

Seminar in Business Policy

GRANDE PRAIRIE
LIBRARY
REGIONAL COLLEGE

BA 2000

A Capstone for the Marketing Diploma

Basic Course Information

Instructor

Bill Corcoran
Room C 307
539-2735 (messages)

Office Hours

Monday 8-9 a.m.
Tues and Thurs 8:30-9:30 a.m.
or by appointment.
Making an appointment is usually better;
I'm prone to wandering.

Text

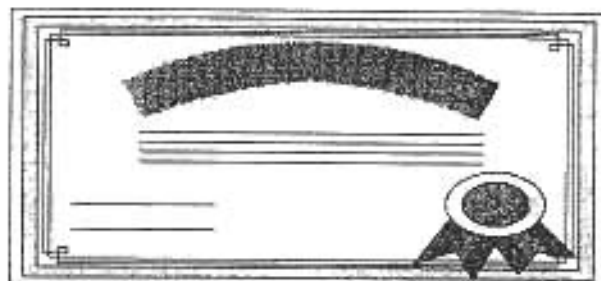
There is no assigned text for this course.

Prerequisites

Students should have a minimum of 15 courses towards a BA diploma. If you are not at this stage, you must get my permission to take this course.

Grading Scheme

Major Project	40%
Seminars (2 @ 15%)	30%
Final Exam	20%
Seminar Participation	10%









Tips for Succeeding in this Course

1. **Do not procrastinate** with the major project. You can not do your best work if everything is left to the last minute.
2. **Choose your group members carefully.** Select people to work with whose motivation, schedule, and work habits are in sync with yours.
3. **Be a team player.** Others in your group are counting on you; do more than your share.
4. **Apply the skills and knowledge** you learned in your communications classes to your seminar presentations. Remember, your presentations must contain good information presented in an interesting manner.
5. **Actively participate** in the seminars, even if you are not presenting.

Course Description

This course attempts to integrate the many facets of business by exposing students to a major practical project or feasibility study. In-class time will be offered to these projects and to seminars in management processes.

Course Objectives

-  To serve as a capstone experience integrating various methods and insights from other disciplines
-  To improve presentation and group facilitation skills
-  To experience a major project involving "real life" risks and opportunities
-  To develop project management skills
-  To further develop group work skills
-  To serve the College, Community, and/or Department via project work

The Gory Details

The Major Project

Most of the grade in this course is assigned to a major group project. You have four options for this component of the course:

- **Business Conference**
(One group of up to 10 students)
- **Magic Marketing Tour**
(One group of up to 6 students)
- **Feasibility Study**
(Multiple groups of up to 3 students)
- **Other**
(Negotiate something with me.)

Specific details about each of these projects will be distributed in class. All of the projects will involve a minimum of 2 progress reports and a major written report.

It is recommended that all of your group members belong to the same seminar group (see below.) This way your group will have 2 hours of class time most weeks for group work and meetings. Use this group time wisely.

Also note, this is a **GROUP** Project. As such, you will be expected to be a team player. This involves positively contributing to both the content and process of the group.

Seminars

To facilitate good discussion and to allow for class time for the major group project, the class will be divided into 4 different seminar groups of approximately 9 students each. During seminar weeks, you only have to attend class once -- the day that your seminar group meets.

You will be responsible for presenting two 20-minute seminars to your seminar group. A list of seminar topics and the guidelines for seminar presentation will be distributed in class.

Class Participation

In addition to delivering two

seminars, you will be required to attend and actively participate in the seminars delivered by the other members of your seminar group

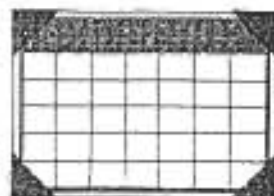
Ten percent of your course grade will be determined by participation; 5 percent for attendance and 5 percent for constructive contribution to the discussion.

Missed seminars will result in an automatic 1 percent deduction to this mark.

Final Exam

The Final Exam will test your comprehension of some of the seminar topics.

This exam, scheduled by the Registrar during the final exam period, will consist of three short essay questions (i.e. 1 page in the exam book.) You will have a choice of the questions you can answer (e.g. answer any 3 of 8 questions.)



