

### COURSE INFORMATION

Course title:	Business Strategy Integration: Experiential Learning		
Course code:	BA 512	Credits:	1.5
Session, term, period:	2020S (with pre-work required)	Class location:	n/a
Section(s):	001, 002, 003, 004	Class times:	n/a
Course duration:	May – Sept 2020	Pre-requisites:	n/a
Division:	n/a	Co-requisites:	n/a
Program:	FT MBA		

### INSTRUCTOR INFORMATION

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 BCC Career Coach for support with professional development issues, and for queries relating to internship search.

### Key contacts:

*Career development enquiries and internship search:*

RJ Juson, Graduate Career Assistant [ramon.juson@sauder.ubc.ca](mailto:ramon.juson@sauder.ubc.ca)

*Course administration enquiries:*

Tony Olenja, FT MBA Senior Program Assistant [askmba@sauder.ubc.ca](mailto:askmba@sauder.ubc.ca)

### BRIEF COURSE DESCRIPTION

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.

### COURSE DESCRIPTION IN DETAIL

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 2020, with some pre-work required, including attendance at an introductory workshop (October 16, 2019) 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.

[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 can choose to work in teams of 2-3 individuals, but may also choose to work individually. 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.

### ASSESSMENTS

#### 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.

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.

#### Details of Assessments

##### Assessment activities

- **Internship/Project Learning Agreement Form (5%):** A completed internship/project learning agreement form (due May 26, 2020), 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 in October.

- **Initial Meeting with Faculty Supervisor – Internship (5%):** A group meeting has been scheduled for Wednesday April 22, 2020 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 May 1, 2020.
- **Initial Meeting with Faculty Supervisor and Kick-Off – Entrepreneurial & Industry Projects (10%):** A group meeting has been scheduled for Wednesday April 22, 2020 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 June 5, 2020. This meeting can be face to face or by phone.

- **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 (link on Canvas; this is not graded but it must be completed in order to pass the course)

SEAT (Sauder Employment Analytic Tool) is the Business Career Centre's unique repository of salary, employment, and company information for both internship and full-time positions. In the case of internships, the internship and project information you provide helps both staff and future students understand the parameters of your summer project experience

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

#### 1. Project Report 45%

Report draft 15% (due August 13, 2020)  
Final report 30% (due September 7, 2020)

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.

### 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.** See above (p. 5) for information about SEAT.

### 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.

### LEARNING MATERIALS

**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.

## TEACHING AND 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.

### 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* workshop in October. 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.

### 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.

## COURSE-SPECIFIC POLICIES AND RESOURCES

### *Missed or late assignments, and regrading of assessments*

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

### *Academic Concessions*

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](https://webforms.sauder.ubc.ca/academic-concession-rhlee) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

### *Other Policies*

**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 in order to pass the course.

## **POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL**

### *Attendance*

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on the transcript.

In the case of BA 512, students are expected to attend the mandatory workshop in October. 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.

### *Punctuality*

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

### *Electronic Devices*

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School’s policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students’ use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

### *Citation Style*

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

## **UNIVERSITY POLICIES AND RESOURCES**

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.



*Academic Integrity*

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President’s Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

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**ACKNOWLEDGEMENT**

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

**COURSE SCHEDULE**

(Subject to change with class consultation)

<b>REQUIRED PRE-WORK</b>	
<i>DATE</i>	<i>ACTIVITY</i>
Oct 16, 2019 1:00-2:00pm	Workshop: BSI: Experiential Learning – All You Need to Know **Attendance at the introductory workshop is mandatory 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.
<b>KEY COURSE DEADLINES</b>	
Apr 7 to May 26, 2020	Supervisors will be allocated on a rolling basis as students confirm their internships/projects.
Apr 22, 2020 12:00-1:00pm	Initial meeting with Faculty Supervisors (mandatory) <i>Location will be announced on Canvas.</i>
May 26, 2020 11:59pm	Internship/Project Agreement Due – all students will make their final selection for either an internship or a project.

Jun 5, 2020	<b>Project: Deadline for Project Review Meeting</b>
May – Aug, 2020	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.
Jun 30 – Jul 10, 2020 11:59pm	Phone Call Progress Update Due. <b>Project: Purpose and Table of Contents Due</b>
Aug 13, 2020 11:59pm	<b>Project: Full Draft Project Report Due</b>
Sept 7, 2020 11:59pm	Final Deliverable Due <b>Project: Project Report, Course Reflection (no SEAT)</b> <b>Internship: Internship Report/Artifact, Annotation, Course Reflection, SEAT Data Submission</b>