

Bus 137H - Honors Practicum in Marketing - Spring 2012
Monday, BBC 324, 1800-2045
Code #21921

Instructor Information

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M 1700-1750 & by appointment

Course Objectives

- Provide students with real-world, practical experience within the framework of their undergraduate business degree.
- Complete a client project with an agreed-upon outcome within a specified time.
- Develop and practice key skills of teamwork, leadership, communication, flexibility and adaptability
- Represent the College of Business at SJSU to the business community.
- Develop a dialog with faculty, business professionals, and other students about the value and capabilities of graduates of the College of Business.

Required Materials: The Wall Street Journal

Course Requirements & Grading Criteria

1. Completion of initial Project Charter*, time line (including midterm and final presentation schedule), and agreements - Due no later than February 13 th *A Charter template is provided at the end of this syllabus	50 points	~6%
2. Progress Report & Presentation - due approximately at mid-semester	100 points	12.5%
3. Final Report - due at the end of the semester	200 points	25%
4. Final Presentation	150 points	~19%
5. Client Evaluation	200 points	25%
6. Class participation and preparation, including class discussions, peer reviews, readings, topical reviews, meeting logs, and other class activities.	up to 100 points	12.5%
TOTAL POSSIBLE POINTS	800	100%

Note: "Graduation with Honors" requires the following:

- Successful completion of two semesters (6 units) in the Honors Program,
- Minimum overall SJSU GPA of 3.0
- Minimum major GPA of 3.5
- Complete all requirements of the major, and
- preparation of a "Scholarly Paper" that demonstrates the integration of classroom learning with the real world experiences of the practicum. This paper may be submitted at any time after the student has completed one semester in the program.

Notes About Course Requirements and Grading Criteria:

- Item #1 is a group grade and is “pass/fail” – all 50 points are awarded when initial documents are completed on time.
- Items #2 & #3 are group grades, subject to evaluation.
- Items #4-#6 are individual grades, subject to evaluation.

To summarize, 350 points (~44%) of your grade depends on group evaluation; up to 450 points (~56%), depending on participation points, is based on individual performance.

Facilities and Special Events:

Clients will often attend the mid-semester presentation and usually attend the final presentation. These events may be held on campus in our classroom during regular class times, on campus in another location and/or time, or at the client’s facilities. Additionally, some projects may require special facilities to conduct focus groups, stage campus events, hold meetings, and so on. Planning these events and reserving facilities and equipment is the responsibility of the group. Note that use of classrooms and other campus facilities for presentations and meetings is subject to University scheduling policies and is available on a first-come, first-served basis. Use of facilities often will have a minimum advanced notice requirement. **Please plan ahead!** Advanced faculty and/or administrative approval is usually required. Some typical items that will require this advanced planning (this is not an all-inclusive list) are:

- Parking permits, maps, and so on, for guests.
- Projectors for presentations.
- Use of rooms other than our classroom during our normal meeting times. Note that use of our classroom during normal meeting times requires coordination with other groups, class discussions, guest speakers, etc.
- Use of campus plazas, barbeque area, etc.
- Off-campus facilities, including client facilities for meeting and presentations.

Policy on Professionalism, Participation, and Class Conduct

<p>As members of the Gary J. Sbona Honors Program, you represent the best of the College of Business and our University. As such, you will be viewed by other students, program sponsors and clients, and the academic and professional community at large as a role model for others who may seek this level of achievement. Judgements about our college and university may be based on the impressions you create. You will be expected to conform to generally accepted notions of professionalism that typically would be observed in the business world. This honor is accompanied by some responsibilities, many of which are already evident as part of your understanding of the program. This summary clearly states many of these responsibilities and opportunities.</p>	<ol style="list-style-type: none"> 1. <u>(Ethics)</u> The activities and participation of all members of the Gary J. Sbona Honors Program are expected to meet the highest possible professional, academic, community, and personal ethical standards. 2. <u>(Commitment)</u> You are expected to positively represent the program, college, and university to all constituencies, including but not limited to other students, faculty, business professionals, and members of the general community. 3. <u>(Professionalism)</u> In the course of the program, you will work with sponsors and clients in the development and completion of your project deliverables. You will also have access to
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sponsors and clients working with other students. This real-world experience is an excellent networking opportunity as well as a chance to promote the program in a professional and ethical manner.

