

# CURRICULUM RECOMMENDATIONS



U.S. CHAMBER OF COMMERCE FOUNDATION  
Institute for Organization Management

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## BACKGROUND

Based on all feedback received from attendees, faculty, and volunteers during 2018, we would like to review the following courses:

1. E161 Business Communication Technology Trends
2. C460 Integrating Strategic Tech Solutions
3. C360 Innovate or Die
4. C341 Win-Win Partnerships
5. E340 501(c)(3) Foundations
6. E150 Inclusion & Representation

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## E161 Business Communication Technology Trends

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**Suggested Change:** Remove the course and roll social media objectives into C460 Integrating Strategic Tech Solutions.

**Why:** Feedback indicates that there is a lot of overlap with this class and our other technology courses and that it provides very few take-aways. Additionally, social media is integrated in many of our courses.

*Full class outline is located on page 31.*

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## C460 Integrating Strategic Technology Solutions

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**Suggested Change:** Include social media objectives from E161 Business Communication Technology Trends and CRM database information from E244 Using Data to Grow and Sustain Your Organization into C460 Integrating Strategic Tech Solutions.

**Why:** This change would create a stronger course that provides a full approach to creating a technology plan that includes two important elements.

*Full class outline is located on page 23.*

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## C360 Innovate or Die

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**Suggested Change:** Change the course name to Culture & Innovation and update course objectives to reflect a closer focus in HR.

**Why:** The course needs an HR-lens rebrand and changing the title and objectives can signal what expectations attendees should have when taking this course.

*Full class outline is located on page 18.*

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## C341 Win-Win Partnerships

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**Suggested Change:** Include an objective or sub bullet about globalization.

**Why:** Globalization is a section within the CAE body of knowledge that we are not touching on enough within our courses. Globalization will have an impact on organization stakeholders.

*Full class outline is located on page 17.*

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## E340 501 (c)(3) Foundations

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**Suggested Change:** Change course description to “Whether you currently have a Foundation or are thinking about adding a new Foundation in the near future, discover how to take full advantage of this powerful marriage and leverage the expanded opportunity to attract new sources of revenue, grants and contributions. Explore issues associated with IRS governance and compliance, as well as accounting and audit rules impacted by receiving restricted funds from contributions and grants.”

**Why:** Attendees provided feedback that the course description did not fully match with what was taught in class.

*Full class outline is located on page 45.*

**NEW!**

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## E150 Inclusion & Representation

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**Why:** Diversity and Inclusion is included in both the CAE and CCE bodies of knowledge, and we are not currently covering this topic. Also, the fastest growing group of entrepreneurs in the U.S. is minority women. We need to ensure our attendees are equipped with the tools to serve all of their members.

Course Description:

Inclusive leadership is paramount to successful organizations and thriving communities. Equip yourself with the tools necessary to create a community that is welcoming to all entrepreneurs.

Course Objectives:

- **Addressing the impact of changing demographics and cultural trends.**
  - 20%
  - Understanding, valuing, and appreciating human differences
  - Exploring identity groups
    - Associations and chambers centered on identity
  
- **Creating a climate that promotes an understanding and respect for diversity and inclusion.**
  - 40%

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- Recognizing unconscious bias
  - Launch and sustain an impactful initiative
  - Intentional leadership
  - Personal impact of exclusion
  - Analyzing programs, products, and communications for alignment
- **Using policy to support the organization's goal of diversity and inclusion.**
    - 40%
    - Analyzing company policies for unconscious bias
    - Creating a D & I policy

## Suggested class exercises:

- Five Moments: This exercise allows participants to share their five most important moments that helped shape who they are today. Shows that many major life events are universal and are not an indicator of people's differences.
- Corporate Stereotypes: This exercise is intended to generate discussion about stereotypes attached to popular businesses (ex. Walmart, Target, John Deere, Costco) and their typical clientele. This can highlight the unconscious bias that hinders an organization's ability to reach different markets.

## Additional learning opportunities:

- C441 Industry Forecast
- C150 Communicating with Confidence
- C430 Becoming a Strategic Leader