

A. Small Business Consulting Practice



As higher education continues to adapt to new expectations from students, hands-on (“experiential”) learning in business programs has become more important. Graduating students need to build skills, which can only be taught via experiential learning.

[Extracted from Tech Initiatives Report - April 20th, 2018]

1. Introduction

Using funding from the City Council, the Small Business Consulting Practice is designed to accommodate the demanding work and academic schedules of 30 accounting and business students, divided into two cohorts. The program, managed by the Department of Economics and Business, is training the cohorts in marketing (including social media), procurement of government contracts, Excel, PowerPoint and providing them with the opportunity to work with small businesses, chosen and supported by the Small Business Development Center (SBDC).

Students that have been selected by the department have taken prerequisite courses in business, management, and accounting. The program will serve two distinct purposes. (1) to deliver technical training, not generally available through the undergraduate curriculum to Lehman College undergraduates and (2) to simultaneously provide consulting services to small businesses (especially tech companies) in the Bronx through the SBDC.

The SBDC will recruit small businesses and startups interested in receiving free consulting services from the “Small Business Consulting Practice” cohorts. Students from Part One (training) will form the Small Business Consulting Practice Group and will be housed inside Lehman’s CUNY on the Concourse (COTC) Innovation Lab/Technology Incubator. The students will support local businesses by providing consulting services in the areas of technology and business in collaboration with business advisors from the Small Business Development Center.

Students will receive stipends of \$12.50 per hour for up to 19 hours per week for 12 weeks (\$2,850) or a one-time fee of \$750 if they cannot make the internship commitment but still want to be part of the Practice. Students have signed an agreement/contract to complete the workshops and the internship/consulting project before they will be given a stipend.

Department of Economics and Business will offer an online course for credit for the summer internship with the goal to reflect critically and constructively on academic internship to build upon the work experience in order to advance student's careers. This includes figuring how the coursework relates to job and career plan, and what additional skills students may need.

Students in the 2nd Cohort are also expected to earn 4 credits for the 60 hours workshop, approval process is on-going and under development by the Department of Economics and Business.

2. Program Plan/ Narrative

Lehman College has enhanced its two existing incubators, Bronx Business Incubator and Innovation lab (IT Incubator) at CUNY on the Concourse. The goals are to develop a pool of talent, create the foundation to attract high tech startups in the Bronx, and simultaneously enhance Lehman's academic excellence and student success. Additionally, it aims to leverage resources of the college and Bronx businesses while promoting collaborations between the two. The key to Lehman's approach has been to combine skills development with an appropriate level of classroom instruction in management theory while offering a full range of entrepreneurial

support and technical training. The Bronx Business Incubator and the IT Incubator provide the local small businesses and startups with flexible office space, technology and the business support in which to bring their business plan from concept to reality and move to the next level.

New York City Council funding will allow Lehman College SCPS to initiate, plan and implement the Small Business Consulting Practice program:

2.1 Part one: Training, Certificates, and Credentials

Cohort 1

Spring 2018 Summer 2018

Cohort 2

Summer 2018 Fall 2018

The program is designed to accommodate up to 30 Lehman College undergraduates from the Economics and Business Department. This will be accomplished by utilizing technology and various methods of instruction such as online, hybrid, face-to-face as well as flipped learning to support student experiences.

Lehman students who want to enhance their knowledge in a specific area of business will obtain certifications of professional achievement and Continuing Education certificates through this program. These credentials will also benefit those students who plan to pursue graduate degrees in business and related areas.

Lehman's School of Continuing and Professional Studies:

Students from Lehman's Department of Economics and Business, as well as other interested students, will benefit from 4 non-degree courses taught by Continuing Education teachers and SCORE

instructors. Students will enhance their competencies by learning extra skills and gaining credentials. This course will also increase their employability by receiving extra badges/certificates that will benefit them significantly. Students will learn to think critically and to apply this knowledge to new situations by analyzing information, effectively communicating with clients, collaborating to solve problems, and making decisions that will help enhance small businesses.

Course subjects include:

(March 14 – August 8)

- Selling to Government (March 14th & 21st), 6 hours (2 sessions) SBDC/SCORE
- Web Development (March 28th-May 2nd), 15 hours (5 sessions) Ariel Maduro
- Marketing, Social Media (May 9th-May 30), 12 hours (4 sessions) Daphne Leblanc

- Excel and Power Point (June 6th-August 8th), 27 hours (9 sessions) CE Teachers (12 hours PPT + 15 hours Excel).

