Goff Strategic Leadership Center

Goff courses
Explorers, Trailblazers, and Scholars

Via the Department of Entrepreneurship & Strategy, Goff integrates real-world experiences into every aspect of learning:

- guest lectures by business and thought leaders
- hands-on projects with companies, nonprofits and organizations.

Each course is multidisciplinary -- classrooms are full of students from different backgrounds and colleges, with varied interests and perspectives.

In Goff courses, students work with classmates to complete real projects for real businesses, nonprofits, or other organizations.

Who is a good fit for Goff? Students looking for hands-on experiences who are eager to challenge themselves and work in teams. Students from any major, department and college are encouraged to apply. Students seeking their first professional experience (often first-years, sophomores, and juniors) may be a good fit for Explorers, whereas older students are generally a good fit for Trailblazers or Scholars.

Not sure which Goff course is right for you? Read on to decide which might be the best fit! If you still have more questions, send us an email goffslc@eccles.utah.edu.

Explorers – STRAT 3800
Quick facts:

1. 1 credit
2. Offered summer and spring semesters
3. Over 60% of past Explorers received offers to continue internships with their employers.

What is Explorers? In Explorers, University students are paired with internships and engage in weekly class meetings. This is an excellent way to become more competitive for future internships, explore major/career interests, test-drive an industry, build professional skills, and access extra support during a first internship experience.

Who is a good candidate for Explorers? Any student looking for their first professional experience should apply to Explorers. Students who are unsure about their major/career path
and who want to build skills that translate across industries are especially welcomed. Preference may go to students with sophomore or junior status.

**What should I expect in Explorers?** Students are paired with a for-credit internship created by a company/organization interested in mentoring students in their first professional experience. Students meet weekly in a leadership/professional skills class, where they learn alongside their peers while navigating a professional workplace.

**What are some internship examples?** Explorers have worked with start-ups, large corporations, small businesses, and professional organizations. Previous projects include:

- conducting market research for tech products to inform product development;
- interviewing sports professionals and writing articles for online publication;
- researching employee onboarding processes and creating recommendations;
- working directly with start-up founders to build consumer awareness and generate sales;
- and many more. To read a real story of a former Explorer’s internship experience, visit the [Goff SLC Blog](#).

**Goff Trailblazers - STRAT 5800**

Quick facts:

- 3 credits
- Offered fall and spring semesters
- $1,000 Scholarship total. Additional needs-based scholarship funds may be available.

**What is Goff Trailblazers?** In this course, you will complete a real project for a real business, nonprofit, or other organization. Focusing on one project client each semester allows students to take the lead on each step of the process and to create a customized plan for their clients - all while receiving insightful feedback from the class instructor and a dedicated business coach along the way. During class time, students will hear from Dr. Ruchi Watson and other experienced business leaders about engaging a strategic leadership mindset and making a lasting impact.

**Who is a good candidate for Trailblazers?** Students looking to add real-world project experiences to their resume and elevate their self-awareness and team-building skills. This is a great option for students in their junior year who are preparing for upcoming internship applications.

**What should I expect in Trailblazers?** Trailblazers meets twice a week, with one day focused on leadership development and insights from guest speakers from various industries (alumni, consultants, medical professionals, CEOs, students). The other day is set aside for teams to
work together on their respective projects and receive feedback from Dr. Watson and/or other teams.

**What are former project examples?** Trailblazers provide students opportunity to work with nonprofits, local businesses, startups, and more. Previous student teams have:

- identified new business development opportunities for Landed, inc.;
- researched new market potential for Esusu;
- analyzed supply chain gaps for the Inland Port Authority of Utah;
- researched diverse funding opportunities for TedXSLC;
- created a social enterprise business model for the Otherside Academy;
- analyzed Uganda market entry for a Ghana-based community health program;
- among many other real-world engagements. To read examples of previous Goff projects, visit our blog.

**Goff Scholars – STRAT 5820**

Quick facts:

- 3 credits per semester
- Lasts entire academic year. Students must enroll in fall and spring semesters.
- $2,000 Scholarship total ($1,000 per semester). Additional needs-based scholarship funds may be available.
- 3.5 GPA or higher is required.

**What is Goff Scholars?** Students will work on multiple projects over the two semesters, putting into practice what they learn from each one as they tackle the next challenge. Students also take turns leading their peers on different projects. Professor Bonita Austin will prepare students along the way by teaching strategy frameworks and business analytics tools to support students’ work on class projects and future careers.

**Who is a good candidate for Scholars?** Student prepared to challenge themselves while working on real projects for real companies. The success of Scholars is dependent on students’ ability, willingness and excitement to work in teams. Additionally, students who are aspiring consultants should consider applying for Scholars. If Scholars does not feel like the right fit yet, consider applying for Explorers or Trailblazers in preparation for Scholars.

**What should I expect in Scholars?** In Scholars, students will meet the entirety of the academic year (fall and spring semesters). Each year, Scholars complete 4 projects for community partners. Each project will have a project manager, meaning students will have the chance to be lead their peers.

**What are former project examples?** Previous Scholars’ projects include:
• researching pricing models for Enso Rings;
• developing a strategy to combat Utah’s air quality crisis for Wild Utah Project;
• creating an employee recruitment proposal for the State of Utah;
• researching US market entry for AR Trails;
• developing a marketing strategy for Intellireef;
• and many others.

How do Goff courses work in my academic plan?
We encourage ALL students at the U of U to consider enrolling in a Goff course. If you are a student at David Eccles School of Business, you may have seen us in the first-year program Business Scholars. However, any student regardless of major or previous experience, can join Goff.

Many students begin Goff in Explorers, and then move on to take Trailblazers and/or Scholars. Each class intentionally builds on itself in terms of course work, technical skill-building, and rigor.

Speak with your academic advisor, or email goffslc@Eccles.utah.edu, to discuss the best time to take a Goff course.
Does Goff count towards my major?

While not every academic department accepts Goff courses as electives, we encourage students to reach out their colleges/majors to see if Goff could qualify as a substitute.

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