

Suggested Projects
MGMT 308W
Small Business Management
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Suggested Projects

On the next few pages are suggestions for projects which you may undertake. These projects include:

	<u>Consulting Fees</u>
1. <i>The Business Disc</i> computer simulation (highly recommended)	\$4,000
2. Book Executive Summary Project	\$1,000-\$2,500
3. Resume and Cover Letter Project (highly recommended)	\$1,000
4. Case Analysis Project	\$400-\$1,000
5. Current Event Analysis Project	\$400-\$800
6. Presentational Speech Project	\$400-\$1,000
7. Interview with a Small Business owner	\$2,000
8. Attendance at a Meeting of a Professional Organization	\$3,000
9. Reaction to a Guest Speaker	\$500
10. Student Designed Project	Up to \$5,000

For every project including the computer simulation, *The Business Disc*, and the resume and cover letter project, you must submit a proposal as described in the booklet *The Great Game of Learning Rulebook*.

For all projects except the Current Event Analysis, you must have submitted the proposal by e-mail prior to the deadline for submitting proposals and have received a signed contract prior to submitting the finished project in order to earn consulting fees. For Current Event Analyses, you may submit the proposal for the first time on paper along with the project when the project is submitted.

If you have an idea for a project that you would like to design for yourself that doesn't fit clearly into one of the other project categories, see the section in this booklet entitled "Student Designed Projects."

In addition, if you are interested in the process of starting a business (entrepreneurship) you are welcome to look at the *Suggested Projects* booklet for my 2006 course in Entrepreneurship – GSBA 537 – which you will find on my website at www.sandiego.edu/~kunkel/syllabi and you may select projects from that booklet. If you are in doubt as to whether a particular project is appropriate for you for this course, come and ask me.

The Business Disc Computer Simulation

Overview	Mandatory Project. You are to play <i>The Computer Disc</i> simulation, designing your own small business and then running that business for 12 months.
Process	<p>Step 1: Sign up for <i>The Business Disc</i> on-line. Dr. Kunkel will distribute instructions in class.</p> <p>Step 2: Give Dr. Kunkel a check for \$35 made out to MITEC.</p> <p>Step 3: Submit a proposal for a <i>Business Disc</i> project and receive approval of the proposal.</p> <p>Step 4: Using The Business Disc program, design a business and run that business for 12 months.</p> <p>Step 5: Write, rewrite and edit a 4 page report explaining what kind of business you started and ran, what major decisions you made, what your results were and what you learned from the experience.</p> <p>Step 6: Submit your project by the deadline for this project.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Four-page written report in REPORT format <input type="checkbox"/> References page
Fee	\$4,000

Other Helpful Suggestions

You may choose to sign up and pay for the on-line version of the multi-media computer simulation called *The Business Disc*. *The Business Disc* helps you simulate doing the research and planning to open your own small business and then simulates you running that small business for twelve months.

Unlike most business simulators which give no instruction on how to perform better, *The Business Disc* program presents Harry, a business consultant, who will help you to work your way through planning your new business. Harry will explain to you what you need to do and help you to do it.

After you start your small business, *The Business Disc* allows you to practice running the small business you opened in a simulated business environment for a period of twelve months. Once you have “started” and “run” a small business under Harry’s direction in *The Business Disc* simulation, you would find it much easier to open a small business in the real world.

I will assign specific deadlines when you must have completed certain milestones in the program. When you have finished the program, you will write me a four (4) page description of what you learned from the experience. The report must contain four types of information:

1. What kind of business did you start?
2. What were the major decisions you made in setting up your business and why?
3. What kind of results did you experience in running your small business?
4. As the last section of your report, be sure to tell me what you got from doing this simulation. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of completing this project? How has your education been improved as a result of what you learned from this simulation?

You will be paid a flat fee (salary) of \$4,000 for completing *The Business Disc* program and writing the report, the equivalent of 20 hours of consulting time.

