IMPORTANT CHANGES

As of **Summer 2016**, Management Co-op is revamping the format and sequence of our work term reports to better serve our students!

Only the 1st and 2nd workterm reports have **CHANGED**. See the chart below :

If your 1st workterm is in Summer 2016 or later:	If your 1st workterm was prior to Summer 2016:
1st Work Term: Online Module 2nd Work Term: Written Report	1st Work Term: Written Report 2nd Work Term: Presentation Deck & Notes
3rd Work Term: Oral Presentation 4th Work Term: Short Essays & Job Application 5th Work Term: Essay, Advice and/or LinkedIn Profile	3rd Work Term: Oral Presentation 4th Work Term: Short Essays & Job Application 5th Work Term: Essay, Advice and/or LinkedIn Profile

<u>**All workterms will now be submitted via Blackboard instead of CSM.**</u>
For a description of each of the above, please refer to **this** document.

Examples

Shengdong's 1st workterm was in Winter of 2016. He will be out on his second workterm Fall 2016. Shengdong will be following **the second column**

Aarthy is on an 8 month workterm beginning Winter 2016. Her second workterm counts as Summer 2016 term. Aarthy will be following **the second column**

Jeffrey will be on an 8 month workterm beginning Summer 2016. Jeffrey will be following **the first column.**

Work Term Projects

Purpose

Work term projects are designed to be:

A) Analytical, demonstrating an ability to identify business opportunities.
B) Communications-oriented, effectively convincing others to implement your ideas.

In summary, you should:

- Identify a business opportunity, situation or issue that your organization can improve on and describe it.
- Pick at least two alternative ways to address it.
- Evaluate each one using a dollar-figure cost-benefit analysis to calculate the ROI.
- Recommend what actions your employer should take.

This document outlines the details for each work term project, including:

- How to structure the projects
- How to submit projects
- Requirements for 1st, 2nd, 3rd, 4th, and 5th work terms
- Tips on how to avoid common issues

For further information, you can review this video overview:
http://www.youtube.com/watch?v=qE6LzSkGmxY.

For questions, contact your Co-op Project Consultant:

- Tarun Dewan (tdewan@utsc.utoronto.ca) if your last name begins with letters A-L.
- Malcolm Billing (malcolm.billing@utoronto.ca) if your last name begins with letters M-Z.

" The most surprising aspect of my Co-op experience, though, was the value of the work term reports required at the end of each of the 3 work placements. I honestly thought that they provided little real value at the time, but while on a 3rd interview for full-time employment I was asked to analyze a case study in PowerPoint with serious time constraints. The skills and tools acquired in presenting the 3rd Co-op work term report, along with comments from Prof. Howard afterwards, were extremely helpful in succeeding during this 'real world' interview." **- 4th-year B.B.A. Student**

Structure Requirements

The structure of work term projects is as follows:

Section 1: Executive Summary
- State the purpose of the project - the Problem you are addressing
- Your Job Description/Role
- Stakeholder Identification: who may be affected by the issue and what are their interests.

Section 2: Situation Analysis & Problem Definition
- Clearly Define A Single Problem
- Analyze the Existing Situation (Stakeholders) - Who is affected? How?
- Identify the Gap between the Desired Goal and Existing Situation
- Identify the Root Cause of the Problem: the factor that links all the issues together; and if solved would yield the greatest results in bridging the gap between the desired and existing situation.
- Define **at least 2 Alternatives** ("doing nothing" is not an acceptable alternative). It is recommended that you brainstorm multiple options and then select the best ones to include.

Section 3: Assessment of Alternative Solutions
Each of the relevant alternatives should be assessed in the following manner:
- Outline of Alternative
- Outline your Implementation Plan
- Assess & Quantify the Costs and Benefits of Implementing Each Alternative. **Review this website for information about how to do this!**
  http://www.mindtools.com/pages/article/newTED_08.htm
- **Must provide $ figures for each cost and each benefit – there are generally several costs/benefits per alternative!**
- Calculate the Return on Investment (ROI) of Each Alternative

Section 4: Recommendation
- Make a Recommendation and Provide Justification
- Evaluate the Short Term & Long Term Success of your Recommendation

Section 5: Conclusions
- Sell your thesis with your closing comments. You should be trying to convince the audience to fund your idea.

Section 6: References (if necessary)

Section 7: Appendix (if necessary)

1st, 2nd, 3rd, and 4th Work Term Project Formats

1st Work Term: Written Report:
The first work term project is to be a written business report, **8-10 pages** (12 point font, double-spaced) excluding tables, appendices, etc.

- You must address a business opportunity or solve a problem or issue that you have the ability to analyze throughout your placement.
- Outline your role (i.e. a paragraph about your job) and how you were involved as part of the problem or issue presented.
- You must present *at least 2* alternative ways to solving the one problem. "Doing nothing" is not an acceptable alternative.
- It is *essential* that you employ a cost-benefit analysis of your alternative(s). You must present your costs, as well as your benefits, separately - in dollars - for each alternative.
- Time is money: when thinking about costs and benefits, think about hours invested in the alternative, or time saved as a result.
- There are often several costs and several benefits (e.g. the costs of implementing a new piece of software might include: purchasing the software, time setting it up, time testing it and training time).
- It may be necessary to estimate the cost/benefit figures. If so, describe the assumptions that guide your calculations.
- If appropriate, a report can include a SWOT Analysis), *or* PEST Analysis (http://www.quickmba.com/strategy/swot/) instead of the Situation Analysis.