Total training: 60 hours

Lehman's Department of Economics and Business:

The mission of the Department of Economics and Business is to serve the Bronx and surrounding region. The Department achieves this by providing the highest quality education in business, economics and accounting while also educating our students on how to become successful and socially responsible leaders. Lehman provides students with an academic environment that embraces diversity and fosters personal growth and development.

(Chair: Dr. Dene Hurley)

Students will be recruited for the SBCP program from Lehman's Department of Economics and Business, as well as the Computer Information Science Department and others during Part One of the program.

2.2. Part Two: Forming the "Small Business Consulting Practice"

Experiential Learning:

Selected students from Part One (training) will form the Small Business Consulting Practice Group and will be housed inside Lehman's CUNY on the Concourse (COTC) Innovation Lab - Technology Incubator.

The students will support local businesses by providing technological and business consulting services in collaboration with business advisors from the Small Business Development Center.

Innovation Lab and Technology Incubator:

SCPS is administering programs that help entrepreneurs launch technology products and businesses through the use of the City funded tech Incubator. The incubator space will be given to Lehman students for the duration of one year, to operate from and implement the Consulting Practice.

Lehman's Career Exploration & Development Center (CEDC): The CEDC assists Lehman students with their transition from college to career and all phases of their career development. CEDC services include counseling and career exploration, deciding on a major, developing connections with employers and assisting in the acquisition of internships. CEDC will lead the student recruitment

process during the part two phase (forming the “Small Business Consulting Practice”).

Students will receive stipends of \$12.50 per hour, for up to 19 hours per week, for 12 weeks (\$2,850) or a one-time fee of \$750 if they cannot make the internship commitment but still want to be part of the Practice. Students will be expected to sign an agreement/contract to complete the workshops and the internship/consulting project before they will be given a stipend.

2.3. Part three: Recruitment of Bronx Small Businesses

Small Business Development Center (SBDC):

Lehman College has operated a Small Business Development Center since 2000. It annually counsels an average of 700 business owners and aspiring entrepreneurs and provides training to 850 people.

SBDC will recruit small businesses and startups interested in receiving free consulting services in the areas technology and business for the “Small Business Consulting Practice”. SBDC will continue to support their business growth through counseling people on government contract procurement, access to capital and MWBE certification where appropriate.

We expect 200 small businesses will be impacted by this resource in year one.

Bronx Business Incubator:

The Bronx Business Incubator offers services for startups and businesses expanding in the Bronx. Funded by the city council, the Business Incubator space enables entrepreneurs to bridge the gap between plans and execution. The services provided by the Small Business Consulting Practice and SBDC will include a full suite of free business management support, technological services, and

access to loan programs and early stage capital for eligible businesses.

SCPS and SBDC will recruit and incubate 10 Bronx Startups after series of screenings and interviews.

3. Timeline

Cohort 1

February 21st: Open house for recruitment of undergraduate business students who have completed BBA 204, ACC 171, ACC 272, ECO 166 and ECO167.

Mid-March-August: Accepted students (30) will be trained through four non-credit workshop/courses on marketing & technology, social media, selling to government, Excel and Power Point which will be delivered by SCPS faculty and SCORE consultants.

At the same time local small businesses will be recruited by the Small Business Development Center.

Summer 2018: Students begin internships with SBDC or start consulting with small businesses under the supervision of the Small Business Development Center in SCPS.

Cohort 2

An optional second cohort can begin in summer 2018 and follow the same schedule as above. This is to accommodate the total of 30 students if the cap was not achieved in Cohort 1.

4. Eligibility criteria

Students must have completed:

BBA 204, ACC 171, ACC 272, BBA 204, ECO 166, and ECO 167.

Small business must:

- M/WBE - certified or looking to become certified [optional]
- Start-up or existing
- Credit worthy and Ready to launch or looking to expand

5. Benefits for the students in the Department of Economics and Business

This initiative bridges classroom learning with hands-on experience in various business functions. It also will provide business and accounting students with opportunities to not only develop and deepen their business skillset and knowledge, but will also give them an edge in the job market by having practical business experience.

As part of its long-term commitment to this initiative, in *Spring 2018*, the Department of Economics and Business has researched and proposed two "experiential courses. They are made up of training material, similar to those developed by SCPS faculty and SCORE consultants, to prepare students to get ready for internships or consulting. These courses need to get the approval through the formal channels which include the department, the Lehman Undergraduate Curriculum Committee (UCC), Lehman Senate etc. Thus, the experiential learning courses may not be available for students until fall 2018 at the earliest.

