



APR - 5 2001

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option: Entrepreneurship

Course Outline for: MKTG 4408 Practicum

Date: March 2001

Hours/Week:	Total Hours:	Term/Level:
	Total Weeks: 10	4
		Credits:

Instructor Rick Kroetsch

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Office Hours as posted outside of office door

Prerequisites Successful completion of MKTG 4407.

Course Description and Goals

The goal of the practicum is to allow the student to participate in a real-world work environment with the deadlines, pressures, and people involved. However, we realize that some students may be wishing to start their own business upon graduation and this will allow them to move into their objective.

Topic

1. Students can select from one of two options:

Venture Project Option. The student will identify and approach a business (or, in a very limited number of situations, a non-profit organization seeking to undertake a commercial project) that requires the student to complete a project.

Business Plan Project Option. The subject of the business plan should be a business the student is seriously interested in starting either upon graduation or after initial employment. The plan should follow the content and form guidelines presented in MKTG 3306. The student will be required to work in the Venture Development Centre for one of the two days. You will assist people with the start-up needs of their business plans, while reporting to the Venture Intern.

The expectation is that the student will produce a full business plan at a professional level within the time period of the course. Students should carefully consider whether this is possible before undertaking this option; it is likely only those that are seriously considering a start-up soon after graduation will have the sufficient commitment to successfully execute this option.

Evaluation

Each student will be evaluated on the basis of:

- i) a written report submitted to the Instructor including the objectives, methods, findings and deliverables to the sponsor, (60%)
- ii) a written evaluation provided by the sponsor to the Instructor (40%), due May 18 at 4:00 pm, Room 308, IBM Building. Late papers are penalized 8 marks per day. No submissions are accepted on weekends.

Student Report / Business Plan	60 %
Sponsor / Venture Centre Evaluation	40 %
TOTAL	100 %

NB: All projects must be approved by the Instructor in advance by March 20th. Students must submit a one page Summary of Proposed Practicum Activities for approval.

Scope of Project

Venture Practicum Option

The project should be capable of completion in 9 weeks, with a work commitment per week (on-site time plus preparation time) of 16-20 hours. The Practicum will be 2 days long per week (Thursday and Friday). You are responsible to work the sponsor company's hours that they require (i.e. start at 8:00 a.m. etc.). Be certain that both you and the sponsor agree to a project(s) that can be completed in this time frame. Also ensure that the sponsor understands that information required to complete the project is accessible.

The project **must** provide a tangible deliverable (i.e. a report) to the Instructor by the end of the project.

You must submit a signed sponsor evaluation by May 18th at 4.00 pm or you will not receive credit for the course. You are responsible for ensuring the evaluation gets to the Instructor on time. Ensure that the sponsor understands this.

Groups

Students selecting the business plan option must work alone in all cases.

Students selecting the venture option may work alone or in teams of up to 3 people, subject to the Program Head's approval.

Assignment Details

What Goes in the Report?

Venture Option

In cases where the business option is selected, the practicum report should contain the following information:

- ☐ A summary of the activities each student undertook for the sponsor
- ☐ An explanation of why each activity was undertaken and the results of each activity
- ☐ An assessment of how the completion of the project has **tangibly assisted** the business of the sponsor

Business Plan Option

Students pursuing a business plan option will be expected to provide a comprehensive business plan to the Instructor as their deliverable.

How Long Should the Report Be?

The areas outlined above for the option you have selected must be covered by the report, regardless of how 'long' or 'short' this makes the report.

Form of the Report

The report must be submitted in paper form. NO electronic or fax submissions will be accepted other than for the sponsor evaluation, which can be submitted via fax provided it is signed by the sponsor.

Sponsor Evaluation Form

The sponsor evaluation form that must be completed and signed prior to the deadline for project submission. The form is submitted as part of the project submission. You will not receive a grade until I receive this form.

Sponsor Fee for Practicum

There is no commitment fee.

Expenses

Any expenses that you suspect you will incur in completing the project is a matter for you to discuss with your sponsor. I would suggest doing this at the beginning of the project.

BCIT is in no way responsible for reimbursement of expenses you incur in completing this course. You are entirely responsible for identifying, recording and presenting for reimbursement any such expenses to your sponsor.

Conduct

You are representing BCIT, an institution that has built up considerable community goodwill from the successful practicum's that have preceded your own. Dress, personal conduct, punctuality and quality of work should always be professional in nature.