

Individual Research Project (25 % of Final Course Grade)

Summary

There will be **one individual research-oriented project** during the semester involving the research and completion of a “case study”. The focus is on **applying course themes to a potential real-life business situation that you are to develop.**

Learning Objectives of this Individual Research Project

1. To make this course content relevant to participants in other disciplines.
2. To assist students in understanding the current and future impact of various aspects of the business environment on their respective fields of study and possibly their future career.
3. To apply students’ individual interests and learnings from this course to a short research-driven paper focused on their respective fields of study and their future career.
4. To reinforce the use of leading newspapers and magazines and leading periodicals in the business and management field, and how those can be useful to you in your studies and career

Research Project Requirements and Weighted Grade

Section	INSTRUCTIONS: Answer each of the following questions. A Template is provided in a separate document in the “Individual Project” folder in Brightspace.	Weight
1	Introduction: Learning Objectives Based on the stated Learning Objectives for this project, formulate two (2) of your own learning objectives for this project that specific to your field and (if possible) future career aspirations.	5 pts
2	The Entrepreneurial Venture If you had the opportunity, what kind of entrepreneurial venture would you like to undertake once you graduate from your current field of study? <i>In other words, if you were able to start an entrepreneurial enterprise what would it be?</i> Specify: <ol style="list-style-type: none">1. The industry product or service2. The “gap” that you have identified that would lead you to start this venture?3. Would this be a “social entrepreneurial venture”? Why or why not?	10 pts
3	The Entrepreneurial Process in a New Venture Model Apply The Entrepreneurial Process in a New Venture Model (Figure 4.3, Ch 4 in the course textbook) to your proposed venture.	20 pts

	<ol style="list-style-type: none"> 1. Research at least two (2) articles relevant to your use of this model. Be sure to include those articles in your References/Bibliography. 2. Given this research that you conducted (i.e., the articles), what have you learned about the application of Figure 4.3 that will be helpful to your entrepreneurial venture? Also use where possible other course materials as appropriate. 	
4	<p>Political-Legal, Economic Sociocultural Technological (PEST) Environments</p> <p>Apply the Political-Legal, Economic Sociocultural Technological Environments (PEST) framework (Ch 2 in the course textbook) to the industry you have chosen.</p> <ol style="list-style-type: none"> 1. Research at least one (1) article relevant to your industry and of interest to you, for each element of PEST, for a total of four (4) articles. Be sure to include those articles in your References/Bibliography. 2. Given this research that you conducted (i.e., the articles), what have you learned about this industry that will be helpful to your entrepreneurial venture? Be sure to apply the appropriate aspects of the PEST framework. Also use where possible other course materials as appropriate. 	20 pts
5	<p>Strengths Weaknesses Opportunities and Threats (SWOT) Analysis</p> <p>Apply the SWOT Analysis (Ch 6 in the course textbook) to your situation as a would-be entrepreneur.</p> <ol style="list-style-type: none"> 1. Research at least one (1) article relevant and of interest to you, for each element of SWOT, for a total of four (4) articles. Be sure to include those articles in your References/Bibliography. 2. Given this research that you conducted (i.e., the articles), what have you learned about your situation that will be helpful to your entrepreneurial venture? Be sure to apply the appropriate aspects of the SWOT framework. Also use where possible other course materials as appropriate. 	20 pts
6	<p>The Business Plan</p> <p>Prepare a “high level” Business Plan (see Table 4.2 in Ch 4 in the course textbook and the resources provided in the Session 04) Jan 29) Brightspace folder). You will want to explore later course topics (i.e., see Ch 11, Ch 12 and Ch 13) to put your plan together. Note: This plan should be at a very “high level”. Only include key information for the reader of your project to get a general sense of your venture.</p> <ol style="list-style-type: none"> 1. Put a summary of the main highlights of the Plan in this section of the report. 2. Include the actual “high level” plan in the Appendix section of the report. 	15 pts

7	Reflection and Conclusion What have you learned from this individual project which has helped (or will help) you progress toward the learning objectives you set in #1 above? Be specific: describe in detail what your “lessons learned” toward each of the objectives you outlined in #1 -- Introduction: Learning Objectives – above. Include a relevant and appropriate conclusion to your report.	10 pts
	Total	100 pts

Totals to one hundred (100) points. Contributes 25% to the final course grade.

DRAFT DOCUMENT -- SUBJECT TO CHANGE

Format and Submission Guidelines

Paper and Citation Format: (Template Provided)

1. Paper: Maximum of twenty (20) pages of text, double-spaced.
2. Citing references in your paper: Use the referencing style which is most commonly used in your field of study. If you do not know which style to use, choose APA style.
3. Format: See the Telfer Library guidelines:
<https://uottawa.libguides.com/c.php?g=264991&p=5261792>
4. References/Bibliography (Complete list of references used). These pages do not count as part of the twenty (20) content pages.
5. Appendices/Exhibits (optional): These pages do not count as part of the twenty (20) content pages.

Drop Box Submission Format (Including Ethics Attestation)

1. Filename format for submission: **Last name_First initial_Student ID_IPC** Here is an example: Smyth_J_9999999_IPC
2. Submit your research report (again you are strongly urged to use the template provided) in either Word docx or in pdf format. No other formats (e.g. Google docs, links etc.,) will be accepted **as they cannot be accessed and therefore cannot be graded. You will receive a zero '0' mark.**
3. Print your name on the signature line of the "PERSONAL ETHICS STATEMENT CONCERNING TELFER SCHOOL ASSIGNMENTS" document and include it as the second page of your document (already provided in the template).

Due Date

1. **This research report is due on Monday March 25 by 11:59 pm.** If late (without permission) a deduction penalty of 25% of the project mark will be applied. Each subsequent day thereafter will incur an additional 25% penalty if not submitted.

Rubric

Section Factors	Excellent (5)	Superior (4)	Average (3)	Novice (2 or less)
Analysis of the Issues in Response to the Questions in the Section	Insightful and Thorough Analysis of All Issues	Thorough Analysis of Most Issues	Superficial Analysis of Some Issues	Superficial and Incomplete Analysis of Issues
Identifying/Generating/ Presenting Effective, Compelling Strategies and Solutions	Well Documented, Reasoned and Appropriate Comments on Strategies and Solutions	Appropriate, Well Considered Comments on Strategies and Solutions	Superficial and/or Inappropriate Strategies and Solutions	Few or no Strategies and Solutions Suggested, and/or Inappropriate Strategies and Solutions
Specific links to Course Readings and Additional Research	Excellent, Clear and Relevant Documented Research into the Issues with Clearly Documented Links to Course Material and External Research	Good Research with Documented Links to Course Material and External Research	Limited Research and or Documented Links to Course Material and External Research	Incomplete Research and or Documented Links to Course Material and External Research

GRADING: Rubric Points Converted Proportionately to the Points Allocated for Each Section of the Report