6. Benefits for businesses

Businesses will be able to access valuable information and skills for marketing and promoting their businesses. They will also have access to additional manpower at no charge, while using the facilities at the Tech Center (Bronx Business Incubator and Innovation lab -- IT Incubator).

7. Open House pictures



8. Student Recruitment Process

See (Appendix K) for Student Recruitment Flyer and Student application templates.

See (Appendix L) for Student completed applications.



Small Business Consulting Practice

Background: The Small Business Consulting Practice project is a CUNY New York City funded project involving a collaboration between the Department of Economics and Business and School of Continuing and Professional Studies (SCPC). The goal of this project is to provide business students with applied business training and experience. A total of 30 students will be selected for the project in two cohorts of 15 students each, with the first cohort starting in Spring 2018 and the second cohort in Fall 2018. Students who are selected will **commit by signing a contract** to attend training workshops once per week during the first five months followed by 6 weeks of internships with Small Business Development Center (SBDC) or working as consultants with a small business in the business incubator under the supervision of the Small Business Development Center consultants. This initiative, which bridges classroom learning with hands-on experience in various business functions, provides business, economics, and accounting students with opportunities to not only develop and deepen business knowledge and skills, but also will give them an edge in the job market through acquiring of business experience.

Time Line

Spring 2018 cohort

March 14 – August 8: Attend 4 training workshops on Wednesdays afternoon as follows:

- Selling to Government (March 14 & 21), 6 hours (2 sessions)
- Web Development (March 28 - May 2), 15 hours (5 sessions)
- Marketing & Social Media (May 9 - May 30), 12 hours (4 sessions)
- Excel and Power Point (June 6 - August 8), 27 hours (9 sessions)
- Total: 60 hours

July 23 - end of August: Internship or consulting with small businesses and complete a paid internship course

Fall 2018 cohort (tentative dates)

September 5, 2018 - Jan 2, 2019: Attend 4 training workshops on Wednesdays afternoon as listed above.

January 7, 2019-February 11, 2019: Internship or consulting with small businesses and complete a paid internship course

Who qualifies? Students who (1) **have completed** ACC 171, ACC 272, BBA 204, ECO 166, and ECO 167, and (2) **can commit to attend workshop** on above Wednesday dates for training and work for 6 weeks from July 18-end of August.

What do you gain? Applied business experience **PLUS** stipends **PLUS** 3 credits from a fully paid internship course.

How do I apply? You must complete and sign the application form, provide typed written answers to questions on the form and a resume. **These documents must be scanned and submitted by email to Ms. Deirdre Constant, not later than 5PM on February 24th.** Selected students will be notified by email February 27th and will be **REQUIRED** to attend an orientation session at 3:30PM-5PM on February 28th. Location of this meeting to be provided by email.



Small Business Consulting Practice

Application Form

Instructions: Complete this application form. The completed and signed form, answers to the questions provided below, and your resume must be scanned and submitted by email to Ms. Deirdre Constant (Deirdre.Constant@lehman.cuny.edu) by 5PM on February 24th.

FULL NAME (print): _____ Emplid: _____

EMAIL: _____ PHONE: _____

INTERESTED IN (select one): Spring 2018 Cohort Fall 2018 Cohort

MAJOR: _____

CHECK COMPLETED COURSES: ACC 171 ACC 272

BBA 204 ECO 166 ECO 167

Use a separate sheet to type the answers to the following questions:

1. Why are you interested in participating in this project? (200 words max)
2. What will you contribute to this project? (200 words max)

If selected

1. I agree to attend ALL Wednesday afternoon training sessions,
2. I commit to 6 weeks of internship/consulting.
3. I also agree to sign a contract to this effect.

Print name: _____

Signature: _____ Date: _____

9. Student Contracts

See Student Contract template below and refer to (Appendix M) for Students Signed Contracts.

February 28, 2018

Small Business Consulting Practice Agreement

Spring 2018-Summer 2018

The Small Business Consulting Practice project is a New York City funded project involving a collaboration between the Department of Economics and Business and the School of Continuing and Professional Studies (SCPS). The goal of this project is to provide business students with applied business training and experience. Students who elect to accept the offer to participate in the Small Business Consulting Practice program agree to the following:

THE AGREEMENT

By signing below, I agree to participate in and commit to complete the Small Business Consulting Practice Program which runs from February 28-August 25, 2018.