Book Executive Summary Project

Overview	Read a book on the special problems and opportunities of owning a small business and submit a concise “executive summary” of the book as a project.
Process	<p>Step 1: Find a book on small business or management that you think will be valuable to you. I will make several suggestions during the semester, or you may come see me for suggestions.</p> <p>Step 2: Submit a proposal for a Book Executive Summary Project and receive an approval.</p> <p>Step 3: Read the book.</p> <p>Step 4: Prepare a five-page report including a four-page “executive summary” of the book and a one-page “evaluation” of the book.</p> <p>Step 5: Submit your project on time.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Four-page “executive summary” of the book <input type="checkbox"/> One-page “evaluation” of the book <input type="checkbox"/> References page giving a correct APA bibliographic citation for the book
Fee	<p>Books under 100 pages – \$1,000</p> <p>Books 100 to 200 pages – \$1,500</p> <p>Books 201 to 300 pages – \$2,000</p> <p>Books 300 pages or longer – \$2,500</p>

Other Helpful Suggestions

If you choose, you may read a book on the special problems and opportunities of owning a small business or other management topics that would be valuable to you and submit a concise “executive summary” of the book as a project. The library electronic card catalog (“Sally”) lists more than 1,160 books under the subject of “small business.” You will find books that apply to every discipline – accounting, finance, economics, information systems, marketing, etc., and looking through “Sally” at some of the other titles will give you ideas. In addition, the textbook gives a listing of excellent books at the end of every chapter.

I will also approve book executive summary projects on books written by the leaders in the fields of management, leadership, or entrepreneurship, such as Tom Peters, Ken Blanchard, Michael Porter, to name a few.

You should submit your book executive summary project proposal and receive a signed contract before you read the book. This will insure that your book is related to this course. **Make sure that the Information Gathering section of your proposal indicates the number of pages in the book.**

Depending on the size and complexity of the book, book executive summary projects should normally be bid in the range of \$1,000 to \$2,000 (5 to 10 hours of consulting time). \$2,500 is the maximum that will be paid for a book project, but this large a fee is reserved for especially difficult or exceptionally long books. Books under 100 pages in length pay a fee of \$1,000; books 100 to 200 pages in length pay \$1,500; books 200 to 300 pages in length pay \$2,000; books 300 pages in length or longer or books that are exceptionally difficult pay \$2,500.

If you are proposing to re-read a book that you have already read for another course, you should charge me a lower fee since re-reading and writing the report take less time than reading a book for the first time. You are on your honor to report to me in the proposal that this is a book that you have already read but that you'd like to review it for a book report. Re-reading a book for a book report should pay about half what the original reading would have paid (\$500 to \$1,250).

A book executive summary project should be submitted in REPORT form. A book project should include an executive summary of the content of the book (no longer than four pages) and an evaluation of the book (no longer than one page). That means that a busy executive should be able to read your four-page summary and say that they got the most important points contained in the book. By reading your one page evaluation, they should be able to decide whether the book was worth reading or whether your four page summary is all that they want to know about the book.

The best way to figure out what should be in a book executive summary project is to imagine yourself in the following situation. Imagine that the CEO of your company just called you into his office. He said that he was going to be attending a seminar this weekend and he knows that many of his colleagues will be talking about this book. He wants to be able to take part in the discussion and not look like he is totally ignorant of the book but he doesn't have time to read the book himself. He is assigning you the task of reading the book and telling him in a concise, 4-page report what is the most important information in the book, and in one page or less your opinion of the book or what you thought of the book and your recommendation as to whether he should read the book now that he has read your report.

You want to look good in the eyes of the CEO and you want him to look good in front of his CEO colleagues. What would you tell him about this book?

In your one-page evaluation of the book, be sure to tell the reader what you got from reading this book. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this book (if any)? How has your education, your career, or your life been improved as a result of what you learned from reading this book?

Book executive summary projects should be **no longer than five typed pages**, four pages of executive summary and one page of your evaluation of the value and contributions of the book. On the last page, include a section heading “Reference” and include a proper APA style bibliographical reference for the book.

Resume and Cover Letter Project

Overview	You are to write a professional resume and an eye-catching, professional cover letter to accompany your resume to be used in your job search process when you graduate.
Process	<p>Step 1: Submit a proposal for a Resume and Cover Letter project and receive an approval.</p> <p>Step 2: Go to the Career Center and get brochures on resume and cover letter writing.</p> <p>Step 3: Read the below section entitled “Other Helpful Suggestions” to learn specifics that I require in resumes and cover letters submitted for this course.</p> <p>Step 4: Research on-line or in the library other examples of excellent resumes and cover letters.</p> <p>Step 5: Prepare a one-page resume.</p> <p>Step 6: Prepare a one-page cover letter to accompany your resume.</p> <p>Step 7: Submit your project on time.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> One-page professional quality resume, incorporating the concepts discussed below <input type="checkbox"/> One-page professional quality cover letter written to a specific person at the company with which you want an interview (no "To whom it may concern" letters); incorporating the concepts discussed below <input type="checkbox"/> References page showing where you got information on resume and cover letter writing
Fee	\$1,000
Due Date	The Resume/Cover Letter project is due at class time the last class day of Week 4

Other Helpful Suggestions

Many of you will be seeking employment shortly after completing your program of study. It would be of benefit to you to have a current, professional resume and to know how to write a professional, eye-catching cover letter to accompany your resume before you begin the job search process.

