

BA 512: Business Strategy Integration: Experiential Learning

FT MBA Class of 2020 - Course Outline

COURSE GOALS

The purpose of this course is to provide an opportunity for students to apply the skills and knowledge developed through their foundational MBA courses to a specific business setting. The course builds on learning from BA 504 BSI: Foundation and BA 507 BSI: Global, deepening students' knowledge of a chosen business function and industry, and building their professional skills. Students will choose from one of three routes to achieve the course goals: an internship, an entrepreneurial project or an industry research project. Details of the three routes are laid out in the *Course Description*.

BA 512 BSI: Experiential Learning is a collaboration between the Hari B. Varshney Career Centre (BCC), the Robert H. Lee Graduate School (RHL), and external partners. The course provides professional graduate students the opportunity to interact with business professionals in a real-world setting, enabling them to better achieve their career goals, while still meeting academic objectives.

LEARNING OBJECTIVES

At the end of this course, students will be able to:

- Apply the tools and concepts provided during Career Professional Development Journey programming to effectively source and develop a project or role that meets those goals within a prescribed time frame;
- Effectively manage client, partner and team expectations, and make a positive contribution to a working environment (or in the case of the industry research project, to an industry or functional area);
- Apply skills and knowledge developed through their foundational MBA courses to a specific business setting;
- Reflect on their learning and articulate this in a way that will support their future professional growth.

ASSESSMENT SUMMARY

Please note that the assessment for **Internships** and the **Entrepreneurial & Industry Projects** are different.

Internship		Entrepreneurial/Industry Project	
Internship/Project Agreement	5%	Internship/Project Agreement	5%
Meeting with Faculty Supervisor	5%	Project Kick-off. Meeting with Faculty Supervisor	10%
Progress Update Phone Call (July)	10%	Progress Update Phone Call (July) Purpose Statement and table of contents due	10%
Annotation	35%	Project Report	15% Initial Draft
Artifact or Internship Report	10%		30% Final Project Report
Course Reflection	35%	Course Reflection	30%

Students must complete each deliverable and submit each assessment to pass the course.

BA 512: Business Strategy Integration: Experiential Learning

FT MBA Class of 2020 - Course Outline

Please note that you will be graded on the deliverables above, not on the experience you have during your internship or project. Your academic grade is determined by how you report on, and demonstrate, that experience.

COURSE INFORMATION

Division: Robert H. Lee Graduate School **Term/period:** Summer (with pre-work required)

Instructors: Perry Atwal, DJ Miller, Tim Silk, Greg Werker

- Students will each be allocated a faculty supervisor from the instructing team. The supervisor will provide academic support and guidance. Contact details for the appropriate supervisor will be provided.
- Students should contact their designated Career Coach for support with professional development issues, and for queries relating to internship search.

Key contacts:

Career development enquiries and internship search:

Nicole McCormick, Graduate Career Assistant nicole.mccormick@sauder.ubc.ca

Course administration enquiries:

Tony Olenja, FT MBA Senior Program Assistant askmba@sauder.ubc.ca

Section number: BA 512 001

Workshop: October 18, 2018 – 12.45pm-1.45pm

Course duration: 8 -16 weeks

Course website: Canvas

BRIEF COURSE DESCRIPTION

Students will choose from one of three paths to achieve the BSI: Experiential Learning course goals: an [internship](#), [an entrepreneurial project](#), or [an industry research project](#).

The course is conducted primarily between May and September 2019, with some pre-work required, including attendance at an introductory workshop (October 18, 2018) and the sourcing and scoping of the project or internship.

Internship

The internship option enables students to gain valuable work experience. They apply their MBA learning to a real business setting by becoming embedded in the business for a minimum of 8 weeks (maximum of 16). Internships are available from a variety of employers and can be undertaken locally or internationally. An internship is considered an employment relationship, and students should agree to the nature of the role/project and deliverables with their employer and their faculty supervisor in advance. Employers may have additional requirements beyond the academic requirements of the course.

Your MBA career coach (Mary Cowan or Iris Cai) will reach out to you to schedule a summer check-in discussion. These will happen from June – July. Please note that the BCC Business Development team, who help to source and manage the internships, will also check-in with all employers during the internship period.

