

B8580: REAP (Reentry Acceleration Program) Immersion Syllabus Overview

Spring 2024, Wednesday 10:50 p.m. – 12:20 p.m.

INSTRUCTOR

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COURSE DESCRIPTION

REAP (ReEntry Acceleration Program) Immersion is a 3-credit course. *B8584 REAP: Reforming Mass Incarceration and the Role of Business* (taught by Prof. Damon Phillips), a 2.5-day August block course, is a pre-requisite to this course. Only students who have completed B8584 and have applied prior to course bidding and have been accepted can enroll in *B8580 REAP Immersion*.

In *REAP Immersion* the core organizing activity will be teaching business skills to incarcerated and formerly incarcerated people or advising students on their career portfolio for employment or *Startup Works* ventures. Spring instructor teams will teach the *Fundamentals of Entrepreneurship* course, and possibly lead *Startup Works* sessions.

This initiative to teach and advise incarcerated and formerly incarcerated people has been jointly developed by **Resilience Education**, **Hour Children**, **Osborne Association**, and the **Tamer Center for Social Enterprise** at Columbia Business School, with support of the **Center for Justice** at Columbia University. We also teach formerly incarcerated students who have taken or have applied for **Justice Through Code**, a tech training/coding and interpersonal skills building series of courses which is a joint initiative of the Tamer Center and the Center for Justice. MBA/EMBA students will be engaged in course teaching, mentoring/advising, and other curricular development projects.

TEACHING METHOD

MBA instructors use case studies to engage and to facilitate student dialog and role-plays on business concepts that are built around a narrative of someone facing a business, educational or personal decision. Students are frequently asked to take the perspective of the case study's protagonist, and discuss, "How would you solve this problem?".

SAMPLE SPRING TOPICS TAUGHT

Fundamentals of Entrepreneurship is taught in the prisons and covers how organizations work and how to start a business or social venture, with the aim of producing a concise description and short pitch. Topics include:

- The importance of leadership and values for entrepreneurs;
- Marketing and selling;
- Strategy and business planning; and
- Business model generation.

Startup Works is taught on campus and is focused on justice-involved team formation (with at least one justice involved person per team). Topics include:

- Knowing Your Customers and Their Problems;
- Market Analysis;
- Build Your MVP with No-Code Tools;
- Do-It-Yourself Marketing; and
- Measure Your Impact.