4. **(Ownership)** You will be called on to represent and promote the benefits and activities of the program to others such that they may also have access to these opportunities. These activities may include participation in marketing plans for the program and speaking to other classes or groups of students about the program, both at SJSU and elsewhere, to demonstrate the potential of and your commitment to the program.
5. **(Flexibility)** In any committed person’s activities, conflicts arise with regard to priorities and availability. You are expected to rank the program among your highest priorities and also respect the committed needs of other participants in the program.

Our overall goal is to enhance your educational experience and the awareness, quality, and reputation of this institution. Ultimately, this effort can increase the respect for and value of your degree from the College of Business at San Jose State University. In this program you have a hands-on opportunity to contribute to this effort while gaining practical business experience.

To ensure that students in the **Boccardo Business Center (BBC)** have the opportunity to experience an environment that is safe, attractive, and conducive to learning, the following policies have been established:

Eating: Eating and drinking (except water) are prohibited in the BBC. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer (JAO) of the University.

Personal Electronic Devices:

Turn off all electronic devices (headsets, MP3 players, pagers, cell phones, etc.), before entering class. Honors students seem to think they are an exception to this – they are not. Students whose devices disrupt the course and do not stop when requested by the instructor will be referred to the JAO. Use of PDAs, electronic dictionaries, and other personal electronic aids are not allowed during class discussions. Students may not record lectures without the permission of the instructor.

Computer Use:

In the classroom, students may use computers for class-related activities, such as such as taking notes on the lecture, following the lecture on Web-based slides that the instructor has posted, and finding Web sites to which the instructor directs students during the lecture. Students who use their computers for other activities or who abuse classroom equipment in any way, at a minimum, will be asked to leave the class, and, at a maximum, will be referred to the JAO for disrupting the course.

As a courtesy to students and instructors, please refrain from disruptive conduct, such as carrying on private sidebar conversations with classmates and/or playing computer games, or working on materials not related to the course during class. This is another area that Honors students seem to think they are an exception – they are not.

Academic Integrity and Professional Ethics:

Faculty make every reasonable effort to foster honest academic conduct and are on the alert for plagiarism. Students who are suspected of infractions of the SJSU policy on academic integrity will be reported to the JAO. The policy on academic integrity can be found at the Web link noted below.

Class Discussion:

You are expected to have read and be prepared to discuss any assigned readings. In general, your courteous contribution to class discussion is expected.

Honors Sessions:

Students will, at selected times, make project

presentations as well as possible special assignment presentations during class sessions. All Honors students are expected to attend all sessions of the Honors class, whether or not you are scheduled to present a topic or project.

Written Reports and Assignments:

All written reports are expected to comply with generally accepted business/professional practices. There is no minimum or maximum length for the mid-semester Progress Report or the Final Project Report. The progress report is expected to be a brief statement of successes and problems to date as related to initial project plans. The Final Report is a culminating effort and must follow the required format, described below.

Note that format will be graded! All written work, unless otherwise indicated, must comply with the following guidelines..

- All assignments require a cover sheet. Included on the cover sheet is due date and actual date handed in, if different, as well as the name (in alpha order by last name) and last four digits of student ID numbers for all contributors to the assignment. Without this information, no credit will be given for the assignment. Some projects may have status reports and deliverables unique to that project. These efforts will be incorporated in the course requirements on a case by case basis.

Required Format:

- Unless otherwise specified, electronic copies of assignments are NOT acceptable.
- Assignments should be printed double spaced, and be on 8.5" X 11" paper with uniform margins (approx 1"). Handwritten papers are not acceptable.
- Papers should be bound in a manner that prevents loss of loose items. The final report should be a bound in a manner consistent with your overall project image.
- All reports require an Executive Summary placed before the Table of Contents.
- Font size should approximate 12 points.
- Spelling, grammar, and "typos" will be considered

in your grade. Papers that evidence a lack of proof reading or professional presentation may be penalized 1 letter grade.

- Include the due date and actual date handed in, if different, as well as the name (in alpha order) and last four digits of SJSU student ID numbers for all contributors to the assignment. Without this information, no credit will be given for the assignment.

