**Course manual**

**Co-create: life’s professional challenges**

**1. General Information**

**Course coordinator**

Michele Gerbrands (M.C.Gerbrands@umcutrecht.nl)

**Team**

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**Learning activities**

- Inspirational sessions (15-30 minutes)

- Workshops (60-90 minutes)

- Coaching on demand

**Timetable**

The course takes place during the second semester of the academic year 2017-2018 from the 16th of April until the 26th. A detailed course schedule is added as appendix.

**Assumed prior knowledge**

There is no assumed prior knowledge. Bachelor three, master, and PhD-students of Utrecht University are welcome to join, as well as HU students and recent alumni.

**Assessment**

Team product and individual contribution: 80%, minimum grade 5,50

Individual presentation and reflection: 20%, minimum grade 5,50

**Amount of ECTS**

3 ECTS

**2. Course**

**Description learning activities**

The learning activities consist of workshop and symposia of 60-90 minutes, teamwork, (individual) coaching sessions on demand, and instructions on the course proceedings. Students furthermore work on the compulsory assignments.

**Description assessment**

*Team track*

*Concept and individual contribution to this concept: 80%, minimum grade 5,50*

During the course, students work in groups of maximum 5 students on an innovation product that provides a solution for a problem regarding healthy urban living, provided by the municipality of Utrecht. The final concept is accompanied by a report that will be assessed by the course teachers and presented to the client. The teams need to cooperatively integrate different entrepreneurial skills in order to be successful.

Each student furthermore peer assesses their team members’ and their own contribution to the team concept. The group concept grade can be adjusted 0.5 point based on this peer assessment.

*Individual track*

*Personal presentation and reflection: 20%, minimum grade 5,50*

At the end of the course, students record a personal pitch, which will be assessed by the course teachers. The focus of this pitch is on the professional skills of the student. Students can use different workshops and inspirational sessions to shape their pitches.

Next to the personal pitch, students write reflect in a journal. This can be used as input for the personal pitch as well. The course teachers will assess the degree of critical reflection from students’ journal and the personal grade be adjusted 0.5 point based on the reflection.

**Indication of the distribution of study time**

The total study time for this course is 84 hours (3 ECTS). The hours are distributed over different parts of the course as follows:

- Inspirational sessions, workshops, and activities: 36

- Team assignment: 30

- Individual assignment: 18

The study load is approximately 40 hours a week.

**Attendance**

As this is a full-time course, attendance is expected on all days during planned activities. During the time designated to teamwork or individual work, agree upon attendance within your own team. Please contact the course coordinator if it is necessary to agree on other attendance expectations.

**Evaluation**

Each day, feedback is collected on the different elements of the course and there is room for comments. At the end of the first week, a panel discussion is set up for feedback. On the last day of the course, students fill in the official course evaluation. There will be a panel discussion as well.

Contacting the course coordinators during the course with any complaints or questions is encouraged and always possible.

**3. Learning objectives and description of the course from day to day**

**Learning objectives**

After the end of the course, the student is able to:

- Develop and report in a team on a (design of a) product that satisfies the requirements of the client regarding the posed problem;

- Select and use different entrepreneurial techniques;

- Present him or herself to an audience;

- Reflect on his or her academic skills, personal skills, and overall growth during the course.

**Description of the course from day to day**

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| --- | --- | --- |
| **Day** | **Learning objectives** | **Learning activities** |
| **1** | Students understand the expectations regarding joining this course.  Students know their role in a team.  Students know how to form an efficient team for their team assignment. | The group assignment and individual pitch are introduced.  Teambuilding exercises and team forming.  Symposium: Healthy urban living. |
| **2** | Students gain insight in how to research the theme.  Students gain insight in interviewing techniques.  Students are able to conduct an interview with a client, by asking informative questions and listening carefully.  Students understand how to reflect on their learning process. | Symposium: Case method  Workshop: Prepare your interview with the client.  The reflection assignment is discussed.  Interview with the client. |
| **3** | Students understand and can apply design thinking techniques to their concept and gain insight in the next steps of the design cycle (prototype).  Students gain basic skills in networking.  Students know how to write a report for the client. | Workshop: Design thinking.  Workshop: Networking.  Workshop: Business modelling. |
| **4** | Students understand the principles of giving and receiving feedback.  Students can present their concept in an effective way to others. | Workshop: Giving and receiving feedback.  Network event. |
| **5** | Students have gained insight in their competencies.  Students can apply principles of giving and receiving feedback. | Competency scan.  Short cycle evaluation. |