I agree to accept and satisfy the following specific terms:

- Attend all the following training workshops covering four topics on Wednesdays afternoons as follows:
 - Selling to Government (March 14 & 21), 6 hours (2 sessions)
No class April 4
 - Web Development (March 28 - May 2), 15 hours..... (5 sessions)
 - Marketing & Social Media (May 9 - May 30), 12 hours (4 sessions)
 - Excel and Power Point (June 6 - August 8), 27 hours..... (9 sessions)
No class July 4

Total:..... 60 hours
- Between July 23- August 25, work as an intern or consult with a small business under the supervision of the Small Business Development Center advisors.
- Register for and successfully complete a paid internship course (BBA 370) between July 11 and August 18.
- Meet with and report regularly to the Small Business Practice Coordinator upon starting the internship/consulting project.

School of Continuing and Professional Studies will make good faith effort to provide the following:

- at the end of the program in August for a student who satisfies and completes the above stated terms:
 - A stipend of \$12.50 per hours for up to 19 hours per week for up to 12 weeks of consulting/internship (\$2,850) or a one-time fee of \$750 if the student can not make the internship commitment but is a part of the Practice.
- Pay tuition for the student to take the internship course during Summer Session E (July 11-August 18, 2018)

In signing this form, I also acknowledge that I understand and agree to the commitment outlined above.

Print Name: _____ Emplid: _____

Signature: _____ Date: _____

10. Credit Course

Below is the 4 credit course description/curriculum change request to earn credits for the 60 hours workshop as developed by the Department of Economics and Business? Students in the 2nd Cohort are expected to earn these credits.

Department(s)	Economics and Business
Career	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Academic Level	<input checked="" type="checkbox"/> Regular <input type="checkbox"/> Compensatory <input type="checkbox"/> Developmental <input type="checkbox"/> Remedial
Subject Area	Business
Course Prefix & Number	BBA 466
Course Title	Business Consulting
Description	Promote understanding of theory and practice of providing management consulting to businesses through a framework for understanding the art and science of providing management counsel to businesses. Instruction incorporates use of technology to support and enable business functions. NOTE: Upon completion of this course, students will spend XX hours at a field placement.
Pre Requisites	ACC 171, ACC 272, ECO 166, ECO 167. Departmental permission required
Credits	4
Liberal Arts	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Attribute (e.g. Writing Intensive, WAC, etc.)	
General Education Component	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> Required <input type="checkbox"/> English Composition <input type="checkbox"/> Mathematics <input type="checkbox"/> Science <input type="checkbox"/> Flexible <input type="checkbox"/> World Cultures <input type="checkbox"/> US Experience in its Diversity <input type="checkbox"/> Creative Expression <input type="checkbox"/> Individual and Society <input type="checkbox"/> Scientific World

Rationale:

The course promotes an understanding of business consulting and its various aspects while allowing students to acquire necessary skills in strategic planning, marketing and social media, technology, and financing and financial analysis, needed to assist, develop, and grow businesses. Unlike other business courses that concentrate narrowly on a particular function of the business, this course encompasses a spectrum of business and management. Additionally, it provides the opportunity for students to gain hands-on experience and application of various tools used in areas of marketing, sales and web development with the goal of providing a valuable service to businesses in both private and public sectors.

This course is designed specifically for students who upon of the course will work with Bronx-based businesses, as part of the Small Business Consulting Practice program, collaboration between Department of Economics & Business and School of Continuing and Professional Studies.

Learning Outcomes (By the end of the course students will be expected to):

- Demonstrate understanding of the business consulting process including the ability to explain what business consultants do, who they work for and how they create value.
- Develop techniques and utilize skills for effective consulting, including in strategic planning, marketing and social media, technology and financing, and creating, presenting, and implementing recommendations.
- Conduct a field consulting project.

- Prepare and deliver written and oral presentations.
- Work collaboratively and effectively in teams.

Departmental Approval is required and currently in-process, second cohort students are expected to receive the 4 credits.

11. Online Course

Department of Economics and Business will offer an online course For credit for the summer internship with the goal to reflect critically and constructively on academic internship to build upon the work experience in order to advance student's careers. This includes figuring how the coursework relates to job and career plan, and what additional skills students may need.

See (Appendix N) for the Online Course syllabus.