

# Honors RAP: Isenberg

Two distinct programs have been developed for students who have been accepted to Isenberg School of Management. These programs are all located in Oak House, one of the first-year buildings in Commonwealth Honors College Residential Community (CHCRC). Students can enroll in an Economics course (required for all Isenberg majors). Each program requires a 1-credit Isenberg Honors RAP seminar designed to enhance their experience in their program. Students in this Honors RAP are expected to live with others in their Isenberg Honors RAP.

- **Isenberg Honors: World of Possibilities and Business** will be located in Oak Hall. Students in this Isenberg Honors RAP can enroll in Economics 103H and are required to take the one-credit seminar "How to Be Great at Anything" (please see description below).
- **Isenberg Honors: Business Technologies** will be located in Oak House. Students in this program can enroll in Economics 103H, and are required to take the one-credit seminar "Product and Service Infrastructure Redesign for Millennials" (please see description below). The second semester in this program will require the one-credit seminar "Creating Your Own Online Business" (which you can also read about below).

\*There is no application required for these Honors RAPs. Students are eligible to join on a first-come basis.

## Related Courses:

Econ 103H: Introduction to Microeconomics

Introduction to Microeconomics -Going beyond standard introductory economics courses, this honors course shows the overall logic, structure, and societal implications of neoclassical economic theory. It explains that theory's grand vision for society and how and why it connects to humanism. It also introduces its most severe critics: Marx and Keynes.

Business Seminar: How to be Great at Anything

### **For Isenberg Honors RAP: World of Possibilities and Business ONLY**

You will learn the secrets of finding your passion and becoming an expert. And then, you'll take a journey to greatness!! Course activities will include reading cool

articles, meeting inspirational people, and engaging a set of experiences that may change your life forever.

Taught by Dr. Bruce Weinberg, Professor and Head, Marketing Dept.

Business Seminar: Product and Service Infrastructure Redesign for Millennials.

**For Isenberg Honors RAP: Business Technologies ONLY**

PART 1: Students will engage in lively conversations about how products and services will be produced and consumed in ensuing decades of the 21<sup>st</sup> Century. Discussions will be motivated by readings that include how technologies have evolved and how technological and cybernetic infrastructures impact and define business processes and the delivery of products and services. Students will engage in strategic planning exercises focused on the redesign of infrastructure for product and service delivery to meet demand in a marketplace dominated by the technologically savvy Millennial cohort.

Taught by Dr. Iqbal Agha, Professor and Head, Operations and Information Management Dept.

Business Seminar: Creating Your Own Online Business

**For Isenberg Honors RAP: Business Technologies students ONLY**

**Part 2:** In the second phase of the course, students conceive, plan and launch a prototype for an online business. This course will expose student to contemporary digital strategy, the current design tools and techniques used to launch the next great Internet startup.

Dr. Ryan Wright, Associate Professor, Operations and Information Mgt.

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