Competition for internships is intense — students wishing to follow this route will likely need to compete for posted internship opportunities *and* source their own opportunities using the networking and career-building skills they have developed to date during their MBA and Career Development Professional Journey.

BA 512: Business Strategy Integration: Experiential Learning

FT MBA Class of 2020 - Course Outline

[Conduct: the BCC has specific policies related to conduct on internship that must be upheld in order for students to pass the course. Please ensure you have read and understood the BCC Rules of Engagement and Professional Guidelines, which are posted on Canvas.](#)

Students who do not abide by the code of conduct may have their BCC services withdrawn.

Entrepreneurial Project

This option gives students an opportunity to explore and develop their own business idea — developing a business plan, undertaking a feasibility study, or working on the establishment of a start-up venture. Projects are self-directed, with the objectives agreed with your faculty supervisor at the start; students typically work in teams of 2-3 individuals, but may choose to work individually with supervisor approval. Teams larger than 3 will be considered via an approval process and will have an additional evaluation through iPeer. Your faculty supervisor will help connect you to the UBC-wide resources that exist to support the development of entrepreneurial ideas. This option is ideal for students following the Business Innovation & Entrepreneurship Track, but is not limited to these students.

Industry Research Project

The industry project is an opportunity to analyze an industry, a functional area, or an organization. The project will typically take the form of a market analysis, a feasibility study, a strategic analysis, or a business plan. Students undertake these projects on an individual basis, using the opportunity to gain a deeper understanding of an area they wish to work in after completing their MBA. Projects are self-directed, with the objectives agreed with your faculty supervisor at the start, but will often involve collaboration with industry partners and contacts. This option requires in-depth secondary research, and may also include primary research and industry liaison.

COURSE MATERIALS & REQUIREMENTS

Reading Materials & Learning Resources: Students are expected to source and utilize the relevant learning resources for their internship or project. Students are expected to reach out to their faculty supervisor for advice related to project rigour and as a contact who can help direct them to other resources.

Activity Fees: None. Students should assess the cost implications and logistical requirements of their chosen internship/project.

ASSESSMENT

Assessment activities

- **Internship/Project Agreement Internship/Entrepreneurial & Industry Projects (5%):** A completed internship/project agreement form, presenting a plan that enables you to meet the learning objectives of the course. Guidance on sourcing/scoping internships and projects will be provided at the mandatory workshop.
- **Initial Meeting with Faculty Supervisor – Internship (5%):** A group meeting has been scheduled for Wednesday April 17th from 12-1pm. If for some reason you are unable to attend at this time you will need to schedule a separate meeting with your faculty supervisor prior to April 26th.
- **Initial Meeting with Faculty Supervisor and Kick-off – Entrepreneurial & Industry Projects (10%):** A group meeting has been scheduled for Wednesday April 17th from 12-1pm to discuss the course requirements. Subsequently, you must arrange an initial project review meeting with your advisor to discuss your project's area of focus and scope. This meeting **MUST** occur on or before May 31st. This meeting can be face to face or by phone.

BA 512: Business Strategy Integration: Experiential Learning

FT MBA Class of 2020 - Course Outline

- **Phone Call Progress Update (10%):** A brief progress update (i.e., 5 minute phone call) given verbally to your Faculty Supervisor. This is designed to help enable effective reflection during the course, and to assist faculty supervisors in providing guidance and support. Questions to consider for discussion:
 - What about your internship/project is meeting/exceeding your expectations?
 - What is not meeting your expectations? Think about actions you can take to try to address these items.
 - Comment on one thing you've learned from the first part of your internship/project.
 - **Students working on Entrepreneurial and Industry Projects: Student is expected to prepare a finalized purpose statement and a table of contents for the final report.**

- **Internship Final Deliverable (80%):**

1. **Internship-Report or Artifact 10%**

Evidence of the work you have undertaken during your internship. This may be one or more reports, presentations, or other format as determined in the Internship/Project Agreement. Examples of artifacts include (but are not limited to): Meeting Minutes; Research Data and Analysis; Feedback from Colleagues; Modeling Spreadsheets; Process Maps; Databases and so on. The work should be of MBA level, and provide evidence of the expected time commitment for the course.

Grades will be determined by how well you have met the brief laid out in the Internship/Project Agreement or otherwise discussed with your supervisor. Employers will submit feedback on internship candidates' performance, and this may be considered in grading.

