

British Columbia Institute of Technology

School of Business, Department of Marketing Management

Course Outline Business Planning Practicum MKTG 4408 March 1996

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 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 option must work alone in all cases.

Students selecting the small business and sales project options must work alone, other than in exceptional circumstances where a project requires more than one student (again, subject to approval by the instructor).

Evaluation

Each student selecting the Business Plan Option will be evaluated primarily (80%) on the basis of a written business plan submitted by May 17, 1996.

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 17, 1996 (50%), ii) a written evaluation provided by the sponsor to the instructor (30%), due May 24, 1996.

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 17, 1996.

Business Plan Option

Business Plan 80%
Log 20%

Project and Sales Options

Student Report 50%
Sponsor Report 30%
Log 20%

Schedule

Date	Event	You Should...
February 29	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 18	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 18 - May 17	meetings as required between instructor and students	
May 17	business plans, reports and logs submitted to instructor	no excuses or extensions!
May 22	reports from project sponsors submitted to instructor	no excuses or extensions!

Scope of Project

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

Students pursuing a business plan option will be expected to provide a comprehensive business plan to the instructor as their deliverable by May 17,1996.

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

Exhibit 1

Proposed Project Activity Summary

1. Name of Project
2. Sponsoring Company
3. Contact at Company
4. Description of Project
5. Deliverable is

Sponsor Signature

Student Signature

Project Timetable

Project Name _____

Student(s) _____

Date	Work to be done
March 18 - 22	
March 25 - 29	
April 1-5	
April 9-12	
April 15-19	
April 22-26	
April 29-May 3	
May 6-May 10	
May 13 - 17	