Haas School of Business

Community Building
Fall 2023 Syllabus

Part 1: Course Information

Class Information

UGBA 198 - Section 12 (1 unit)

Community Building

CCN: 19962 (course number)

Date, Time, Location: Monday, 4 PM - 5 PM, Cheit 320, Haas School of Business

Instructor Information

Instructor: Cem Polatoglu
Office Hours: Tuesday 7-9 PM on Zoom (Meeting ID: 250 861 2493)
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E-mail: polatogluem@berkeley.edu (email contact is preferred)

Course Description

"Community Building" is a comprehensive course designed to equip individuals with the necessary skills and knowledge to foster a sense of belonging, trust, and collaboration within diverse groups and organizations. By delving into the principles of community building, participants will learn how to effectively engage and support members, cultivate shared identities, and nurture lasting relationships.

Throughout this course, students will explore various aspects of community building, such as identifying core values, establishing communication strategies, promoting inclusivity, and employing conflict resolution techniques. Participants will also gain insight into the essential elements of successful communities and learn how to adapt these principles to a wide array of organizational contexts. From fan clubs and HR departments to alumni organizations and big companies, this course will empower individuals to create thriving communities that bring people together and inspire meaningful connections.


Prerequisite

There are no prerequisites for this course.

Enrollment Information

1. Go to CalCentral.
3. Click on Enrollment Center.
4. Select Class Search and Enroll.
5. In the search bar, enter the course number 19962.

This should lead you to the course titled "UGBA (Business Admin-Undergrad) 198: Directed Study". To double-check you're in the right place, ensure that "GRP 012 #19962" is written right under it.

Textbook & Course Materials

Recommended Texts & Other Readings

- "Build Your Community: Turn Your Connections Into A Powerful Online Community" by Richard Millington
- "Palaces for the People: How Social Infrastructure Can Help Fight Inequality, Polarization, and the Decline of Civic Life" by Eric Klinenberg
- "The Art of Community: Seven Principles for Belonging" by Charles H. Vogl

*These texts might be provided in an electronic format by the student facilitators; therefore, we suggest waiting for an announcement by the student facilitator before purchasing any of the required material.*
Course Structure

The course, "Community Building" will primarily be delivered through lectures. Each lecture will be structured to provide a thorough understanding of the various aspects of community building. The first 5-10 minutes of each class, starting from the second week will be devoted to discussion, allowing students to engage with the course material and share their thoughts, experiences, and perspectives.

Classes will be held in 320 Cheit. Students should be prepared to engage in occasional group activities and discussions during lectures.

Online Resources

The primary online resource for this course will be the "bCourses" page. Students are expected to access and utilize this platform throughout the course. The "bCourses" page will provide essential information, such as course materials, announcements, and assignments.
Part 2: Student Learning Outcomes

By the end of this course, students will be able to:

● Understand the principles and importance of community building in various contexts, such as companies, organizations, clubs, and social groups.

● Identify core values and establish a shared identity within a community to foster a sense of belonging.

● Promote inclusivity, diversity, and equity within communities to create a welcoming and supportive environment.

● Critically evaluate the effectiveness of community-building strategies and adapt them to meet the unique needs of various groups and organizations.

● Clearly grasp the science behind community building.
Part 3: Course Calendar for Community Building

**Week 1: Introduction to Community Building**
Course overview, goals, and expectations
Defining community and its importance

**Week 2: Introduction to The Community Canvas Guidebook**
Overview of The Community Canvas Guidebook: Sections and Themes
Group discussion on theories and models

**Week 3: Identity**
Intensive study of The Community Canvas Guidebook: Identity Section

**Week 4: Experience**
Intensive study of The Community Canvas Guidebook: Experience Section
Guest speaker on effective community strategies

**Week 5: Structure**
Intensive study of The Community Canvas Guidebook: Structure Section (Organizing and Sustaining Communities)
In-class activity on promoting inclusivity

**Week 6: Guest Speaker, CEO of AMEX MENA**
Required Reading: "Build Your Community," pages or chapters to be announced

**Week 7: Midterm Exam**
Project Proposal Due
Week 8: Guest Speaker, CEO of Virgin Mobile

Required Reading: "Palaces for the People," pages or chapters to be announced

Week 9: Guest Speaker, CEO of FeverBee

Exploring online platforms and tools for promoting inclusivity

Week 10: Conflict Resolution and Building Trust

Required Reading: "The Art of Community" pages or chapters to be announced

Workshop on conflict resolution strategies

Week 11: Community Events and Activities & Implications of the Community Canvas Guidebook

In-class activity on planning and executing community events using the Community Canvas Guidebook principles

Week 12: Online Communities and Virtual Connections

Analyzing online communities and their unique challenges

Students present their community building projects

Week 13: Measuring Community Engagement and Impact

In-class activity on evaluation methods and metrics

Students present their community building projects

Week 14: Final Project Presentations and Course Wrap-up

Students present their community building projects

Review of course topics and key takeaways

Disclaimer: Please note that this calendar is subject to change as needed to accommodate guest speakers, field trips, and other unforeseen events.
Part 4: Grading Policy

Graded Course Activities

This class can only be taken P/NP. At least one community-building project must be completed by the end of the semester, with each project demonstrating a progressive level of understanding and practical application.

Visit the Assignments link in bCourses for details about each assignment listed below.

10% Midterm
20% Homework Assignments
20% Quizzes
20% Attendance and active participation
30% Community Building Project

Students must achieve at least a 70% score to pass the DeCal.

You are allowed a maximum of three unexcused absences.

Please complete the excused attendance form in advance if you know you will be absent from class. If you exceed three unexcused absences or miss makeup assignments, you may fail the course.
Part 5: Course Policies

Participation

Students are expected to actively engage in class discussions, activities, and group work. Your input and insights are valuable and contribute to the overall learning experience of the class.

Commit to Integrity

As a student in this course (and at UC Berkeley) you are expected to maintain high degrees of professionalism, commitment to active learning and participation in this class, and also integrity in your behavior in and out of the classroom.

This course adheres strongly to the UC Berkeley Principles of Community:

- We place honesty and integrity in our teaching, learning, research, and administration at the highest level.
- We affirm the dignity of all individuals and strive to uphold a just community in which discrimination and hate are not tolerated.
- We are committed to ensuring freedom of expression and dialogue that elicits the full spectrum of views held by our varied communities.

Important Note: Any form of academic dishonesty, including cheating and plagiarism, may be reported to the Office of Student Affairs.

Course policies are subject to change. It is the student’s responsibility to check bCourses for corrections or updates to the syllabus. Any changes will be posted in bCourses.