*Internship candidates should note that is **NOT** a report about your internship experience – it is evidence of what you did/achieved for your employer during your internship.*

2. **Annotation 35%**

A two-page document giving context to the report/artifact you submitted. This report should include project objectives; context of the project as it relates to the employer's business; student's role in the project and the team at large or any further information that may help your advisor understand the criticality of the project and your role therein.

3. **Course Reflection 35%**

A two-page reflection on your experience in the course, addressing the following:

- Discuss challenges and how you overcame them, ideas/theories/concepts you were able to apply from your MBA classes, mistakes you made or choices you might have handled differently in hindsight, areas where you felt prepared as well as areas you felt inadequately prepared, and anything else that contributed to your learning experience during the internship/project. You may choose to focus on the main deliverable, or on several deliverables.
- What key actions will you take in relation to your professional development as a result of this course?

Your supervisor may request additional information, or ask further or different questions, to enable you to meet the learning objectives of the course.

4. **SEAT data submission** (this is not graded but it must be completed in order to pass the course.)

BA 512: Business Strategy Integration: Experiential Learning
FT MBA Class of 2020 - Course Outline

- **Entrepreneurial & Industry Project Final Deliverable (75%):**

- 1. Project Report 45%**

Report draft 15% (due August 15th, 2019)
Final report 30% (due September 9th, 2019)

The project report should be organized and formatted appropriately based on agreement with your advisor.

- Entrepreneurial projects will typically align with that of a business plan or feasibility study with level of detail appropriate for the project.
- Industry reports are expected to provide at a minimum (but not limited to) objectives and context for the project, methodology in research, summary of results, and conclusions/recommendation. These reports ARE NOT to be a regurgitation of existing secondary market research reports, but rather must demonstrate independent thought and conclusions.

Reports should include an executive summary, full citations and appendices to support the content presented in the main report.

The work should be of MBA level, and provide evidence of the expected time commitment for the course.

Grades will be determined by how well you have met the brief laid out in the Internship/Project Agreement or otherwise discussed with your supervisor.

- 2. Course Reflection 30%**

A two-page reflection on your experience in the course, addressing the following:

- Discuss challenges and how you overcame them, ideas/theories/concepts you were able to apply from your MBA classes, mistakes you made or choices you might have handled differently in hindsight, areas where you felt prepared as well as areas you felt inadequately prepared, and anything else that contributed to your learning experience during the internship/project. You may choose to focus on the main deliverable, or on several deliverables. In these cases, reflect on your emotions relating to successes achieved and barriers faced.
- Reflect on your learnings as they will affect your career in the future. What key actions will you take in relation to your professional development as a result of this course?
- In the case of group entrepreneurial projects, reflect on your learnings relating to team dynamics.
- *Note for students working in groups: The Course Reflection must be completed individually.*

Your supervisor may request additional information, or ask further or different questions, to enable you to meet the learning objectives of the course. 1

Completion of Deliverables and Submission of Assessments

Students **must complete every deliverable and submit every assessment in order to pass the course**. All assignments are to be submitted via Canvas as pdf documents. [Students undertaking internships are also required to complete the internship summary in SEAT. If you have opted to do an internship and do not complete your SEAT summary, you cannot pass the course.](#)

Grading

Expectations of the quality of work required align with other MBA courses. A final course grade will be assigned 3 weeks after the due date based on the grade given for each assignment and its relevant weighting.

