



## BA 511 – ECM Community Business Project Syllabus and Overview

### Course Outline

The Community Business Project (BA 511) is a 1.5 credit course in the Early Career Masters program – it combines community service with academic learning. From January-May 2011, the CBP will engage Masters of Management (MM) students in collaborative project work that allows them to apply classroom knowledge to real world business scenarios with non-profits and social enterprises in the Vancouver community.

### Learning Outcomes – *by the end of their community business projects students will be able to...*

1. Negotiate an achievable project scope with an external client, Faculty Supervisor and team members.
2. Develop an understanding of goal-setting, critical thinking, teamwork, problem solving, communication, and accountability.
3. Apply academic and professional skills to provide solutions to complex, project-based business problems for non-profits and social enterprises in Vancouver.
4. Demonstrate achievement of projects deliverables by producing a final report and (potentially) a presentation suitable for external stakeholders.

### Course Objectives

Through your courses in the ECM program, you have been (and will be) exposed to a range of business concepts – economics, organizational behaviour, accounting, operations, entrepreneurship, strategy, marketing, etc. However, you have only seen most of them in a textbook or case analysis/discussion setting. As a result, many of these “building block” concepts are likely to be fairly fuzzy in your mind; moreover, you may be unclear as to how they are actually applied in the real world.

The purpose of the CBP is to have you apply the business foundations from the ECM program you have previously been (and will be) exposed to through the completion (along with two or three other teammates) of a project plan for a non-profit and/or social enterprise client. By executing deliverables (established by your client and confirmed by your Faculty Supervisor), the concepts from your academic coursework are likely to become more concrete in your mind, and you will gain an understanding of how to apply them in a real world setting.



## Project Assignments and Evaluation

There are four assignments associated with this project, three of them will be marked as part of your final course grade, and the other one (which will not be marked) provides a concrete conceptual foundation and milestones to help in organizing your team's efforts, and will also allow your Faculty Supervisor to assess the progress of your team so that s/he can provide you with more informed advice and guidance during your "check-in" meetings during the CBP timeline. The CBPs will see you develop skills in the following areas:

- 1) Knowledge. Demonstration of your ability to understand the diverse tools and "real-world" business problems you have been exposed to and your awareness of using your academic knowledge to solve such business problems.
- 2) Skills. Your ability to define business issues, to critically reflect on concepts, and work as a team to combine them creatively, and how clearly you articulate your completion of project deliverables and meeting of project goals.
- 3) Collaboration. Your ability to work as part of a team to achieve project deliverables as agreed upon by the Project Team and the CBP Client.

The unmarked assignment is the **draft project scope** (questions below, due by January 14, 2011 and should be completed before your first meeting with your Faculty Supervisor). The three assignments that will be marked as part of your course grade will be the **outline of your project plan** (due by January 31, 2011), the **interim report** (due by March 25, 2011 – this will be a brief summary of your team's progress on your project deliverables and will also include the first installment of peer and client evaluations) and your **final report** (due by May 6, 2011 – *this date might shift depending on your client's timeline*). You will also be evaluated based on feedback from your teammates and your client.

Your final report should "flesh out" the basic outline of your project plan and demonstrate specifically how your team addressed your client's needs and delivered results based on the information you gathered during the project. The final report should be between 20-30 pages including appendices and citations. Specific details of your final report will be determined by your client's needs and your Faculty Supervisor's input and direction relating to the project.

Finally, you will be evaluated by your project teammates and your CBP Client. The peer evaluation component will be carried out using the iPeer system (<http://www.elearning.ubc.ca/toolkit/ipeer/>). The client evaluation will be carried out using a confidential survey tool. These evaluations will not stand alone as grades; however, they will be assessed by your Faculty Supervisor and weighed as part of your participation grade for the course.



