



Application Student Project University of Delaware

BUAD444, Small Business Management, in the Alfred Lerner College of Business and Economics is a class which includes a project done with an actual local business. This gives the students a “real world” application of the class subject. It also provides an opportunity for the small business owners to have outside input or projects completed by college students, with minimal cost.

A group of students are assigned to each business. The project will be overseen by a class professor and/or a staff member of the Delaware Small Business Development Center. Each student will be required to sign a confidentiality statement, acknowledging all information gained regarding the business is not to be discussed outside of class or their small group. Because we have no control over the number of students who sign up for the class, the number of projects needed each semester varies. *Each business owner will meet with the course instructor and assigned SBDC advisor in the month prior to the class starting to discuss the project and map out the specific tasks/deliverables during the semester.*

The projects can take a variety of forms but must meet the following criteria:

- **Specific and definable.** The business owner should be able to state clearly and concisely the project. “Help with marketing” does not constitute a project and will not be considered.
- Measurable impact on the business. Please describe how this will help the business further their strategic plan.
- The students, to the extent possible, can determine how the project will affect the finances of the business. (I.e., if it is an advertising/marketing plan, the cost of each activity should be determined, as well as the expected impact on the business.)
- The project needs to be able to be completed within the semester time frame. This will not be the students’ only class.
- The project should involve either marketing, finance, operations or management issues.
- The students are not to be used as non-paid employees doing day-to-day work.

Business owner requirements:

- The business owner, or appropriate designee, **MUST** be available during class time to meet with the students approximately 8 times during the semester. The meetings will be held during the class during the business day, usually Friday mornings from 9 to 10.
- Complete a SBDC Client Information Form, if needed.
- Understand these are college students who can provide assistance, but will also be learning from the business owner.
- Be willing to freely share the struggles of the business, the financial information (as needed) and all the information necessary to complete the project.



BUAD444 Projects Course Spring 2018 Project Request

If you are interested in participating please complete the form below and email it to Margo Reign at Mreign@udel.edu

Name of Business:

Business Owner Name:

Mobile Phone:

Email:

Website URL:

Business Address:

Are you an existing SBDC client? (not required) YES NO

Are you currently in business? If so, what year did you start?

Please provide a brief description of your business:
Products or Services:

Who is your target market?

What were your gross sales in 2016?

What was your net profit in 2016?

Project Description:

What is the challenge/ problem or opportunity you would like the student team to address?

Why is this an issue for your business?

How do you anticipate resolving this issue impact your business?