BA 512: Business Strategy Integration: Experiential Learning

FT MBA Class of 2020 - Course Outline

SCHEDULE

REQUIRED PRE-WORK	
DATE	ACTIVITY
October 18, 2018 12.45pm-1.45pm	<i>Workshop: BSI: Experiential Learning – All You Need to Know</i> **Attendance at the introductory workshop is <u>mandatory</u> for all students**
Ongoing	Career Professional Development Programming as indicated in myMBA Career website. Students access a combination of required and optional programming in addition to their interactions with their Career Manager.
KEY COURSE DEADLINES	
April 9 to May 22, 2019	Supervisors will be allocated on a rolling basis as students confirm their internships/projects.
April 17, 2019 12:00-1:00pm	Initial meeting with Faculty Supervisors.
May 20, 2019 @ 11:59pm	Internship/Project Agreement Due – all students will make their final selection for either an internship or a project.
May 31, 2019	Deadline for Project Review Meeting for Entrepreneurial/Industry Projects
May – August, 2019	This is the core period during which students will complete their internship or project. 8 weeks of full-time effort is the minimum expected time commitment during this period.
July 2 – July 12, 2019 11:59pm	Phone Call Progress Update Due. Students undertaking Entrepreneurial/Industry Projects: Purpose and Table of Contents Due.
Aug 15, 2019 11:59pm	Project: Full Draft Project Report Due
September 9, 2019 @ 11:59pm	Final Deliverable Due Project: Project Report, Course Reflection (no SEAT Summary) Internship: Internship Report/Artifact, Annotation, Course Reflection, SEAT Summary

BA 512: Business Strategy Integration: Experiential Learning

FT MBA Class of 2020 - Course Outline

TEACHING & LEARNING ACTIVITIES

Workshops, Faculty Supervision and Staff Support

The introductory workshop is designed to provide students with all the essential information required to succeed in the course, and attendance is mandatory. Faculty and staff will not provide additional support or individual guidance to students who do not attend.

The RHL & BCC teams will allocate a faculty supervisor to each student on a rolling basis as they confirm their internship/project. Supervisors will provide office hours during which students can seek guidance on their course deliverables. BCC staff are also available to support students in their internship search and/or in building contacts for their project, and will continue to provide career coaching for the duration of the course.

Entrepreneurial Project Activities

Similarly, the scope and nature of the learning activities on the entrepreneurial project will vary depending on the business idea and its stage of development. Entrepreneurial projects are usually team-based, and students will typically choose to continue developing an idea created in an earlier course. Students should liaise with their faculty supervisor to determine the scope of their project.

Industry Research Project Activities

The industry project is an individual research project. The project will typically take the form of a market analysis, a feasibility study, a strategic analysis, or a business plan, and so teaching and learning activities will be aligned with that form of deliverable. Projects are research-based, but will often involve collaboration with industry partners and contacts. Students should liaise with their faculty supervisor to determine the scope of their project. AGAIN, these reports ARE NOT to be a regurgitation of existing secondary market research reports, but rather must demonstrate independent thought and conclusions.

Internship Activities

Activities undertaken on an internship can be hugely varied, and the scope and nature of the role should be agreed with the employer in advance under the guidance of the faculty supervisor. General information around internships can be found in the course Canvas site and will be covered in the *BSI: Experiential Learning – All You Need to Know* workshop. Students should conduct their own research and due diligence on internship opportunities, including making use of the resources and opportunities in COOL and on the myMBA Career site.

COURSE AND INSTITUTIONAL POLICIES

Attendance: As per RHL policy on Professionalism, Attendance and Behaviour, students are expected to attend 100% of their scheduled classes. In the case of BA512, students are expected to attend the mandatory workshop on October 18, 2018. Students must notify their instructors at the earliest opportunity if they are expected to miss the class due to illness. A medical note from a licensed, local doctor is required.

Tardiness: As per RHL policy on Professionalism, Attendance and Behaviour, students are expected to arrive for classes and activities on time and fully prepared. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving halfway through a scheduled class, or later, will be treated as absent for that class.

Policies specific to internship: Please ensure you have read and understood the BCC Rules of Engagement and Professional Guidelines, which are posted on the Canvas site for this course. Students selecting the internship path must uphold these policies in order to pass the course.

BA 512: Business Strategy Integration: Experiential Learning

FT MBA Class of 2020 - Course Outline

ACADEMIC INTEGRITY

All UBC students are expected to behave as honest and responsible members of an academic community. Failure to follow appropriate policies, principles, rules and guidelines with respect to academic honesty at UBC may result in disciplinary action.

It is the student's responsibility to review and uphold applicable standards of academic honesty. Instances of academic misconduct, such as cheating, plagiarism, resubmitting the same assignment, impersonating a candidate, or falsifying documents, will be strongly dealt with according to UBC's procedures for Academic Misconduct. In addition to UBC's Academic Misconduct procedures, students are responsible for reviewing and abiding by RHL's policy on Academic Integrity.

LATE ASSIGNMENTS

Late submissions will receive a zero, but must still be submitted in order to pass the course.