B8580: REAP (Reentry Acceleration Program) Immersion
Syllabus Overview

Spring 2019
Wednesday 12:30 p.m. – 2:00 p.m.

INSTRUCTOR
Sandra Navalli ’03 (2M-9 Uris Hall; sn2010@gsb.columbia.edu), Managing Director of the Tamer Center for Social Enterprise.

COURSE DESCRIPTION
REAP (ReEntry Acceleration Program) Immersion is a 1.5 credit course that runs for the full semester. B8584 REAP: Reforming Mass Incarceration and the Role of Business (taught by Prof. Damon Phillips), a 2.5 day elective course taught in September, is a pre-requisite to this course. Only students who apply prior to course bidding and have been accepted can enroll in B8580 REAP Immersion. Selected students will be required to be approved by the facility and Department of Corrections and attend a mandatory volunteers training provided by the facility.

In REAP Immersion the core organizing activity will be teaching business skills to currently incarcerated people. Spring instructor teams will teach the Fundamentals of Entrepreneurship, and Getting to Yes courses. (Last fall, MBA instructor teams taught the Financial Empowerment course, and Achieving Success in Personal Finance workshop series.)

This initiative to teach in a prison has been jointly developed by Resilience Education, Hour Children, and the Tamer Center for Social Enterprise at Columbia Business School, with support of the Center for Justice at Columbia University.

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?" or role-play from the perspective of one party in the negotiations.

SAMPLE SPRING TOPICS TAUGHT
Getting to Yes covers concepts drawn from Managerial Negotiations. Topics include:

- Where students will likely face negotiations and why it is worth improving problem-solving and consensus building skills;
- Similarities and differences between single-issue and multi-issue negotiation; and
- How to shape and lead conversations to achieve better outcomes (including deal terms, relationships, and acting according to your values).

Fundamentals of Entrepreneurship covers how organizations work and how to start a business or nonprofit, 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.