LANGARA COLLEGE

Entrepreneurship
BUSM 1115

PLANNING AND IMPLEMENTATION GUIDELINES

FOR

ENTERPRISE DONUTS

GROUP PROJECT

OBJECTIVES OF THE SIMULATION

You will be competing in groups of five in a business simulation running a franchised operation of a donut shop. Your team will be responsible for setting prices, forecasting and purchasing supplies, setting staff levels, purchasing or leasing equipment and marketing your product. You will be competing against other teams in your class to determine which store can operate most profitably.

The simulation / project cannot be submitted as an individual, it is team only. It may be done in groups of 4 - 5.

THE PLANNING AND IMPLEMENTATION PROCESS

1. You must first create a team of 4 - 5 students.

2. Then you will need to determine the role each member will play. It is important for the group to openly discuss each member's strengths and weaknesses.

   The key roles are:
   - **Team leader** – this member is responsible for ensuring that all the activities are completed on time and to the satisfaction of the team.
   - **Analysis** – some (or all) members of the team will be responsible for analysing the data and drawing conclusions from the data.
   - **Idea Generation** – all team members will be involved in brainstorming ideas and selecting a business option.
   - **Decision Making** – all members must play a role in deciding what strategy will be used each decision period.
   - **Writing the report** – ensure that at least one member of the team has excellent grammatical writing skills
   - **Preparing the presentation**- ensure there is someone with expertise in PowerPoint.
   - **Editing** – ensure that at least one team member has the responsibility for proofreading and editing the report, making sure that it is consistent and fits together. I'd strongly recommend one person for this role, and realize it is a big job.

3. Establish a list of meeting dates, times and locations. Ensure that the times selected are acceptable to ALL team members. **Failure to attend group meetings may result in your colleagues reducing your participation mark. You must submit all simulation decision forms in on time (end of class).**

4. A Group Code of Conduct (see Appendix I) must be submitted by **Class 10.**

5. The project will be assessed based on the team's ability to apply the concepts you have learned in the course along with their success in the simulation relative to their peers. You will be expected to cover all the steps in Point 6 below for the written report.

6. **Written Project Requirements (NEW BUSINESS CONCEPT- NOT A DONUT STORE):**

Please follow the below format for your written report. (page lengths are guidelines only, but should be considered maximums!) Using IA is encouraged for building all of the material below whether you choose the traditional written report / presentation or if you decide to build a website / social media campaign.

Item	Description
Title Page	Include project name (donut store and new business), group member names & student numbers, school name, department name, course name and number, instructor name, date submitted. (1 page)
Decision Making Process (From the Simulation)	How were decisions made? (votes / consensus / experts) What conflicts occurred and how were they resolved? What steps were taken to coordinate meetings and motivate participation? (1 page)
Other Opportunities (Brainstorm and come to a consensus.)	List another business you as a group would wish to launch. Briefly describe: - the product / service you would offer and how it would benefit the user - key operational steps you would need in place to serve your customers (manufacturer, wholesaler, retailer, etc?) - who your target market would be - how you would choose to finance it (start-up and as you grow). (2 pages)
Marketing Decisions (New Idea)	What promotion strategy would you use to reach your target market? Include pricing, place, promotional and any additional product strategies. (2 pages)
Employee Decisions (New Idea)	List the roles of the first employees you need to hire (up to 10). Outline what jobs they would be required to do and how you plan on compensating them. (1 page)

Or:

Website and Social Media Campaign of new company which can be used as a written report submission and for your presentation instead of a PowerPoint / Written report. I'd want the same questions being addressed as above with the following:

- Biography page of group members involved (including student numbers)
- One webpage of decision-making process (this does not have to be emphasized in the presentation to the class)
- Clear product / service description on the site.
- Marketing campaign aimed at a clear and proper demographic.
- Where the product or service will be offered or built / warehoused, etc.
- A hiring page with a list of employees you are looking for and what skills are needed.

