

# British Columbia Institute of Technology

School of Business, Department of Marketing Management

Course Outline  
**Business Planning Practicum**  
MKTG 4408  
March 1997

Instructor:	Brian Giffen
Office:	IBM 308
Telephone:	451-6766
Office Hours:	posted on door or by appointment
Prerequisites:	successful completion of MKTG 4407

## *Objective*

1. The objective of the practicum is to give the student 'hands on' experience with the planning and implementation challenges presented in a small business environment

## *Topic*

1. Students can select from one of three options

*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 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.

*Small Business Project Option.* The student will identify a small 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.

To assist in this search, the practicum instructor will attempt to provide a list of small businesses that have expressed their interest in participating in the practicum by providing an opportunity to conduct a specific project related in most cases to market planning or research. Also students should consider any directed studies sponsors posted but not yet undertaken as possible candidates.

*Sales Project Option* For those interested in a sales-related career, a sales-oriented practicum may be acceptable, subject to the approval and practicum placement of Glenna Urbshadt, Program Head. For example, students could accompany a sales rep each week, while analysing and reporting on the effectiveness of sales techniques used.

**ALL PROJECTS MUST BE APPROVED BY THE INSTRUCTOR IN ADVANCE.**

### ***Groups***

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

Students selecting the small business option may work alone or in teams of up to 3 people, subject to the instructor's approval.

### ***Evaluation***

Each student selecting the Business Plan Option will be evaluated primarily (80%) on the basis of a written business plan submitted by May 16, 1997 at 4.00 pm, Room 308, IBM Building. Late papers are penalized 8 marks per day. No submissions are accepted on weekends.

Each student or group selecting the Small Business or Sales Project Option 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, due May 16 1997 (50%), ii) a written evaluation provided by the sponsor to the instructor (30%), due May 16 1997 at 4.00 pm, Room 308, IBM Building. Late papers are penalized 8 marks per day. No submissions are accepted on weekends.

In **all** options, students **must** keep a Weekly Log of their work. This log should detail how the student's time on the project was spent each week, specifying activities and the dates work was done. This Log forms part of the evaluation (20%) and must be submitted to the instructor on May 16 1997 at 4.00 pm, Room 308, IBM Building. Late papers are penalized 8 marks per day. No submissions are accepted on weekends.

**Business Plan Option**

Business Plan      80%  
 Log                    20%

**Project and Sales Options**

Student Report      50%  
 Sponsor Report     30%  
 Log                    20%

***Schedule***

<b>Date</b>	<b>Event</b>	<b>You Should...</b>
February 28	list of sponsors posted outside office	if you are interested, sign up for sponsors that are of interest and contact them (first come, first served); one selection per student (or group as indicated)  meet with sponsors and reach agreement on scope of work
March 17	deadline for all students to be in approved practicums and to have submitted one page Summary of Proposed Practicum Activities to instructor (see Exhibit 1) including a timetable of activities	
March 17 - May 16	meetings as required between instructor and students	
May 16, 4.00 pm	business plans, reports and logs submitted to instructor	no excuses or extensions!

## *Scope of Project*

### *Small Business and Sales Options*

The project should be capable of completion in 9 weeks, with a work commitment per week ( on site time plus preparation time) of 8-10 hours. Be certain that both you and the sponsor agree to a project 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 16th, 1997 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.**

### *What Goes in the Report?*

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In cases where a sales practicum is selected, the practicum report should contain the following information

- \* a summary of the type of sales activities the student observed
- \* an assessment of the effectiveness of the sales techniques and methods that were observed
- \* suggestions as to how the sales representative observed could improve and / or expand the range of techniques and methods used.

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

- \* a summary of the activities each student undertook for the sponsor (apart from the log)
- \* 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

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

***Communication***

Any changes, group meetings etc. will be communicated to you via your set reps.

***Conduct***

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

Any deviation from this standard will have a significant negative impact on evaluation.

**GOOD LUCK**



## Project Timetable

Project Name \_\_\_\_\_

Student(s) \_\_\_\_\_

Date	Work to be done
March 17-21	
March 24-28	
March 31 - April 4	
April 7-11	
April 14-18	
April 21-25	
April 28-May 2	
May 5-9	
May 12-16	-composing final report -hand in final report, log and sponsor sheet ( if applicable) before 4.00 pm May 16

**Exhibit 2**

**Sample Sponsor Evaluation Form**

**TBA**

## Exhibit 3

### Information Sheet for Sponsors

#### Small Business Planning Practicum

#### Information for Industry Sponsors

The Marketing Management Department of the BCIT School of Business is seeking small business projects to provide practical experience for Small Business Program students.

#### *Eligible Projects*

We are looking for projects that:

- \* are marketing oriented
- \* allow the students to produce and present a report or other tangible work at the conclusion of the project
- \* can be completed from early March to mid May by 1-3 students working 8-10 hours a week (including preparation and report writing time)

#### *What Are Sponsors Responsible For?*

- \* *time*; meeting with students on a regular basis (likely weekly) during the course of the project. Sponsors must also fill out a short form evaluating the project
- \* *information*: students must have access to sufficient company information to complete their project
- \* *expenses*. Any special expenses arising from the conduct of the project. These will be agreed to by the sponsor and the students prior to being incurred.

There is no fee for the work of the students.

*How Do We Become A Sponsor?*

1. Prepare a half -one page proposal, containing a brief company profile and description of the project(s) you would like students to work on
2. Fax or mail this proposal to the contact below, or send the proposal via a student.

**PLEASE SUBMIT PROPOSALS TO:**

Brian Giffen  
Practicum Instructor  
Marketing Management Department  
School of Business  
BCIT  
3700 Willingdon Avenue  
Burnaby BC V5G 3H2  
451-6766(p) / 439-6700 (fax)  
EMAIL [bgiffen@bcit.bc.ca](mailto:bgiffen@bcit.bc.ca)