Designing an Invited Speaker Seminar Course

1. Define course theme (e.g., Organizational Behavior Management in Practice)

2. Define course scope – what will and what will not be included

   a. E.g., This class will focus on the following 3 areas: Various practitioner career paths and roles available to performance improvement professionals; opportunities and struggles that performance improvement professionals across career paths/roles face, as well as those that are unique to each career path/role and strategies for responding to these opportunities and struggles; interacting with professionals in the field and develop a professional network

   b. Will include: Internal and external consultants, individuals in learning and performance improvement, individuals with a degree in OBM or I/O Psychology from a behavior analytic perspective, individuals within driving distance (for most part)

   c. Will not include: Academicians, individuals from beyond driving distance (at least no more than one per semester), individuals with limited or no OBM background

3. Determine specific topics or criteria under course theme, if relevant (e.g., will have speakers from a variety of industries and roles each semester).

4. Determine course/topic objectives (e.g., Students will be able to describe the various practitioner career paths and roles available to performance improvement professionals; identify the opportunities and struggles that performance improvement professionals across career paths/roles face, as well as those that are unique to each career path/role; develop strategies for responding to these opportunities and struggles; interact with professionals in the field and develop a professional network)

5. Determine scheduling of course and number of credit hours (e.g., 1 credit course that meets every other Friday from 4-5:40pm to make it easiest for invited speakers)

6. Create list of potential speakers – Ask other faculty/colleagues for names and contact information to add to the list. Try to generate enough names for at least 2-3 semesters’ worth of speakers.

7. Create syllabus – include all required university material, description of course structure, goal/objectives of course, grading procedures, brief description of assignments, course calendar, etc. Your syllabus is your contract with the students, so include anything you want them to know about how you are running your course.

8. Offer under flexible course number (e.g., PSY 5970 in Psychology) while going through curriculum change.
8. Submit curriculum change form and syllabus to get permanent number assigned (see Curriculum Change Process document).

9. Invite speakers – send available dates, draft syllabus so they know what the course is about, desired length of talk and amount of time for Q&A; ask for preferred date and talk title

10. Finalize syllabus with speaker names and talk titles

11. Secure parking passes for speaker days and mail with map in advance

12. Have someone meet speaker at his/her car on day of talk

13. Introduce speaker to student audience – Don’t take more than 3 minutes. The students are there for the speaker, not you. 😊

14. Enjoy the talk!

15. Send thank-you card to speaker