You may choose to do a resume and cover letter for a project so long as you have not done a cover letter and resume in another class that Dr. Kunkel teaches. As with every project, in order to be paid in this course you must indicate that you learned something new or learned how to do something better than you could have done it before this course.

Therefore, simply “polishing up” your old resume does NOT qualify for this project. You must go to the Career Center and pick up brochures on how to write a really excellent resume and cover letter. You may also research at the library and/or on the internet on excellent quality resumes and cover letters. You will then indicate what you learned by creating an excellent cover letter and resume.

I have some strong opinions on how a professional resume and cover letter should look. Therefore, I will make a few suggestions here that are seldom in the books, but are powerful tips for writing really effective resumes and cover letters.

The Resume

First, a resume is not a chronological listing of every work experience you have ever had; **a resume is a sales brochure** and you are the product it is promoting. Therefore, under each job that you list (or school experience) don't just tell what your responsibilities and duties were; most of those will be relatively clear from the job title. Instead, tell what contributions you made, i.e., what difference you made while you filled the job.

Many students make the mistake of wasting space in their resumes by concentrating on job functions. For example, giving “Bank Teller” as a your job title, followed by “Waited on customers, balanced cash drawer, input transactions into the computer,” etc., is a waste of space. Those job functions are obvious from the job title of “teller.” Instead, tell the reader what contributions you made, what suggestions for improvements you made, or any changes you implemented.

Tell the reader how the company was better off because you were filling that position instead of someone else. Did you make any suggestions that were implemented? Did the company accomplish anything significant while you were there to which you contributed even remotely? By showing what a difference you've made to other organizations you've been with, you get them thinking about what contributions you might make to their organization. **Your resume will not be accepted if it does not include this extra pizzaz.**

Remember, a resume is not intended to get you a job – nobody was ever hired from a resume. The resume is intended to get you an interview, and anything that you can do to stoke the reader's interest and make them want to meet you is a step closer to an interview. Don't turn the reader off with inappropriate colored paper, flashy graphics, strange fonts or risky humor. Instead, stoke the reader's interest with the content of your resume.

In most industry settings, a resume is NEVER longer than one page. I've seen people with 30 years of experience present a clear, attractive, compelling resume on one page. Remember, you don't list everything – just enough to get the reader to want to interview you.

Structure of The Cover Letter

Once you have an excellent resume, your next task is to catch the reader's attention and make sure that they carefully read the resume with interest. That's the job of the cover letter. The basic layout of the cover letter should follow the following structure:

1. The first paragraph gets the reader's attention. Thank the reader if he/she has ever been in contact with you. Explain how you got the name of the company and what led you to apply there (i.e., "Bill Evans from your accounting department suggested I contact you about your opening in the marketing department"), what job you are applying for, and say what makes you want to work for this company.
2. The second section (which may be one or a few paragraphs) should discuss why they should want to interview you. In this paragraph, you point out some of the most important things from your resume that you want to make sure they notice, particularly those things that you believe are most pertinent to the job for which you are applying. Describe what skills you bring to their company. This is the section where you "sell yourself." It is possible for this to be broken into more than one paragraph if you have several sentences of this information.
3. The final paragraph should thank them for looking at your resume and should specify exactly what the next step is, i.e., when **you** will call to make an appointment for an interview, etc.

Starting of The Cover Letter

The first sentence of a letter is very important, because it will determine whether the reader really pays attention to the rest of the letter. The first sentence of the first paragraph of the cover letter should NEVER begin with the word "I." Using "I" later in the cover letter is perfectly acceptable, but the first paragraph should say something about the company you are applying to or the person to whom you are writing, or who suggested that you apply to this company. Word the first sentence to put the other person's name first.

The very best two words with which to begin a letter are "Thank you." However, you must have something "real" to thank the person for. If the person to whom you're writing has talked with you on the phone, corresponded with you, or met you, you can thank them for their time. If you have previously met the person to whom you are writing, for example, you might start with "Thank you for meeting with me on _____ to discuss the accounting position with XYZ Company. I am very interested in pursuing employment opportunities with XYZ Company because . . ." Never begin with "Thank you for reading my resume." They haven't read it yet and this is a very weak beginning for a letter.

