

Full Course Title: NYC Small Business Services: Assessing the Delivery of Services to Businesses and the support of local economic development

Course Title for Registration System: NYC Small Business Services

Course Number: SIPAU9000.014

Faculty Advisor: Ester Fuchs

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Meeting Day/Times: Wednesdays 11:00A – 12:50P

Location: IAB 501

Office Hours: By appointment

Credits: 3

Prerequisites: None

Course Overview:

Brief description of client:

The NYC Department of Small Business Services (SBS)'s makes it easier for businesses in New York City to form, do business, and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts, and linking employers to a skilled and qualified workforce. NYC Business Solutions is a set of services designed to help entrepreneurs start, operate and expand in New York City. The system is structured to provide scalable programs with a focus on comprehensive, quality service. The teams take a proactive approach to business service by determining what businesses and sectors have a demand and execute targeted marketing strategies to generate interest and address needs. Service delivery is focused on effectiveness and efficiency of service, as the Agency's and entrepreneurs' most valued resource is time.

Summary of project:

NYC Business Solutions did not exist prior to 2005 and has evolved to become an acknowledged best practice, across the United States as well as in other countries, of municipal government delivery of impactful services to business and the support of local economic development. As job growth, business growth, entrepreneurship, and business innovation become ever more important for NYC and the rest of the country, what can be learned of the strategy, approach, methodology, etc. that the NYC Department of Small Business Services deployed to build NYC Business Solutions? How is the NYC Business Solutions strategy operationalized? This capstone workshop will focus on writing a case about the strategy, creation and development of NYC's innovative business services model, and the documenting of lessons learned, best practices, and other insights that could benefit other jurisdictions.

Deliverables to client:

The expected products are two papers, one set of recommendations, and a presentation.

Detailed work plan – mid-late January 2012

Interview summaries and draft report outline – mid-March 2012

Draft report – end March 2012

Final report – end April 2012 (and formal presentation or presentations in format to be determined)

Special skills/knowledge needed by team members:

Beyond the skills of effective speaking, writing and interviewing, students should have a basic understanding of New York City, its government and its nonprofit organizations, and their interdependent relationships.

Initial meeting(s) with student team in late November or early December, if applicable: TBD

Dates for meetings with client, if already scheduled): TBD.

Field component: No travel outside of NYC.

Student selection: All eligible students may apply for up to five workshops through a special online application process in October. Assignment of students will be coordinated by the Office of Academic Affairs, and relevant faculty will be consulted about team membership for their workshop(s).

Grading (students receive an individual grade):

Grades for the workshop will be based on the following criteria:

Quality of individual written work (10%)

Quality of participation in class, Peer review (20%)

Feedback from the client (20%)

Overall professionalism, including timeliness, ability to work with team, etc. (20%)

Quality of team's final report and briefing (30%)

Readings: TBD

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