

The Business Project*

Part 1: Business Proposal

In your groups, please develop your own company, using the [Business Model Canvas](#) as a guide.

Each group should be prepared to offer a 15-20 minute presentation to the class, which will be followed by Q&A. The class will function as potential **INVESTORS**. Each group's job is to persuade the class to invest in that group's company, rather than in the competition. At the end of the presentation, each potential investor (student) will give the proposal a quality score out of 5 (1 being the lowest, 5 being the highest).

Grading:

The Company Proposal is worth a total of 10 points. Each member of the group who participates in the presentation will receive the same score, unless a reason to make an exception is brought to my attention.

- 8 of these points will be assigned by myself and the TA. Groups will be assessed according to how well thought-out their business model is, how creative they are in constructing the model, their ability to think through what potential customers might want, the quality of their presentation, and their performance in the Q&A.
- 2 of these points will be assigned on the basis of the group's score from the class. For example, if a particular group has an average score of 2.5/5, they will receive 1 point out of the possible 2.
- After all of the presentations are complete, each student will choose a company to invest in (you cannot invest in your own). The group with the most investors will receive a 2 point bonus.

Part 2: Corporate Social Responsibility Statement

In your groups, please develop a Corporate Social Responsibility Statement (CSR) for your company. Discussion of CSR can be found in Chapter 12 of your book. In addition, examples of actual CSRs are easy to find online (e.g., by googling "corporate social responsibility statement").

Each group will hand in a CSR of roughly **1-2 pages double-spaced**. These statements should be **emailed** to the myself and the TA by the due date (2/29). They will be posted on Blackboard so that everyone in class can see them. We will discuss them briefly when we return from Spring Break.

The CSR is worth 15 points. Each member of the group will receive the same score, unless a reason to make an exception is brought to my attention.

* This project (in slightly different form) was originally developed by Peter Jaworski.

Part 3: Employee Contract

In your groups, please develop an Employee Contract for your company.

On the negotiation days, you will present your contract to your classmates, who will act as **POTENTIAL EMPLOYEES**. They will be given time to ask questions and/or make requests for changes to the contract. About 20 minutes will be allotted to each group for negotiations. At the close of negotiations, each potential employee (student) will give your group a score out of 6 as a potential employer (1 being the lowest, 6 being the highest). Final drafts of the contracts are due the following Monday (3/26).

Your contracts should contain, at minimum:

- Compensation and Benefits
- Employee Duties and Responsibilities
- Termination/Notice Policy

Other likely inclusions:

- Confidentiality
- Special Employer Duties and Responsibilities

You should pay special attention to your list of benefits, as this is one place you have a real opportunity to get your company to stand out amongst competing employers. Think about what kinds of employees you want to have, what you want people to associate with your company, etc. A company that has an image with a particular association with health, for example, may want to highlight its especially good employee health care. A company that wants to attract people with children may want to provide free or discounted child care. However, you must be *realistic*. You are expected to offer only benefits that your company could reasonably be expected to make good on, given your profit margins and other duties (including to investors and to your CSR).

The Employee Contract is worth a total of 15 points. Each member of the group who participates in the presentation will receive the same score, unless a reason to make an exception is brought to my attention.

- 12 of these points will be assigned by myself and the TA. You will be graded both on the quality of the contract itself as well as your performance during negotiations.
- 3 of these points will be assigned on the basis of the group's score from the class.
- After all of the presentations are complete, each student will choose a company to work for (you cannot work for your own). The group with the most employees will receive a 2 point bonus.

Part 4: Advertising Campaign

In your groups, please develop an Advertising Campaign for your company. You will present your campaign to the class on your assigned day. The class will act as a **FOCUS GROUP** and be given time to ask questions. At the end of the presentation, each member of the focus group

(student) will give the campaign a quality score out of 5 (1 being the lowest, 5 being the highest). Possible campaigns include:

- A 30-60 second television commercial
- A newspaper or magazine advertisement
- An online advertising campaign
- Some sort of "guerilla" campaign

You will be assessed on how well thought-out your campaign is, how well you understand your target demographic, and how catchy or captivating your advertisement is to your particular demographic.

The Advertising Campaign is worth a total of 10 points. Each member of the group who participates in the presentation will receive the same score, unless a reason to make an exception is brought to my attention.

- 8 of these points will be assigned by myself and the TA.
- 2 of these points will be assigned on the basis of the group's score from the class.

Part 5: The Dilemma

Each group will be given a specially-tailored [Dilemma](#). In each case, there will be a potential conflict between your business' CSR or employee contract and your profitability. Your assignment is to decide how to deal with the Dilemma and then to defend your decision. You should prepare a **one-page statement** defending your decision to your investors. Presentation days will be organized as follows:

1. Group A will read their statement to the class, who will act as **INVESTORS**.
2. The class will have an opportunity to ask questions.
3. The class (as investors) will assign Group A a quality score out of 6 (1 being the lowest, 6 being the highest).
4. Repeat 1-3 for Group B.
5. We will roll dice to determine the outcome of Group A's decision.
6. Group A will offer a statement to the class, who will act as **THE MEDIA** at a press conference.
7. The class will have an opportunity to ask questions.
8. The class (as the media) will assign Group A a quality score out of 6 (1 being the lowest, 6 being the highest).
9. Repeat 5-8 for Group B.

You will be assessed on how well you defend your position both in your initial statements and how well you respond to questions from the class. The Dilemma is worth a total of 20 points. Each member of the group who participates in the presentation will receive the same score, unless a reason to make an exception is brought to our attention.

- 14 of these points will be assigned by myself and the TA.
- 3 of these points will be assigned on the basis of the group's score from its investors.
- 3 of these points will be assigned on the basis of the group's score from the media.