Complete this worksheet after you have modified your course, delivered it, and assessed it. Attach a syllabus/course outline, Activity Sheets for new activities, summary of your assessment, and essential copies of teaching materials to help the mentor team evaluate your achievement of workshop goals.

Course Name: Business Level 1 (A course designed for refugees. The course is taught at the Refugee Education and Training Center in Salt Lake City)

Instructor Name: Ujal Ibrahim

List learning goals for your course, lesson, or activity that highlight new sustainability elements.

Upon completion of the course, students are expected to have an understanding on:

- Basic theoretical frameworks in the areas of marketing, management, and finance
- Real-world applications and implementations of different business practices
- How to work in a group environment
- How to communicate in a business environment

Explain the new sustainability element(s) you incorporated into your course and how they related to the learning goals above (at course, lesson, or activity level). Describe how you see these elements relating to sustainability.

This is an introductory, 8-week long business course that has been developed for refugees of Utah. Students in the class come from diverse backgrounds with no business education experience in most cases. As an instructor I focus on two goals: (1) providing basic business education, and (2) encouraging students to start their own enterprises. I spend the last 15-20 minutes of the class discussing their business ideas. It’s a group discussion that helps students and entrepreneurs get feedback in a class setting and shape their ideas.

Provide a concise listing of sustainability lessons and activities and show their location in the course schedule. For selected new activities attach a completed Activity Sheet.

- a. In class discussion on business ideas
- b. In class discussion on how to come up with a business plan
- c. Understanding the financial planning for businesses
- d. SWOT analysis homework
What motivated you to change your course?

I changed some elements of the course based on the needs of the students. For example, I have started giving more emphasis on application of business than the theories as I learned that most of the students were attending the class because they either have an existing business or wanted to start a new one soon.
Course Description
This course is designed to provide students with an opportunity to learn important business concepts and their real-world implementations. The course aims to help students to understand the basics of a business and design and implement their business plans.

Course Objectives
Upon completion of the course, students are expected to have an understanding on:

- Basic theoretical frameworks in the areas of marketing, management, and finance
- Real-world applications and implementations of different business practices
- How to work in a group environment
- How to communicate in a business environment

Class Structure
I highly encourage the class to be interactional in nature. I encourage you to share relevant examples and real-world experiences. Please feel free to raise your hand as I lecture, and share your thoughts with the class. Your active and regular participation in class discussions will bring the course materials to life and help you best see how to apply those in a business setting.

In-Class activities and Homework
We will have both individual as well as group activities in class. The activities will help students to comprehend the topics we cover in class better and use those in real-world business planning. Students will be given homework on the topics covered in class. Students are expected to discuss their work with me in my office hours stated at the top of the course outline.

Group Presentation
After completing the course, we will have a presentation session where students will present their business plans. The contents and the format of the presentation will be discussed in class. A presentation should not exceed 15 minutes. There will be a 10-minute discussion followed by each presentation.
Course Topics

We will cover the following broad topics:

Business feasibility

Forms of business ownership

Marketing mix

Concepts that guide marketing strategies

Strategies to capture markets

Business models and customer development

Marketing research

Market segmentation

Choosing a value proposition

Product/brand positioning

Marketing communications

Financial institutions and services

Basic accounting
Complete one Activity Sheet for each activity you developed that incorporates sustainability into your course.

Activity Name: Discussion of business ideas in an introductory business class

Instructor Name: Ujal Ibrahim

State the activity learning goal(s).

- Real-world applications and implementations of different business practices
- Presenting ideas in a group setting
- How to work in a group environment
- How to communicate in a business environment

Summarize activity

The course usually consists of 8-10 students. Students develop a draft of a business plan of their interest. The draft consists of the idea, product/service description, target market, financials, and distribution, pricing, and promotional strategies. Each student shares his/her idea with the class and receives feedback from the group. The feedback help them to shape their ideas.

At what point in your course is this activity delivered?

As students learn business concepts, theories, and practices in class, they are given directions on how to develop a business plan. They work on the plan throughout the course and come up with questions. At the end of the course they share their ideas with the class.

Provide teaching tips to help other instructors implement your activity in their courses.

I believe a good way to develop sustainability contents in a course would be to consider the course objectives and to conduct student feedback sessions on a regular basis. New content ideas will emerge through communicating with students.

Describe your assessment strategy and instruments for student learning and attitudes. Attach grading rubric and/or assessment instruments.

Verbal feedback sessions / discussions throughout the course. A formal survey questionnaires will be implemented soon which will be administered at the end of the course.
How effective was the activity? What are your ideas for improvement in the future?

The feedback sessions were effective. The students shared their expectations from the class. As an instructor I got a sense of what materials could be incorporated to make the course more effective.