7. The project ***MUST*** be submitted by **the date specified on the course outline**.

8. The PowerPoint presentation is due at least one day before your scheduled presentation date.

9. Your presentation will involve each team member, and will be approximately 10 minutes in length depending on time available. Every member of the group must be present and participate in speaking in the presentation in order to receive a mark on the presentation.

10. Peer evaluations are due at the beginning of class on the day you present.

11. Failure to submit the completed peer evaluations, on time, as above, will result in a 10% penalty.

12. PRESENTATION

a) Focus on the key issues. Do not feel you have to include every single point from the written report. The presentation should be about the new business concept only. Your team may be selected by the instructor to include very briefly the strategies you used during the demonstration.

b) Presentation characteristics:

I. Determine who the target audience is (i.e. the rest of us in the class) and inform us prior to the presentation (bankers, venture capitalists, angel investors, etc).
II. Dress (should be business casual at a minimum) and choose your presentation style to satisfy the target audience.
III. Models, overheads, handouts, and other communication aids are encouraged.
IV. Maintain control of your presentation and the classroom environment -- remember, *it is your presentation.*
V. ***Everyone in your group must participate in the presentation and speak at least once***.
VI. Your class mates (investors) will have play money to invest in your business ideas (other opportunities). It is your goal to get as much money as possible from these investors while competing with your classmates. Money won from your classmates will have an influence on your ultimate grade.

c) **Project Evaluation -** Marks will be allocated based on the following criteria;

I. **40% for Simulation Results**
   i. You will receive a grade based on the total profit you have accumulated over the simulation. Grades will be calculated based on how close you are to the computer competitor (there will be a bottom and top cap).

II. **30% for Written Report Content**
   i. Quality of your description (*clear, concise, comprehensive)* and creativity of your idea*.*
   ii. Follow the steps outlined above.

III. **30% for the PRESENTATION ITSELF**
   i. **ORGANIZATION:** *set-up, introduction, preparedness, timing*
   ii. **DELIVERY:** *body language, voice, energy, eye contact, confidence, posture, enthusiasm.*
   iii. **PRESENTATION STYLE:** *creativity in approach, use of props, audio/visual tools, professionalism, appearance.*
   iv. **CONNECTION WITH AUDIENCE:** *interest, rapport, attention, dollars earned*

STUDENT EVALUATION

GROUP CODE OF CONDUCT

BUSINESS NAME: _____

We, the undersigned, agree to the commitments and standards as stated in this document and each of us promises to give 100% commitment and effort to this project:

COMMITMENTS AND STANDARDS:

1._____

2._____

3._____

4._____

5._____

6._____

7._____

8._____

NAMES(PRINT): **SIGNED:**

1._____ _____
2._____ _____
3._____ _____
4._____ _____
5._____ _____

Date: _____

APPENDIX II

PEER EVALUATION

Project Group: _____ Course: _____ Section: _____

Evaluator: _____

I hereby certify that to the best of my abilities, I have been fair, objective and accurate in the following evaluation of my fellow team member.

100%	Worked as hard as everyone in the group and contributed well.
10% Reduction	Missed some meetings and failed to catch up or cover their workload.
20% Reduction	Missed meetings, was uncooperative, let the team down.
5% Bonus	A single excellent worker who performed far more than any other team-mate.

If you feel a higher deduction is warranted for a non-performing team mate, please indicate this on the back of the form. I will only consider a larger deduction if I the issue is brought to my attention as early in the process as possible and steps are taken to address the performance issue. Ultimate decisions on marks resides with the instructor, but I will take the teams feedback to make the decision if there is consistency in the evaluations.

My rating is as follows:

Student Name	100%	10% Reduction	20% Reduction	5% Bonus	Reasons

Signed: _____(Evaluator)

This evaluation must be handed in for ALL your team members on the submission of the assignment/project.

PLEASE ADD ANY ADDITIONAL COMMENTS ON THE BACK.