**BUS 100 Winter, 2018**

**Term Project Assignment Sheet**

The different options for your term project are below. In addition to the information below, students are strongly encouraged to closely follow the marking guidelines to ensure they meet the requirements of the term project.

These guidelines are applicable for both individual and group written reports.

**Your task**

**Enactus Food Bank Project**

You will follow the analytic process of conducting a situation (e-scan) analysis, identifying and evaluating alternative courses of action for the foodbank, and making appropriate recommendations as learned during your visits to the food bank / composting sites. You will make sure to evaluate the external environment the foodbank operates in as well as integrate four textbook chapters that relate to the internal functional areas of the foodbank. This is to be written in a formal report.

**Business Concept**

Select a simple business such as starting a coffee shop at the U of R. Please use the Business Development Bank of Canada website to research what elements you should cover in your business concept (business plan) <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/pages/business-plan-template.aspx>. **Do not use fill in this template** rather write a business concept document and consider the main topics in the template. Do not include the financial analysis section of the plan as you will gain knowledge of financial analysis further on in your business studies. You will make sure to evaluate the external environment your business will operate in as well as integrate four textbook chapters that relate to the internal functional areas of your business. This is to be written in formal report although writing in 1st person is okay. **I must approve your business idea before you begin to work on your project**.

**NOTE about research scope:** While the paper must integrate at least four chapters/major topics from the text, other sources must be researched as well to gain a full understanding of the concepts from different perspectives. The Library has online resources for understanding and preparing APA citations, which are used most frequently in a business academic setting.

To get a good mark, students will have to research AND provide their own observations about what they found.

Groups **must** color code their reports with each student’s contributions to the paper in a different color. Use the different colors for the words within the paper -- do not highlight each student’s work with different colors. This will allow us to distinguish between the quality and quantity of different students’ work and assign marks accordingly.

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| **Paper Elements** | **Description – Use of Headers highly recommended** |  |
| **Format** | **Maximum** 2,500 words (1,500 for individual projects) excluding cover page, executive summary, table of contents, references, and appendices. Use 12-point Times Roman font, 1-inch left justified margins, page numbers on the top right hand side of the page, single-spaced.  Use report format that is attractive, readable, free of spelling and grammar errors and has clarity in writing. All sections fit together well and there is good flow. | Up to 25 % |
| **Cover Page** | Title of paper, author(s), course section (BUS 100 – XX), instructor’s name, and date. | Included in format marks |
| **Executive Summary** | A brief summary of the key content of your paper, including findings and recommendations. An executive summary is intended to be read by busy “higher-up executives” who want to know the main content of the document but don’t have time to read the entire thing. It appears on its own page after the cover page but before the table of contents. It is not the same thing as an introduction. | Included in format marks |
| **Table of Contents** | Show how the paper is organized. | Included in format marks |
| **Introduction** | Clear and concise description of what you will cover in your paper. | Up to 5 % |
| **Core Content** | Relevant and current external e-scan analysis that describes and analyses the business within the context of its environment.  Relevant and current internal analysis of the functional areas of the firm, using at least four chapters of the text. You will also have to consult outside sources of information to complete your analysis. | E—scan - 20%  Analysis of functional areas – 35% |
| **Conclusion** | **Relevant and insightful interpretations** of the findings are used to draw conclusions and make recommendations.  A solid, relevant conclusion that is well linked to the course content.   * **Your comments / observations** from what you have learned about the company or about yourself. * A brief summary about the organization, what it does, what’s happening in its environment, and/or perhaps what **you think** will happen in the future for this organization. | Conclusion / Recommendations  15% |
| **References** | Reference all outside sources used to research your paper (e***.***g., journal articles, books websites, etc.). Course materials do not have to be cited (i.e., textbook, class slides, etc.). **Follow the APA style.** Please show evidence of appropriate research and correct use of research citations. | Included in format marks |
| **Appendices** | Any tables, charts and figures that are illustrative, show comparisons or trends, etc. Appendices should ***only*** be used if absolutely needed. **Information in your appendices needs to be referenced in the body of your paper**. |  |

**Assignment Submission**

You only need to submit ONE report per group / individual. Please include your team number in the file submission name.

This assignment must be submitted in through the turnitin link on URcourses no later than **Wednesday, April 4nd at 11 pm** on the Turnitin link on URCourses. Files must be in .doc or .docx format only. No PDFs or Apple file extensions will be accepted.

Late assignments will NOT be accepted. Plan ahead and don’t leave things to the last minute. You are always able to submit your assignments early. Missing the deadline by “only a minute” is not an acceptable excuse.