Additional Information:

- There are no makeups for assignments in this course.
- All graded work is due when collected in class on the date indicated. Late work is not accepted without the prior consent of the instructor.
- If you need course adaptations or accommodations because of a disability, please see me as soon as possible.
- Students who wish to receive their final course grades before the University reports them should provide a self-addressed, stamped envelope/card. Phone calls and emails requesting grade information will not be returned.
- You are expected to take care of personal needs (restrooms, phone calls, etc.) between classes and during class breaks. You are not expected, under normal conditions, to leave and return to the classroom during class sessions. At this time, there are no exams scheduled in this course. If however, that should change, during exams, if you have a need to leave the room you must hand in your exam before leaving. That will conclude your exam session.

Pre-requisites are as described in the University catalog and Honors Program requirements. University regulations regarding dropping the course and assignment of "WU" or "I" grades will be followed. The "+/-" grading alternative will be used.

Client Meetings:

To provide an opportunity for faculty attendance, the schedule of all in-person or video conference meetings with the client should, whenever possible, be made available in a timely manner.

<p>Meeting Logs: Records of all group meetings (with and without client and/or faculty) are to be maintained. These records are to include the time, place, duration, group member attendance, and a summary of decisions made/topics discussed. Meeting logs should be available for review at every Monday class session.</p> <p>Multi disciplinary Teams: Participation with students from other College of Business concentrations is an excellent way to better understand the organizational role of different disciplines. Whenever a multi disciplinary team is scheduled, it will have a "home" concentration. Members of that team will usually be expected to follow the policies of the home concentration classes. Since the administration of the SHP can vary between different concentrations, students on these teams should coordinate grading and other evaluation criteria with faculty as soon as possible. A meeting between the team and faculty should occur within the</p>	<p>first TEN (10) days of the project assignment.</p> <p>Office hours: Student visits are always welcomed. You are encouraged to communicate with me on individual matters primarily during scheduled office hours, through email, or by appointment as necessary. Honors students working on client projects are expected to meet frequently with faculty. These meetings often occur during times other than normal office hours and are scheduled by appointment.</p> <p>Students shall arrive in class on time. Traffic and parking problems are not excuses for being late, only examples of poor planning. If you do arrive after the scheduled start of class, you should enter the room by the least intrusive entrance. If necessary to cross the room, please do so at the back. Please do not interrupt the entire class by crossing the front of the room or between the guest speakers or instructor and students.</p>
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ADD/DROP POLICY

The Gary J. Sbona Honors Program is a restricted enrollment program. Students may not add Bus 137H without being accepted into the Gary J. Sbona Honors Program and must have specific consent of faculty. The Marketing Department Honors Program Director reserves the right to limit additions to the class based on grade point average, interview results, a pre-determined maximum enrollment, graduation date, or other appropriate parameters.

Students now have the first two weeks of instruction to drop courses. While this is not expected to occur in this program, in the unlikely event that a student considers dropping this course and program, the instructor should be contacted immediately.

Students who miss the first day of classes without prior arrangements with the instructor will be dropped from the program. Any student who misses any class during the add/drop period without a serious and compelling documented reason may be dropped.

Adding this Honors Practicum is by nomination/invitation only. Students wishing to self-nominate should contact the Program Director for possible options.

Useful Web Links

Department of Marketing & Decision Sciences
College of Business Home page
Academic Calendar
SJSU Academic Integrity Policy

<http://www.cob.sjsu.edu/mkt/>
<http://www.cob.sjsu.edu/>
http://www.sjsu.edu/academic_programs/calendars/academic_calendar/
http://sa.sjsu.edu/judicial_affairs/students/index.html

The schedule below is tentative and subject to client needs and the availability of guest speakers.

