

MiddCORE

CORE - Creativity, Opportunity, Risk, and Entrepreneurship

Vision and Mission Statements Guiding Principles

Spring 2008

Vision Statement

Get students to re-think their approach to their education by re-thinking how we educate them.

Mantra

Confidence for the road ahead.

Mission

MiddCORE enriches the liberal arts, empowers students to pursue their intellectual and academic passions and prepares them for success in their personal and professional lives; and re-engages College alumni, parents and friends by:

- Engaging executive, entrepreneur and innovator mentors to create an intensely interactive and rich learning experience; and
- Driving students out of their comfort zones as they
 - Acquire skills and experience using creativity, opportunity identification, risk-taking and entrepreneurship;
 - Engage in problem-solving and decision-making at levels far beyond any previous experience; and
 - Sharpen their analytical, presentation and writing skills in collaborative and competitive settings.

MiddCORE's activities and content are guided by the following principles:

- Create a learning experience that includes:
 - Experiential, interactive and collaborative activities
 - Group dynamics
 - Individual/personal challenges
 - Learning from mistakes
 - Being driven from comfort zones
 - Physical activity and contacts outside of the classroom
- Generate more questions and dialog than answers
- Teach more than content; teach tools and processes
- Teach the value of knowing what you don't know
- Define the possible and enable the impossible
- Facilitate greater confidence & problem solving skills
- Be transformational for students
- Enable the creation of a lasting network of mentors, contacts and friends
- Work hard during the week, but provide time to recharge over the weekend
- Attract students from across all academic disciplines, not just economics
- Deliver to mentors a transformational experience and allow them to engage or re-engage meaningfully with the College

MiddCORE's activities and content are delivered through the following mechanisms:

- **Content delivery sessions** – classroom based setting delivering content on business concepts, skills and industry knowledge through Powerpoint or some other type of prepared delivery mechanism. Best when session employs a dialogue with the students.
- **Challenge exercises** – A 15 minute concept introduction followed by a 20 minute problem solving session in 3-person work groups. Team recommendations are then delivered in 3 – 5 minute presentations, followed by general discussion.
- **Extended challenge exercises** -- A 15 minute concept introduction followed by an initial 20 minute problem solving session in 3-person teams. Teams complete exercises, research, etc overnight. Their resolutions and recommendations are then delivered in 5 – 10 minute presentations, followed by general discussion.
- **Weekly competition** – A week long problem solving exercise that requires planning, discovery, analysis, recommendations and classroom presentation.
- **Dinner panel discussions** – A setting to explore any idea, topic, industry, career etc. in a casual panel discussion.
- **Mentor lunches** – The opportunity for mentors to get to know students and explore any question or issue.
- **Group and individual role-playing/relationship-building sessions** – The opportunity for students and mentors to “play” together; everything from formal sessions led by athletic, acting, speaking coaches to informal pick-up sports, hiking, and just hanging out.
- **Public Speaking** -- Individual students deliver original 5 – 10 minute talks, either supported or not supported by visual aids

MiddCORE's activities and content are drawn from three dimensions:

Concepts

- Accounting/Finance
- Civic Engagement
- Creating/Building Initiatives
- Ethics
- Externalities
- Globalization
- Human Resources
- Information Technology
- Leadership
- Legal
- Marketing and Advertising
- Merger and Acquisitions
- Operations
- Organization Structure
- Policy and Governance
- Sales
- Social Responsibility
- Strategy and Planning
- Supply Chain

Skills

- Advocating
- Accounting/Finance
- Collaborating/Teaming
- Conflict Resolution
- Creativity and Innovation
- Critical Thinking
- Cultural Sensitivity
- Entrepreneurship
- Evaluating/Exploiting Opportunity
- Goal Setting: Personal/Organizational
- Interviewing
- Leadership
- Negotiation
- Networking
- Numeracy/Qualitative Analysis
- Risk Management
- Strategy Formation/Implementation
- Transitioning From College
- Writing/Speaking/Presenting

Knowledge

- Advertising and Marketing
- Banking and Finance
- B2B/B2C
- Communications
- Consumer Packaged Goods
- Consulting
- Education
- Entertainment
- Government/NGO/Politics
- Healthcare
- Hospitality/Event Creation/Mgt
- Insurance
- Manufacturing/Services
- Private Equity and VC
- Retail
- Small Business
- Social Organizations
- Tax and Audit
- Politics

NOTE – The above topics are a combination of the 2008 program, feedback from the 2008 planning session and other ideas.