2nd Work Term: Presentation Deck & Notes:
The second work term project is to be **15-25 slides in PowerPoint**, with bullet form notes representing the oral portion of the presentation.

- Tip: the text can be included in the notes section of the PowerPoint deck.
- Follow the guidelines for the 1st work term in terms of analysis, and adjust the structure requirements in a way that would make sense for a presentation (i.e. no job description slide)
- Use clear and appropriate headers on every slide.
- Avoid making your slides a reading exercise (use visual representations of content like diagrams or graphs).
- Use bullet points only on all slides (with the exception of headers).
- Use stock photography instead of clip art (professionalism). There are several websites from which to get free photography.
- Carefully select bullet points for your slides to create a train of thought that is clear, concise, and reinforce your premise.
- Your premise should be on every slide.
- Tip: review information on how to present effectively available online, e.g.: http://lifehacker.com/5810271/how-to-create-presentations-that-dont-suck

3rd Work Term: Oral Presentation

The third work term project is a formal PowerPoint presentation to a Co-op Project Consultant and possibly a small audience.

- Possible presentation dates will be posted on CSM before the report is due. If you do not receive these dates, please contact the Co-op Office.
- For any missed presentations, please note that there will be a rebooking fee.
- On the day of your presentation, bring 1 hard copy of the slides and 1 soft copy on USB.
- If your 3rd Work Term is 8 months in length, your report is to be submitted and presented at the 4-month mark of your term.
- Your presentation should be 13-15 minutes in length, using 15-25 slides.
- Follow the format guidelines for the 2nd work term and use visual representations (like tables, diagrams and stock photography).
- Rehearse your presentation and avoid reading the slides. Your slides are only there to support your text. The focus of your presentation is on **you** and **your** presentation skills.

NOTE: You should expect a student audience for your presentations in addition to the Co-op Project Consultants. If however, your presentation is of confidential nature in which students cannot be present, please e-mail Ulex Lyte lyte@utsc.utoronto.ca as soon as possible.

4th Work Term: Short Essays & Job Application

The 4th work term project is for students completing an extended last work term. The project consists of two short essays integrating theory and practice and a job application consisting of a job posting, cover letter and résumé.

Core guiding principles include: integrating practice and theory, self-reflection, career launch and personal branding.

Essays

- The two essays will be short (300-500 words) exploring a specific topic related to an area of academic studies (theory) that was dealt with during the work term (practice).
- The essays could be related to: a particular field of studies (e.g. finance), an organizational behaviour issue experienced, or an industry review.
- Examples include: change management, trends in derivatives markets, new accounting standards, people conflict.
- A solid essay includes co-op experiences, a reflection on this experience, reference to academic studies and current trends in that particular field/area of interest, discussions of what could have been done better, and what effects it had on the department/company/industry.

Job Application

A student conducting their fourth work term has now experienced real employment. S/he knows the type of work s/he likes or dislikes, has an idea of where s/he would like to end

up, realizes his/her strengths and opportunities. S/he now needs to package all of this and sell it to the employer/admissions office. To do this, the student will be required to create one full résumé with specified sections and attach a cover letter targeted to a specific job of interest that will encompass his personality and offering.

5th Work Term: Essay, Advice and/or LinkedIn Profile

The 5th work term project is for students completing an extended last work term. Students shall select two of the three components below that will allow them to: integrate practice and theory, analyze their workplace experience and demonstrate personal branding.

1.   Connecting university and work.

The short essay (300-500 words) will outline how courses taken at UTSC relate to the experience gained in the workplace. A strong essay will touch on specific courses, identify the relevant content from those courses and articulate how this content was applied in a work setting, as well as discuss how your work experience will be applied upon your return to school.

2.   Advice for future students.

Presented either as an online video (submit the link) or as a short essay (300-500 word), you will provide advice for future students interested in pursuing work with your employer. Please be sure to touch on: what skills you developed and why you found the role beneficial, what students can do to prepare for the role, guidance on how to succeed in the position, and any observations on workplace culture that can help students adapt.

3.   LinkedIn Profile**.**

Your LinkedIn profile should be an effective marketing tool that highlights your personal brand, work experience and performance. Please submit the public profile link. Your profile must be 100% completed (as outlined by LinkedIn) and must include: a strong professional summary identifying key offerings and career interests; an appropriate photo; all relevant experiences included with appropriate paragraphs for each; membership in appropriate networks to highlight career interests; and at least 1 recommendation from a current colleague or supervisor. When looking at your LinkedIn profile, employers should feel that this could serve in place of a résumé as a marketing tool.