If you can't say a genuine thank you (you have nothing to thank them for), the second best start for a cover letter is to begin with a name of someone your recipient will recognize. Start the sentence with the name. For example, rather than starting with "At a job fair at USD I met Mary Murphy from your company and she told me you are looking for. . .", say "Mary Murphy, accounting supervisor with your company, suggested that I send you a resume. . ." or "Mary Murphy suggested that I contact you about the position in your purchasing department." Using "Mary Murphy" (a name that the reader will recognize) instantly gets the reader's attention and gets them prepared to read what you have to say. It makes them feel obligated to at least read the rest of your letter as a courtesy to Mary Murphy.

Ideas for Your Cover Letter

One other error that students frequently make is turning a "you statement" into an "I statement." For example, "Thank you for . . ." is a "you statement." "I would like to thank you for . . ." is an "I statement." Whenever you have a simple choice of phrasing something as a "you statement" or an "I statement," you should always choose the "you statement."

Make your writing centered on the needs of the reader, not your own needs and wants. That is one way to make sure that the reader reads your letter and has a positive impression of you and your communication. "I statements" turn people off, as they (rightly or wrongly) indicate a selfish person who is only out for himself/herself.

If you don't have enough information on XYZ Company to explain why you want to work there, you don't have enough information on the company to deserve an interview. Do some research before you write the letter. Remember, interviews are earned with careful preparation and good execution of your job search plan.

Case Analysis Project

Overview	You may read a case, analyze the case, and prepare a case summary presenting your analysis and describing what you learned from analyzing the case. This case summary may be presented in either written or oral form.
Process	<p>Step 1: Find a Small Business case that interests you. You may use cases in the text. There are also Small Business cases in several books in the library.</p> <p>Step 2: Submit a proposal for a Case Summary Project and receive an approval.</p> <p>Step 3: Read and analyze the case, as described in the following section.</p> <p>Step 4: If written: Prepare a three-page analysis. If oral: Prepare and practice presenting your analysis.</p> <p>Step 5: If oral, arrange for a date on the class calendar to present your case analysis to the class.</p> <p>Step 6: If written: Submit your project on time. If oral: Present your case analysis in class.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover Page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> If Written: Three-page “case analysis” If Oral: Present your analysis of the case to the class <input type="checkbox"/> References page giving a correct APA bibliographic citation for the case
Fee	\$800

Other Helpful Suggestions

You may read a case, analyze the case, and prepare a report presenting your analysis and describing what you learned from analyzing the case. This case analysis may be presented in either written or oral form.

You may use any of the cases that are included in the course text. If you use a case from the text that we will be discussing in class, you must submit the case analysis no later than the day the case is discussed in class. You may not submit a case analysis on a case that we have already analyzed in class.

You may use any small business case that you find elsewhere. For example, our textbook contains several cases at the end of the book. You may use these or a case from another book. The library has literally hundreds of books that include small business cases. Many Strategic Management books also include cases, some of which will be small businesses.

However, remember, it must be a small business case. Submit your proposal before beginning to analyze the case so that you don't waste time working on a case that is not appropriate to the course.

Analyzing a Case That Includes Questions

If the case comes from a book that provides questions at the end of the case, you are to do the following things:

1. Give a brief synopsis of the most important facts in the case.
2. Answer the questions at the end of the case. Be concise. Do not waste words, but do a thorough job of answering the questions.
3. Present your ideas clearly and professionally, as if you were a consultant to the company hired to recommend action. A typed, well organized, concise, professional report is required.
4. Any written case summary of a case that we will be discussing in class may be submitted no later than the beginning of the class in which that case is to be discussed.

Analyzing a Case That Does Not Include Questions

If your case comes from a source that does not include a set of specific questions at the end of the case, you should do the following things:

1. Identify the major issues of the case. Given the brevity of the report, if there are many issues involved in the case, identifying three (3) major issues that are involved in the case is sufficient. If the case is a focused case, as opposed to a Harvard-style case, there may be only one major issue raised by the case. Your report must contain

enough of a description of the facts that the reader can determine what you are talking about without having extensive knowledge of the case.