CLASS SCHEDULE 1998

Date	Time	Group	Topic(s)
Wednesday, Jan. 7	9-9:50	all	Introduction and Course Outline
Friday, Jan. 9	9-9:50	all	Seminar Topic, Date and Group Selection Major Project Explanation
Monday, Jan. 12	9-9:50	all	Major Project Groups Formed Seminar Demonstration
Wednesday, Jan. 14	10-10:50 12-12:50	A & B C & D	Library Class
Friday, Jan. 16	TBA	Magic	Progress Report Meeting
Monday, Jan. 19	10-10:50 12-12:50	A C	Seminar Topic 1 and 2
Wednesday, Jan. 21	10-10:50 12-12:50	B D	Seminar Topic 1 and 2
Friday, Jan. 23	TBA	Conference	Progress Report Meeting
Monday, Jan. 26	10-10:50 12-12:50	A C	Seminar Topic 3 and 4
Wednesday, Jan. 28	10-10:50 12-12:50	B D	Seminar Topic 3 and 4
Friday, Jan. 30	TBA	Magic	Progress Report Meeting
Monday, Feb. 2	10-10:50 12-12:50	A C	Seminar Topic 5 and 6
Wednesday, Feb. 4	10-10:50 12-12:50	B D	Seminar Topic 5 and 6
Friday, Feb. 6	TBA	Conference	Progress Report Meeting
Monday, Feb. 9	10-10:50 12-12:50	A C	Seminar Topic 7 and 8

Date	Time	Group	Topic(s)
Wednesday, Feb. 11	10-10:50 12-12:50	B D	Seminar Topic 7 and 8
Friday, Feb. 13	TBA	Magic	Progress Report Meeting
Monday, Feb. 16	10-10:50 12-12:50	A C	Seminar Topic 9
Wednesday, Feb 18	10-10:50 12-12:50	B D	Seminar Topic 9
Friday, Feb. 20	TBA	TBA	Make up Class for any missed seminars
Feb. 23 to Feb. 27	READING WEEK - No classes		
Monday, Mar. 2	10-10:50 12-12:50	A C	Seminar Topic 10 and 11
Wednesday, Mar. 4	10-10:50 12-12:50	B D	Seminar Topic 10 and 11
Friday, Mar. 6	TBA	Conference	Progress Report Meeting
Monday, Mar. 9	10-10:50 12-12:50	A C	Seminar Topic 12 and 13
Wednesday, Mar. 11	10-10:50 12-12:50	B D	Seminar Topic 12 and 13
Friday, Mar. 13	TBA	Conference	Progress Report Meeting
Monday, Mar. 16	TBA	Other	Progress Report Meetings
Wednesday, Mar. 18	All day	All	Business Conference (Tentative Date)
Friday, Mar. 20	9-9:50	All	Business Conference and Magic Marketing Tour Feedback Session
Monday, Mar. 23	10-10:50 12-12:50	A C	Seminar Topic 14 and 15
Wednesday, Mar. 25	10-10:50 12-12:50	B D	Seminar Topic 14 and 15
Friday, Mar. 27	TBA	Other	Progress Report Meetings

Date	Time	Group	Topic(s)
Monday, Mar. 30	10-10:50 12-12:50	A C	Seminar Topic 16 and 17
Wednesday, Apr. 1	10-10:50 12-12:50	B D	Seminar Topic 16 and 17
Friday, Apr. 3	TBA	Other	Progress Report Meetings
	<i>12 noon</i>	<i>Conference & Magic</i>	<i>Major Project Report due</i>
Monday, Apr. 8	10-10:50 12-12:50	A C	Seminar Topic 18
Wednesday, Apr. 10	10-10:50 12-12:50	B D	Seminar Topic 18
	<i>12 noon</i>	<i>Other</i>	<i>Major Project Reports due</i>
Friday, Apr. 12	GOOD FRIDAY - No Class		
Monday, Apr. 15	9-9:50	all	Major Reports Returned
Wednesday, Apr. 17	9-9:50	all	Final Exam Preparation
Apr. 18 - 26	Final Exam (TBA - Scheduled by the Registrar)		