<i>Assignments (Details and Dates Subject to Change):</i>	<i>Deadlines:</i>
1. CBP Agreements to BCC (not graded) <ul style="list-style-type: none"><li>a. Faculty Agreement</li><li>b. Client Agreement</li><li>c. Draft Project Scope document</li></ul>	January 14, 2011
2. Outline of Project Plan	January 31, 2011
3. Interim Report (submitted to Client, Faculty Supervisor and BCC)	March 25, 2011
4. Final Report (submitted to Client and Faculty Supervisor) <ul style="list-style-type: none"><li>a. Peer evaluation (iPeer)</li><li>b. Client evaluation (survey)</li></ul>	May 6, 2011 (date may change based on scope and timeline of project)

*Assignments and Grading Weights:*

- Outline of Project Plan – 15%
- Mid-term Report – 15%
- Final Report – 40%
- Participation – 30%
  - Peer evaluations
  - Client evaluations

**Breakdown of Key CBP Checkpoints**

*Project Plan*

A common, generic outline for a Community Business Project is:

1. Executive Summary
2. Situation Analysis and Terms of Reference
3. Scope of Project
4. SWOT Analysis
5. Proposed Strategy/Service/Deliverables
6. Schedule and Milestones
7. List of Necessary Resources





8. Roles and Responsibilities of Project Team Members
9. Work Plan
10. Contingency Plan(s)

### *Midterm Report*

- One-page executive summary of your team's progress on the deliverables outlined by the Project Plan
- Brief surveys will be completed by CBP Clients and Student Teams to assess work being done.

### *Final Report*

The Final Report consists of fully "fleshing out" what you did for your Community Business Project Client. In other words, your team reports on the actual deliverables and/or findings of your project and provides a description of the recommended strategy (as well as possible contingency plans) that your client should consider.

There is no fixed length for this report – and it will be different depending on the nature and scope of your project – however, previous Community Business Project reports, plans and presentations have been between 20 and 30 pages in length. Plans longer than 30 pages are probably much less likely to be read by senior management, while plans shorter than 20 pages are likely to contain an insufficient level of detail.

### *Participation*

Each Faculty Supervisor is unlikely to know exactly how well your group worked together as a team. In particular, s/he may not know which team members did not pull her/his weight. Using [iPeer](#), CBP team members will evaluate themselves and their teammates *twice* during the project. Each CBP team will be evaluated by its client twice during the project, too.

The first evaluation is non-credit and must take place before March 25, 2011 – this evaluation is to ensure that, from a client perspective, work is being performed as expected and that, from a student perspective, the work is being carried out equally and professionally amongst the project team members. By May 6, 2011 the CBP client (through a web-survey) and the CBP team (through iPeer) will provide final evaluations of the project team – these evaluations are for credit, but will not stand alone as your final participation grade; your CBP Faculty Supervisor will assess the evaluations within the context of the project and assign grades accordingly.

If you are on a team where you feel the workload is unbalanced, please contact your Faculty Supervisor and/or the Business Career Centre so that we can assess the extent of any internal team problems and respond accordingly.





## Draft Scope of Community Business Project

### 1. Nature, Scope and Objectives of Project:

What is the project is about? What are the goals? What work is required to achieve them? What are the expected outcomes?

### 2. Academic foundations of the project:

What skills are required and how will you use them?

### 3. New ideas and skills:

What new skills and abilities do you want to develop during your Community Business Project?

*Please attach a separate page if necessary.*



**4. Project Schedule:**
*Key Checkpoints:*
*Date to be Achieved:*

1.

1.

2.

2.

3.

3.

*Please attach additional information on the project schedule if necessary.*

**5. Access to Resources:** Please outline the key resources, including people and information that will need to be made available to help you successfully complete the project.

*Please attach additional information on the project schedule if necessary.*

**6. Confidentiality Issues:** Faculty Supervisor must read the final written report to evaluate its academic content. If the contents of the report must remain confidential, the Faculty Supervisor will sign the standard non-disclosure agreement which has been approved by UBC Legal Affairs.

**Signatures**

	DATE	NAME	SIGNATURE
Faculty Supervisor			
MM Student			
MM Student			
MM Student			
MM Student			

**Please note:** Completed agreement should be submitted no later than January 8, 2010 to the Graduate Careers Assistant at the Business Career Centre. It is your responsibility to submit a copy to your Community Client should they require one for their records.