2. For at least one of the issues that you identified, analyze the issue. List alternative courses of action, evaluate each, and make a recommendation as to what you think should be done. Be specific, not vague and general. Make sure that your suggestions are doable by the company (i.e., if you are suggesting that Joe's Hamburgers buy out McDonald's you need to show where Joe's is going to get the capital). Answer for the reader the question of how each suggestion can be implemented.
3. Are there any concepts or models that we have discussed in the class, or that have been presented in the text, or that you have learned in other business classes you have had that could be applied to this case? If so, describe them and their application to the case.
4. Present your ideas clearly and professionally, as if you were a consultant to the company hired to recommend action. A typed, well organized, concise, professional report is required.
5. As a last section of your report, be sure to tell me what you got from doing this project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of analyzing this case? How has your education been improved as a result of what you learned from doing this project?

Written Case Analysis

A written case analysis should be presented in no more than three (3) double-spaced pages of text plus cover page and references page. Normally, the only references in a case analysis are the case itself and perhaps a reference to something from the text. Nonetheless, a written case analysis should be presented in **REPORT** form, with a cover page and a references page.

Oral Case Analysis

In case of an oral case analysis, the analysis will be identical to that for a written case analysis. The only difference is that you will be making an oral presentation to the class as if we were the executive board of the company. Your report should be **no more than seven (7) minutes in duration**. You must schedule your presentation on the class calendar in advance, and cases that we will be discussing in class must be presented no later than the beginning of the class in which that case is to be discussed.

You must provide the class with a professional presentation, as described in the “Suggestions for Effective Oral Presentations” section of the *80/20 Guide™ to Business Writing*.

Case Analysis Fees

Case analyses should normally be bid in the range of \$400 to \$1,000 (2 to 5 hours of consulting time).

Current Event Analysis Project

Overview	Find an interesting article or column in a business magazine or a newspaper about occurrences in small businesses, and prepare either a written or an oral current events analysis.
Process	<p>Step 1: Find a small business article that interests you. (Maximum 5 Current Event Analyses in the semester).</p> <p>Step 2: Prepare a proposal for the article. The proposal does not need to be pre-approved – submit proposal with the analysis.</p> <p>Step 3: Read and analyze the article, as described in the following section.</p> <p>Step 4: If written: prepare a 2-page analysis in memo form. If oral: prepare and practice presenting your analysis.</p> <p>Step 5: If oral: arrange for a date on the class calendar.</p> <p>Step 6: If written: Submit your project on time. If oral, present your oral report.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Proposal – does not need to be pre-approved <input type="checkbox"/> Attach a copy of the article <input type="checkbox"/> If written: No longer than two pages in memo form If oral: A prepared and practiced 5 minute presentation <input type="checkbox"/> References page giving a correct APA bibliographic citation for the article
Fee	<p>One column newspaper article – \$200</p> <p>Intermediate length newspaper or short magazine article – \$500</p> <p>Long magazine article (five pages or more) – \$800</p>

Other Helpful Suggestions

We are constantly surrounded by the ebb and flow of businesses attempting to implement their business and corporate strategies. The popular business press, including such newspapers and magazines as *The Wall Street Journal*, *Business Week*, *Fortune*, *Forbes, Inc.*, *The Harvard Business Review*, *Business Horizons*, *The Academy of Management Executive*, not to mention *USA Today*, *The San Diego Business Journal* and

local newspapers, are constantly updating readers on what is happening in businesses in America and around the world, both large businesses and small ones. There is no sense in letting such rich opportunities for learning pass us by. Therefore, if you find an interesting article or column about issues affecting small businesses, you may bring it to the class either as a written or an oral current events analysis.

You will not receive credit for a current events analysis that simply summarizes the material in the article. You must show how the material in the article relates to one or more concepts that we have discussed in class or that we have seen in the reading materials.

The article may support or contradict our other materials. It may show an example of a company applying one of the concepts we have discussed, or it may show how theory has evolved beyond what is shown in the course materials.

When you find a small business article that is interesting to you, you may present it in the form of either a written current events analysis or an oral current events analysis. In analyzing your article, you should:

1. Briefly summarize the article.
2. Point out the concept, model, or theory that your article affirms, contradicts, or exemplifies.
3. Explain how the article affirms, contradicts, or exemplifies the other materials or discussion in the course.
4. Describe what conclusion you have drawn as to the validity and/or applicability of the theory or concept, i.e., who do you believe and why, where could you apply this concept and why, etc.?
5. As a last section of your report, be sure to tell me what you got from doing this project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this project? How has your education been improved as a result of what you learned from doing this project?

