COURSE DESCRIPTION

This course is designed to give you the opportunity to apply a great deal of what you have learned in your degree studies thus far. It is a dress rehearsal for the challenges that many of you will face on the job in the very near future – many of you may be facing these challenges now. As a class, we will undertake 4 team projects. Each project will consist of a business feasibility study and development of a business plan based on actual/anticipated market conditions for that type of business. These studies will be conducted by teams requiring a cross-functional range of business skills (marketing, financial/economics, general management/HR, MIS, and accounting). The mission is to accomplish a worthwhile goal in a short period of time. Given this mission, the course is not designed for you to learn new content, but instead for you to learn to work in teams with little structure and direction applying the knowledge and skills acquired in previous courses. Your individual grades will be determined by the effort and contribution you make in achieving the team goal and the quality of the team study and report.

Projects

- Clean Air Lawn Care – business expansion
- JustTalk Communications – business expansion
- Spokane Symphony Orchestra/Fox Theater - business expansion
- Fusion: Catering, Meetings, Cooking School – new business, but based on previous business

I will work with the four teams in determining the scope of work, goals, deliverables, and schedules. It will be imperative for the four project teams to meet timelines and schedules since there is a great deal of work to be done in a short period of time.

COURSE OBJECTIVES

You will:

1. Learn how to work with other functional disciplines and clients in achieving real business projects of professional quality.
2. Develop communication, teamwork, feedback, and leadership skills and learn how to achieve sufficient trust, consensus, and commitment to get the job done.
3. Gain experience in applying the functional skills developed in your chosen major.
4. Receive peer, client, and professional feedback on your work.
5. Develop a fuller understanding of what it takes to achieve useful results.
6. Develop skills for professional presentations.
7. Experience what entrepreneurs experience in trying to determine what businesses will work.
COURSE REQUIREMENTS & GRADING
(Each student will provide a folder and 2 unattached small current photos by 2\textsuperscript{nd} class.)

100 Point Scale (see attached).

- **20 % Attendance** – each absence deducts 1 point (out of one hundred) unless excused in advance. For any excused absence, you are expected to produce your work assignment for the team project for that week and to spend the required amount of time in doing so.

- **40 % Team Project Report & Presentation** – each project team will submit two notebooks containing copies of their report, a PowerPoint summarizing project findings, copies of relevant research and source citations, all statistics and spreadsheets used, and an electronic disc copy of all these materials. Each team will make a PowerPoint presentation of their report to clients and the class, providing all with copies of the PowerPoint slides. Grading will be based on client ratings and my assessment.

- **40 % Individual Performance & Teamwork** – each student is expected to develop plans with his/her team and accept weekly assignments that will aid in accomplishing the team’s project. In addition to working in class, each team member is expected to spend a minimum of six (4) hours out of class each week in accomplishing individual assignments. Quality work requiring more time will be recognized and rewarded. Each student will submit weekly activity/time reports on Wednesday (detailed, bullet-point format including time spent on each activity) as well as documentation of individual research and individual contributions to the business plan. These will be placed weekly in your labeled file folder. A final Executive Summary (2 pgs) will be placed in your folder in the last class meeting along with final copies of your contributions to the Team Project report.

COURSE SCHEDULE
(Initial schedule is subject to revision as work progresses.)

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>3/29</td>
<td>Overview of Course, Team Formation</td>
</tr>
<tr>
<td>3/31 – 4/5</td>
<td>Initial Project Meetings</td>
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<tr>
<td>4/7 (begin)</td>
<td>Monday Work Sessions &amp; Wednesday Team Oral Reports</td>
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</tbody>
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(The following schedule is suggested for team project action plan.)

- 4/7 market research; 4/28 initial conclusions
- 5/5 marketing/finance completes revenue forecasts
- 4/14 accounting begins initial costs research; MIS inputs, general management operating hours/HR costs inputs
- 5/10 initial start-up and operating budgets complete
- 5/12 initial income statements (yr 1 monthly; 3 yr annual)
- 5/17 total plan revisions for optimum financial outcomes
- 5/21 draft written report complete

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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>5/24</td>
<td>Complete Reports &amp; Informal Presentations</td>
</tr>
<tr>
<td>5/26</td>
<td>Presentation Rehearsal &amp; Edits</td>
</tr>
<tr>
<td>6/2</td>
<td>Team Presentations</td>
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