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| **Day** | **Learning objectives** | **Learning activities** |
| **6** | Students know how to make a personal pitch and are able to make their own pitch. | The personal pitch assignment and insight in own strengths and weaknesses are discussed. |
| **7** | Students know can write a report for the client.  Students can monitor their progress. | Workshop: Writing a report.  Group coaching. |
| **8** | Students can give and receive feedback to improve their product. | Peer review. |
| **9** | Students can present themselves and their product to a set of judges.  Students used entrepreneurial techniques for their product. | Final team product pitches.  Course evaluation.  Deadline assignments. |

**Feedback on assignments**

There are different feedback moments during the course where student can receive feedback on their work.

First week

* On demand from coach(es): feedback on the project plan
* Network event guest(s): feedback on the team concept/ idea
* On demand from teacher(s): feedback on the level of reflection

Second week

* Peers: feedback on presentation skills and concept
* Teacher(s): feedback on the report
* Teacher(s): feedback on the content and form of the personal pitch
* On demand from teacher(s): feedback on the level of reflection

The deadline for all assignments is on the 30th of April 2018 at 23:59.

**4. Guidelines for the assignments**

Assessment rubrics for all assignments will be made available before the start of the course.

**Team track (80%, minimum grade 5,50)**

The final grade of the team track will be the group grade for the concept and accountability report adjusted for individual contribution.

*Concept and report*

A concept of a product for the client is developed in groups of maximum 5 students. This product is a (design of the) solution to the posed problem. This concept is presented at the end of the course to a group of judges and to the client. The format of the presentation is free (drawings, models, text, video, etc.), but cannot be longer than 5 minutes. After each presentation, there is room for questions from the judges, client, and audience (approximately 10 minutes). A written report is handed in and graded by the course teachers using a rubric and distributed to the client. The client will give feedback and input on the grade as well. Although the format is free again, the following requirements should be kept in mind:

* Write or speak clearly and use a clear structure
* Use visuals, make the report fun for the client to read
* Max. 4 pages
* Appendixes (for instance with references or elaborated results) are allowed if referred to in the report

*Individual contribution*

Students furthermore fill in a short form on each group members’ and their own contribution to the group concept and report. This form is handed in separately from the accountability report. They state a tip and a top, which will be distributed to the different members anonymously, the deserved group grade and the whether the team member (ore yourself) contributed less, equally, or more to the group concept and report. Handing in these forms is obligatory for receiving the final grade for the team track. Your final grade for the team track might be adjusted with 0.5 points to reflect your individual contribution.

**Individual track (20%, minimum grade 5,50)**

The final grade of the individual track will be the individual grade for the personal pitch adjusted for the level of reflection.

*Personal pitch*

The personal pitch focuses on personal strengths and interests using a pitch format. Your presentational skills and content of the pitch will be assessed and graded by the course teachers using a rubric. Although the format is free, the following requirements should be kept in mind:

* Maximum duration of two minutes
* The pitch must be recorded (no professional quality is not needed, but you need to be clearly visual)
* Hand-in can be done through we-transfer or a link to (Google)drive using the [info@co-challenge.nl](mailto:info@co-challenge.nl) email adres.

*Journal*

Students furthermore keep track of their growth during this course by maintaining a journal. Within this journal, reflection on the learning activities of the course and academic and personal skills take a central role. The journal consists of:

- Personal learning goals that are defined at the start of the course (Formulated during the first day)

- Continuous reflection during the course. At the end of the first week a plenary session is planned to look back on the learning goals and one specific case chosen by the student. The student will also look forward to the second week. This is repeated at the end of the second week.

- Max. 5 pages

Multiple teachers assess the degree of critical reflection using a rubric.