Simply summarizing what an article says will not be accepted as a current events project. You must analyze how the article relates to specific material from the course.

If you choose, you may attach a proposal on paper in **MEMO** format to the current events analysis rather than sending it to me ahead of time by e-mail. For current events analyses proposals can be submitted for the first time on paper with along the project and do not need to be pre-approved.

The current events analysis is designed to give you an opportunity to capitalize on and learn from events that are happening during the semester as you take this course. It is not intended that you would make these types of analyses the primary type of project that you undertake during the semester. Therefore, you may complete no more than five (5) current events analyses during the semester without prior authorization to complete more than five. In addition, newspaper and magazine articles that are more than one month old do not qualify as “current events” for these projects.

Written Current Event Analysis

If you choose to do your current events analysis in written form, use **MEMO** format and it should be **no longer than two (2) double-spaced pages** after the cover page. Your description should be brief, concise, and to-the-point so that a busy executive can take your conclusions into account in his concept of reality. **Attach a copy of the article to your write-up.** Written current events analyses should normally be bid in the range of \$400 to \$800 (2 to 4 hours of consulting time).

Oral Current Event Analysis

If you choose to do your current events analysis in oral form, you must arrange for a time on the calendar for your presentation. Normally, unless there is some reason why it is not practical to do so, I will make every effort to work current events analyses into the class the same day you make your request, if you like. Your presentation should be **no longer than five (5) minutes**. However, if it is a particularly momentous or interesting topic, the class may continue to discuss the issue beyond your presentation.

If more than one person shows up with a proposal to present the same article or issue on the same day, the person to be allowed to present will be selected by a game of chance (paper, rock, scissors). The other(s) will not be paid for the presentation they did not give.

You must provide the class with a professional presentation, as described in the "Suggestions for Effective Oral Presentations" section of the *80/20 Guide™ to Business Writing*. **Attach a copy of the article on which you are reporting to the proposal with a cover page and submit it to me for payment.** Again, oral current events analyses should normally be bid in the range of \$400 to \$800 (2 to 4 hours of consulting time).

Presentational Speech Project

Overview	You may prepare and deliver a speech to the class. The types of speeches you may undertake are described below.
Process	<p>Step 1: Choose a speech type and topic.</p> <p>Step 2: Submit a proposal and receive an approval.</p> <p>Step 3: Prepare and practice the speech (no more than five minutes).</p> <p>Step 4: Arrange for a time to be put on the class calendar for you to deliver your speech.</p> <p>Step 5: Give the speech.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Oral presentation – five minutes <input type="checkbox"/> References page giving a correct APA bibliographic citation for any resources used
Fee	\$1,000

Types of Presentational Speeches

Throughout the course of your professional life, you will be asked to give a variety of public presentations. Most people quail at the prospect of having to get up and talk in front of any group of people. Nevertheless, learning the set of skills you will need to master and give effective presentations will be an asset to you the rest of your life.

Acting as the owner of a small business or a senior executive with a small business or as the presenting officer presenting an award to a small business you are to prepare and deliver one of the following types of speeches. It can be a real situation that you read about in the newspaper or an imaginary situation you design.

1. **Award Presentation Speech:** The purpose of this speech is to bestow a gift or an award on a recipient. It could be a gift made to an individual, a group, or an organization (such as a gift to a university or charity) or an award (such as “Person of the Year” or “Small Business of the Year”). Your job is to explain what is happening, to recognize the accomplishments of the recipient

as a rationale for the gift or award, and to establish the business's role in making this important social contribution.

2. **Acceptance Speech:** The purpose of this speech is to accept an award or some form of gift to your small business as recognition for the contributions made to the community by your small business.
3. **Introduction Speech:** The purpose is to introduce a speaker who will follow you. You are to build enthusiasm for the speaker and the topic, and establish a climate of welcome that will boost the speaker's credibility.
4. **Commemorative Speech:** The purpose of this speech is to pay tribute to a person (e.g., a retiring CEO), a group of people (e.g., the Board of Directors at the annual company dinner), an institution (e.g., the 25th anniversary celebration of a family business), or an idea (e.g., recapturing the small business as a privately owned firm from its publicly owned status).
5. **Press Statement:** The purpose of this speech is to meet the press to announce some form of change within a well known small business. Possible events could include announcement of a major grant to fund some philanthropic project, the announcement of a management succession, or groundbreaking for a new plant or project that will affect the community.