Bus 137H Marketing Honors Practicum – Spring 2012

	Date	Topics, Events, and Assignments
1	JAN 30 M	Class Introduction. Project/Group selection. Every attempt will be made to provide Project Descriptions before the first class. At this time, we have one client presentation (Kovio) scheduled for this evening.
2	FEB 6 M	Project Management Workshop 6 pm - 7 pm (Please read "Project Management Basics Checklist" set as a separate attachment) Presentation on Presentations 7:15 - 8:30. We will be joined by other sections of the Honors Program for both of these presentations.
3	FEB 13 M	Final Completed Project Charter Due. Tentative SVCE Guest Speaker: Andy Coan, CEO Splice Communications, Eng 189.
4	FEB 20 M	Honors Internal Networking Event; BBC032, 5:30pm. Student Networking Event, followed by a panel of Cisco recruiters that will discuss "How to be recruited."
5	FEB 27 M	*Writing Format Workshop
6	MAR 5 M	*Social Styles Workshop
7	MAR 12 M	
8	MAR 19 M	Midterm Presentations
		Spring Break Mar 26 - Mar 31
9	APR 2 M	
	Apr 6 F	Honors Company Tour: Cisco Systems, 10am - 12pm
10	Apr 9 M	SVCE Guest Speaker: Dr. Richard Swanson, Co-founder, President Emeritus and CTO, SunPower Corporation, Eng 189.
	Apr 14 Sa	Admitted Spartan Day - COB Open House. 7:30am - 2pm.
11	APR 16 M	Information night for Fall 2012 Honors candidates. 5:30pm - 7:30pm. BBC032
12	APR 23 M	Fall 2012 Honors Application Deadline
13	APR 30 M	*Etiquette Dinner
14	MAY 7 M	*Guest Speakers: Matt Ready & Steve Erickson (Depending on guest speaker schedules, final presentations may begin tonight.)
15	MAY 14 M	Final Presentations
	MAY 16 Wednesday	Honors Graduation/Networking Event, BBC 032, 5:30 - 8pm.
16	MAY 21	*Final Presentations (Scheduled Final Exam Day)
	MAY 25 Friday	COB Convocation

* These events are "schedule flexible" and may be shifted as more information is available.

Charter Template

A Charter is a written agreement defining what your team is to accomplish and how success will be measured. The Charter is used to focus the team's work and to set expectations as to what it will accomplish.

The Charter becomes an agreement between the sponsor and the team being chartered. A team should not accept a Charter until:

- The scope and success criteria are stated in a way the team understands and accepts as focusing on the essence of what it needs to accomplish.
- The team believes the success criteria are achievable with the resources available and in the required time frame.

The sponsor should not accept a Charter until:

- It represents the issues, scope, and success criteria that will meet the necessary business objectives, i.e., result in a useful and usable product.
- The sponsor believes the Charter success criteria are achievable with the resources available and in the required time frame.

As the project proceeds, you may find that you need to change some things in the Charter. (Scope creep, etc.) In that case, you should update the Charter, with the agreement of your key stakeholders (your sponsor, yourselves and instructor).

SUGGESTED FORMAT

Project Title/ Sponsoring Organization

Team: the name of your team

Project Start and end date

Project Description, Scope, and Sponsor Contacts

(Much of this information will be the original product description. You can attach that description, with any necessary updates.)

- Name the organization and sponsoring individual(s) or group that is chartering the work of this team. Include complete contact information for the sponsor (name, title, phone, physical address, email address).
- The first section of the Charter is a short description of project that the group will

- undertake.
- Describe the purpose of the project and key elements included. The description should make clear the scope of work, including areas that are excluded. This section of the Charter should also note any assumptions about the project that influence the project definition. The description should be in layman's terms: someone who doesn't already know should be able to read the description and understand what your project is about.

Success Criteria

Success criteria are the measurable characteristics that define how successful the group is at fulfilling its Charter. Success criteria are used to:

- Make explicit the product capabilities and quality requirements included in the scope
- Drive setting priorities of specific issues to address or defer, features to include, etc.
- Define the metrics that can be used to track progress and measure overall success of the project.

Dependencies (What could possibly go wrong?!)

Identify other activities, either within the organization, that are either dependent on the work of this group or upon which the work of this group depends. Dependencies are external to the project team

Sign-Off

A sample sign-off sheet follows.

Project Initiation Sign-Off

All team members, your sponsor and instructor must sign the Charter. This signifies everyone’s agreement that, based on what we know at the beginning of the project, the Charter defines what you are expected to accomplish. This signifies everyone’s agreement that you may proceed with the project. You may discover things as the project proceeds that indicate a change is required in the Charter: in that case, change the Charter and get signatures to indicate agreement with the change.

I accept this Charter as adequately defining the project as understood at this time:

Project Sponsor:

Name_____ Signature_____ Date_____

Team Members:

Name_____ Signature_____ Date_____

Name_____ Signature_____ Date_____

Name_____ Signature_____ Date_____

Name_____ Signature_____ Date_____

Name_____ Signature_____ Date_____

Professor:

Name_____ Robert Vitale_____ Signature_____ Date_____