
- **Design Thinking Principles:** This module focuses on a methodology comprised of tools to encourage innovation and solve problems. Specific focus is placed on problem and project definition, research and analysis, concept development, and prototyping. Competency around each of these areas will be developed to understand this project based work-flow to solve problems.

- **Project Management Tools:** In this module, a basic competency in project management will be developed by focusing on project planning and monitoring. Particular attention will be paid to project initiation, execution, and closure. Tips for documenting projects are also provided.

Grading:

Assessment: **pass/fail.** To balance skills on project teams each student reviews and completes an assessment for each module. Students will have an opportunity to redo any assessment on the rare occasion that completed work is below the minimum threshold for participation. If students cannot surpass the minimum expected performance threshold after a second effort they will be asked to wait until the next academic year before being placed on a client project team. Scores on module assessments have no impact on a student’s GPA or standing at ISU.

Assessments are reviewed and graded on October 7, November 7, and December 7. The last review of assessments is December 7th. Unless special arrangements have been made in writing with an ICC Coordinator, students who have not satisfactorily completed the assessments by December 7th will not be able to participate in the spring project.

Modules: self-awareness, leadership, conflict resolution, design thinking, and project management. You are encouraged to complete the modules in the order presented. For the design thinking content, read and complete assignments embedded in the PPT files in the following order: 1) problem and project definition, 2) research and analysis, 3) concept development, and 4) prototyping & testing.

Assessments will be a combination of scenarios and short reflection papers. To complete all modules, the total estimated student commitment is 10 hours of work for the entire fall semester. Those students with more exposure to these topics may require less time, but this time will vary by student.

Access and upload completed assessments electronically in the tab in Reggie Net, “MKT – Innovation Consulting”.

In ReggieNet under the Resources tab you will find the course materials.

The screenshot shows the ReggieNet interface. At the top, there are navigation tabs for 'My Workspace', 'MKT 350 001 FA2014 - International Marketing', and 'MKT 350 002 FA2014 - International Marketing'. Below this, the 'Resources' section is active, showing a table of resources for 'MKT - Innovation Consulting Resources'.

Title	Access	Created By	Modified	Size
MKT - Innovation Consulting Resources	Add	Actions		
1. Competency Development for Self Awareness	Entire site	Nathan Hartman	Aug 31, 2016 4:24 pm	4 items
2. Competency Development for Leadership	Entire site	Nathan Hartman	Aug 31, 2016 4:25 pm	4 items
3. Competency Development Conflict Management	Entire site	Nathan Hartman	Aug 31, 2016 4:25 pm	3 items
4. Competency for Design Thinking	Entire site	Peter Kaufman	Aug 31, 2016 4:25 pm	6 items
5. Competency Development Project Management	Entire site	Nathan Hartman	Aug 31, 2016 4:25 pm	3 items
Learner Support	Entire site	Linda Summers (CLTL)	Feb 11, 2016 11:41 am	1 item
Lessons Builder	Entire site	Charles Bristow	Mar 30, 2015 9:15 am	1 item
Instructor Getting Started Guide	Entire site	Charles Bristow	Mar 30, 2015 8:57 am	94 bytes

In ReggieNet under the Assignment tab you will find the tabs to upload your assignments.

The screenshot shows the ReggieNet interface for the 'Assignments' tab. The page includes a navigation sidebar on the left with options like Home, Syllabus, Announcements, Messages, Gradebook 2, Lessons Builder, Resources, Assignments (selected), Tests & Quizzes, Forums, Search, Statistics, Site Info, Learner Support, and Help. The main content area is titled 'Assignments' and contains a sub-tab 'Assignment List'. Below this, there is a 'View' dropdown set to 'Assignment List' and a 'Showing 1 - 9 of 9 items' indicator. A table lists the assignments with the following columns: Assignment title, For, Status, Open, Due, In / New, Scale, and Remove?.

Assignment title	For	Status	Open	Due	In / New	Scale	Remove?
<a href="#">Resume</a> <small>Edit   Duplicate   View Submissions</small>	Entire Site	Open	Sep 14, 2016 12:00 pm	Feb 14, 2017 6:55 pm	1/1	No Grade	<input type="checkbox"/>
<a href="#">5. Project Management Memo</a> <small>Edit   Duplicate   View Submissions</small>	Entire Site	Open	Aug 31, 2016 12:00 pm	Nov 7, 2016 5:00 pm	0/0	No Grade	<input type="checkbox"/>
<a href="#">2. Leadership Assessment Memo</a> <small>Edit   Duplicate   View Submissions</small>	Entire Site	Open	Aug 31, 2016 12:00 pm	Nov 7, 2016 5:00 pm	0/0	No Grade	<input type="checkbox"/>
<a href="#">3. Conflict Assessment Memo</a> <small>Edit   Duplicate   View Submissions</small>	Entire Site	Open	Aug 31, 2016 12:00 pm	Nov 7, 2016 5:00 pm	0/0	No Grade	<input type="checkbox"/>
<a href="#">1. Self Assessment Memo</a> <small>Edit   Duplicate   View Submissions</small>	Entire Site	Open	Aug 31, 2016 12:00 pm	Nov 7, 2016 5:00 pm	0/0	No Grade	<input type="checkbox"/>
<a href="#">4c. Design Thinking - Concept Development</a> <small>Edit   Duplicate   View Submissions</small>	Entire Site	Open	Aug 15, 2016 12:00 pm	Nov 7, 2016 5:00 pm	0/0	No Grade	<input type="checkbox"/>
<a href="#">4d. Design Thinking - Prototyping &amp; Testing</a> <small>Edit   Duplicate   View Submissions</small>	Entire Site	Open	Aug 15, 2016 12:00 pm	Nov 7, 2016 5:00 pm	0/0	No Grade	<input type="checkbox"/>
<a href="#">4b. Design Thinking - Research &amp; Analysis</a> <small>Edit   Duplicate   View Submissions</small>	Entire Site	Open	Aug 15, 2016 12:00 pm	Nov 7, 2016 5:00 pm	0/0	No Grade	<input type="checkbox"/>
<a href="#">4a. Design Thinking - Problem &amp; Project Definition</a> <small>Edit   Duplicate   View Submissions</small>	Entire Site	Open	Aug 15, 2016 12:00 pm	Nov 7, 2016 5:00 pm	0/0	No Grade	<input type="checkbox"/>

The bottom of the screenshot shows the Windows taskbar with the time 9:08 AM on 9/19/2016.