These speech assignments will take some creativity on your part to develop mock situations that will provide an appropriate context for each type. You can base your presentations on real current events, historical cases, or hypothetical events. You can get your ideas for each by reading the business and social calendar sections of the Sunday newspaper, go on line with various news groups, or adapt one from a case summary or current events project you are already completing.

You are not restricted to the types listed above. You could also construct presentations that you would make to your family business that would include sales presentations, technical reports (listing the relative advantages and disadvantages of purchasing a product or adopting a policy), staff reports (briefings to employees about coming changes in policy or new standards of evaluation), progress reports (briefing supervisor or CEO on current status of a continuing project), or investigative reports (report from a third-party agency like a consultant on the current status of your business's practices with recommendations).

Your presentation should be **no more than five (5) minutes in duration**. You must schedule your presentation on the class calendar in advance. Please come prepared to explain the context of your presentation before you begin. This explanation should help to establish your credibility, not undermine it!

You must provide the class with a professional presentation, as described in the *80/20 Guide™ to Business Writing*. You will turn in a copy of the proposal, a cover page and a page of references following **REPORT** format, and an outline following the specifications in Section 8.6 of the *80/20 Guide™ to Business Writing*. Oral presentations should normally be bid in the range of \$400 to \$1,000 (2 to 5 hours of consulting time).

Interviewing the Owner of a Small Business

Overview	You may interview the owner of a small business. You may discuss with the owner the pros and cons of owning a family business, of having family working together in the business.
Process	<p>Step 1: Choose a small business and arrange to interview the owner.</p> <p>Step 2: Submit a proposal for the interview and receive approval.</p> <p>Step 3: Schedule the interview, show up on time with a prepared list of questions to ask the owner. Interview the owner.</p> <p>Step 4: If written, write a professional report on the interview, not a transcript of the interview, but an analysis of what you learned.</p> <p style="text-align: center;">If oral, arrange for a time to be put on the class calendar for you to deliver your interview analysis.</p> <p>Step 5: If oral, give the oral presentation.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Written report four to six pages in report form OR oral presentation – five minutes <input type="checkbox"/> References page giving a correct APA bibliographic citation for interview and other resources used
Fee	\$2,000

Other Helpful Suggestions

You may interview the owner of a small business. You may discuss with the owner the pros and cons of owning a small business. What are the joys and headaches of owning and operating your own business? Do the joys outweigh the problems?

Listen carefully to the owner's story. How did the business get started? What did the owner do before owning their own business? What education and experience did the owner have that prepared them for business ownership in this industry? What would they do differently if they could go back and do it again? How would the owner feel about working for someone else now that they have been the boss?

What are the most pressing problems that the owner faces on a regular basis? How do they try to deal with those problems? What could change that would make their life better?

What are the most important things that the government could do to help the small business owner?

What would the owner advise a young student just graduating from college to do to prepare for small business ownership?

In writing your report, **do not use “transcript” format, where you tell every question you asked followed by the interviewee’s answer.** Instead, you must synthesize what you heard in the interview and write a professional report, in report form, with headings, etc., conveying to me the story your interviewee told and what you learned from him/her.

As a last section of your report, be sure to tell me what you got from doing this project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this project? How has your education been improved as a result of what you learned from doing this project?

An interview with an owner should result in a report approximately 4 to 6 pages long and will pay a fee of \$2,000.

Attendance at a Meeting of a Professional Organization

Overview	<p>You may attend a meeting of a professional association or trade group of an industry that interests you. Find out about the group, call someone and get an invitation to the meeting as a guest, and attend the meeting. Network with executives from companies in the industry. Listen to the presentation (if any) and discuss the industry with the people you meet. You might look above at the interview project to get ideas of things you might want to discuss with people with whom you interact at the meeting.</p>
Process	<p>Step 1: Choose an organization and arrange to attend a meeting.</p> <p>Step 2: Submit a proposal for the project and receive approval.</p> <p>Step 3: Attend the meeting and take notes.</p> <p>Step 4: If oral, arrange for a time to be put on the class calendar for you to deliver your oral report.</p> <p>Step 5: If written, write a professional report on the meeting, following the directions below. Of oral, give the oral presentation.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Written report four to six pages in report form OR oral presentation – five minutes <input type="checkbox"/> References page giving a correct APA bibliographic citation for interview and other resources used
Fee	\$3,000

Other Helpful Suggestions

There are many professional organizations in the San Diego area where business executives from different industries meet to discuss problems, issues, and challenges in their industry as well as to network. Most industries have trade associations. For example, the San Diego Telecom Council has activities and meetings at least once or twice a week for their 600 + member companies, both large and small, in the telecommunications industry here in San Diego.