**Deadlines**

The accompanying accountability report, peer-assessment of individual contribution, individual assignment (pitch and reflection journal) need to be handed in at the end of the course on the 30th of April 2018 at 23:59 at the latest.

**5. Course evaluation procedure**

The course will be evaluated during the course and at the end of the course. At the end of the first week a short evaluation is planned in which we look at the first week as a group and at the next week. We would like your input and experiences of what to keep in the course and what to change. At the end of the second week the official evaluation takes places.

If you have any suggestions or remarks during the course, don’t hesitate to contact us!

**6. Other notices**

**Sick leave and personal circumstances**

Please contact the course coordinator in a timely manner. Together we can look at the course schedule and your attendance.

**(Dis)satisfaction/complaints**

You can always contact the course coordinator, please don’t wait until the official evaluation.

**Week 1**

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| --- | --- | --- | --- | --- | --- | --- |
|  | Day 1  April 16th | Day 2  April 17th | Day 3  April 18th | Day 4  April 19th | Day 5  April 20th |  |
| 9:00 | Introduction to the course | Day opening | Day opening | Day opening | Day opening | 9:00 |
|  | Mini symposium case method: research methods | Teamwork | Feedback workshop | Competency scan workshop |  |
| 9:30 | Teambuilding + learning objectives | 9:30 |
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| 10:00 | 10:00 |
|  | Break | Break |  |
| 10:30 | Interviewing workshop | Design thinking workshop | Network event pitch coaching / Teamwork | Network event refl. | 10:30 |
|  | Break |  |
| 11:00 | Evaluation | 11:00 |
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| 11:30 | 11:30 |
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| 12:00 | Mindfulness | Mindfulness | Teamwork | Mindfulness | Mindfulness | 12:00 |
|  | Lunch break | Lunch break | Lunch break | Lunch break |  |
| 12:30 | 12:30 |
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| 13:00 | Team formation | Teamwork  Available coaches:  … (Interviewing?)  … | Teamwork | General info moment | 13:00 |
|  | Teamwork |  |
| 13:30 | 13:30 |
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| 14:00 | 14:00 |
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| 14:30 | Networking workshop | Setting up for the network event | 14:30 |
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| 15:00 | 15:00 |
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| 15:30 | Break | Press-conference:   * Presenting your team * Interview with the client | Business modeling workshop | Network event (until 18:00) | 15:30 |
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| 16:00 | Mini symposium  Case content:  Introduction to theme | 16:00 |
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| 16:30 | 16:30 |
|  | General info moment | General info moment |  |

**Week 2**

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| --- | --- | --- | --- | --- | --- | --- |
|  | Day 6  April 23th | Day 7  April 24th | Day 8  April 25th | Day 9  April 26th | Day 10  April 27th |  |
| 9:00 | Day opening | Day opening | Day opening | Day opening | KINGSDAY  Deadlines April 30th:  Team report + pitch  Team contribution  Individual pitch + report | 9:00 |
|  | Individual development | Group coaching | (Peer) review:  report + final pitches | Teamwork  Available coaches:  … |  |
| 9:30 | 9:30 |
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| 10:00 | 10:00 |
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| 10:30 | Teamwork | 10:30 |
|  | Break |  |
| 11:00 | Writing a report workshop | 11:00 |
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| 11:30 | 11:30 |
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| 12:00 | Mindfulness | Mindfulness | Lunch break | 12:00 |
|  | Lunch break | Lunch break |  |
| 12:30 | 12:30 |
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| 13:00 | Individual development | General info moment | General info moment | 13:00 |
|  | Teamwork  + Possibility to record personal pitch in DIY studio | Teamwork  + Possibility to record personal pitch in DIY studio |  |
| 13:30 | 13:30 |
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| 14:00 | Final pitches before judges (GU):   * 5 min pitch + 10 min questions per team * Break * Judging + winners | 14:00 |
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| 14:30 | 14:30 |
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| 15:00 | 15:00 |
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| 15:30 | 15:30 |
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| 16:00 | 16:00 |
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| 16:30 | Course evaluation (until 18:00) | 16:30 |
|  | General info moment |  |