Grading

The projects will be evaluated against the criteria laid out on this website: structure, problem definition and analysis, research, analysis of alternatives (especially cost/benefit), and clarity of writing/presentation/visual layout

The most common issues that have resulted in a failed work term project to avoid:
- Not selecting a clear issue or opportunity (vagueness).
- Not identifying at least two alternatives.
- Listing only 1 obvious cost, when there are multiple costs.
- Not quantifying the benefits.

- Not justifying/explaining numbers and assumptions (why do you believe it will save that much money?).
- Not referencing any research, when it was necessary.
- Extensive grammatical and spelling issues.
- Long sentences on PowerPoint, "cheesy" clip art.

Turnitin.com

Normally, students will be required to submit their course essays to Turnitin.com for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the Turnitin.com reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin.com service are described on the Turnitin.com web site

Submission Requirements

- Projects are due on the second Friday of the new academic term, submitted via <mark>Blackboard</mark> **and** <mark>Turnitin.com</mark>, for all work term projects (including 3rd).
- Projects are required for every 4 months of work – If on an 8 or 12 month work term, **the issue being analyzed must be different each 4 month work term**.
- Projects require a cover page, which should include:
  - Title of your Report
  - Employer Name
  - Work term (Ex: Fall 2014 Work Term #1)
  - Your first and last name
  - Your student number
- Failure to submit work term projects, plagiarism, or collaboration with other students, may result in removal from the Co-op Program.

Submitting your Work Term Project Via Blackboard

1. Login to Blackboard
2. Click on Submit Work term Project on the left menu
3. Click on the title.
4. Upload your assignment.

Turnitin.com Instructions

Setup a User Profile

- Visit www.turnitin.com and click Create a user profile.
- Follow the on-screen directions (the system will ask you to enter your name and email address and will also ask you to choose a password).
- **Enter your full name as it appears on CSM and use only your UofT e-mail address.**
- Once you have established a user profile you will be asked if you would like to enroll in a class using the student class enrollment wizard.
- Use the Course Account Number provided on Blackboard to proceed with the wizard.

Logging In

- To login visit www.turnitin.com and enter your email address and password in the space provided in the top right hand corner of the web site. **Remember to use your UofT e-mail address only.**
- Click the Login button to enter your personal Turnitin homepage.

Enrolling in a Class

- From your homepage click the Enroll in a class button.
- On the next page enter the Class ID and Enrollment password for your class (available through Blackboard).

Work Term Projects

- Click Submit to enroll in the class and add it to your homepage.

Submitting your Work term Project

- From your Turnitin homepage select the class to which you would like to submit an assignment.
- Click on the Submit button and select either File Upload or Cut and Paste from the pulldown menu.
- To upload a file:
  – Enter a title for your paper and then use the **Choose from this computer** button to select the file that you would like to submit. Click Submit.
  – You will be asked to confirm your selection. Click **Upload** to finalize your submission.
  – Once you have submitted your paper, you will receive a digital receipt.
- To submit by cut and paste:
  – Select **Cut and Paste Upload** from the pull down menu, enter a title for the paper and cut and paste it into the text box.
  – Click **Upload**. After submitting you will receive a digital receipt.
- Please print out or write down the Submission ID number when it comes up on screen after the paper is accepted. If you do not see the Submission ID Number then the paper was not accepted and you will need to go through the process again.
- Submitted papers will appear in your class portfolio next to the relevant assignment.

Project Tips

Project Planning
- Review guidelines and brainstorm potential ideas early in your work term (first couple of months).
- Meet with your supervisor to discuss ideas, obtain feedback and explore other options.
- Also discuss with your supervisor how to avoid releasing confidential information. If unsure how to write a project without disclosing confidential information, please contact the Work Term Project Consultant grading your report and they can provide guidance.
- Complete your project and information-gathering at work, when you have access to the most resources.
- Think carefully about how to quantify (using $) costs and benefits – this may involve research on your part.

Choosing a Topic

It is wise to select a single problem of a reasonable size (i.e. not so big that it bleeds way outside of their role, but not so small that it's an obvious thing to fix... like re-filling the printer paper consistently). If necessary, confirm with your Co-op Project Consultant. Keep in mind that your topic needs to be one that can be examined effectively given the length restrictions for each project. Although the topic does not have to be original, **the project must be your own work.**

Possible topics for a project (described very generally) include:
- How to improve the performance (efficiency, output quality) of an organizational function or activity.
- How to take advantage of a new market, technology or opportunity.
- The implications of a social/economic policy issue for the organization and its activities.
- Analysis of how a formal concept or method is applied and how it ought to be applied in a field of professional practice (e.g. accountancy, market research)

Staff retention has historically been a very common and very generic issue, and is often not well done – it may be better to tackle a different issue.

Writing/Presentation Style
- The style of writing or presentation depends on your audience, such as a senior executive versus a co-worker in a specialized field. Consider this when preparing your project and indicate it in your introductory section.
- The work term project should be written at the same standard as is expected of a document prepared in a professional environment. Your argument and exposition should be concise, coherent and well organized.
- Before submitting, carefully review for clarity, grammar/spelling and that you meet all requirements (you may also want to have someone else review it).