There are also community service organizations that provide business owners networking opportunities while they serve their community, such as the Rotary, Lions and Optimists clubs. There are self-help organizations that help executives develop skills necessary for business success, such as Toastmasters Clubs which help executives to develop their abilities in public speaking. Attending a meeting of any one of these kinds of organizations can be an excellent educational opportunity. These are also excellent places to network with people with whom you might want to interview when you graduate.

You may attend a meeting of a professional association or trade group of an industry that interests you. Find out about the group, call someone and get an invitation to the meeting as a guest, and attend the meeting. Network with executives from companies in the industry. Listen to the presentation (if any) and discuss the industry with the people you meet. You might look above at the interview project to get ideas of things you might want to discuss with people with whom you interact at the meeting.

In order to get paid for attending a professional meeting, you will be required to write a 4 page report on the presentation, its most important points, and what you learned as a result of attending the session. If there is a formal presentation or speaker, do NOT simply outline the speaker's presentation. Instead, summarize the most important points you got from the presentation.

Also discuss what conversations you had with business persons in the room and what you thought of the whole experience. Do you see any value in this kind of professional organization? Would you join such an organization if you owned or worked for a business in this industry?

As a last section of your report, be sure to tell me what you got from attending this meeting. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this meeting? What contacts did you make that might be of value to you in the future? How has your education been improved as a result of what you learned from doing this project?

As a part of your evaluation of the experience I want you to tell me whether you think you would consider becoming a regular member of this organization. What contribution do you think this organization or one like it might make to your career and personal development? Do not be afraid to say, "No, I wouldn't like to become a member of this organization because my visit showed me that it doesn't have enough value for me to justify the commitment of time involved," or some other negative conclusion. The very reason for visiting an organization is to decide whether it has value for you, and sometimes the answer to that question will be "No."

Attending a professional meeting and writing a four-page report on the experience pays a fee of \$3,000.

Reaction to a Guest Speaker

Overview	Periodically we will have guest speakers visit our class. After a guest speaker has visited our class, you may write a two-page memo telling me your reaction to the guest speaker.
Process	<p>Step 1: Briefly summarize the speaker's main points.</p> <p>Step 2: Describe the points or lessons that you found most informative or relevant to your life and/or career goals and explain what value you found in these points.</p> <p>Step 3: Give an overall evaluation as to how valuable of a contribution you felt this speaker's presentation was to this course and to your education.</p> <p>Step 4: Tell me whether or not you think I should have this guest speaker attend class again in the future and why.</p>
Deliverables	<ul style="list-style-type: none"> <input type="checkbox"/> Cover page <input type="checkbox"/> Approved Proposal <input type="checkbox"/> Written two-page written report in memo form
Fee	\$500

Other Helpful Suggestions

Periodically, we may have guest speakers come to class. If you would like, you may write a Reaction to a Guest Speaker project.

Briefly summarize the speaker's main points. Then describe the points or lessons that you found most informative or relevant to your life and/or career goals and explain what value you found in these points. Next, give an overall evaluation as to how valuable of a contribution you felt this speaker's presentation was to this course and to your education. Finally, "grade" the speaker by telling me whether or not you feel that I should invite this speaker back to future classes and why.

Student Designed Project

You are free to design projects of your own choosing. Remember that all projects must be preceded by a proposal which allows me to understand what you are doing and to give guidance if I feel you are attempting something that can't be done or if I am unable to understand what you plan to do.

Student designed projects may be for fees up to \$5,000. Any project that would have a fee larger than \$5,000 must be broken into a series of smaller related projects. The topic of a student designed project may be anything that is related to the course or the course materials. Here again, I will have the opportunity to examine your proposal before you begin work on the project and will be able to warn you if I see that you are getting too far afield of the issues of small business.

As a last section of your report, be sure to tell me what you got from doing this project. What value did you derive, what lessons did you learn, and/or what realizations did you come to as a result of this project? How has your education been improved as a result of what you learned from doing this project?

The Student designed project category is designed to allow your creativity to soar. This category allows you to design any kind of project that you wish, so long as it is in any way related to the subject matter of the course. Be bold! Let your imagination take flight! This category is designed to allow you to design projects that are relevant and important to you, as well as fun and stimulating. If your projects are boring, you have only yourself to blame!

