# Project Overview

You will work in teams to organize a half day Business Leadership Conference for grade 9 students at Port Credit Secondary School (PCSS). Your mission is to share your expertise and teach other students about Business Leadership. You will also teach and demonstrate how to use a practical technological skill (i.e. software application) related to your leadership concept. You will apply for management positions on the Conference Team organizing the overall Conference and the Workshop team’s organizing a Workshop.

By planning and organizing a business and technology Conference, you will experience the management process, demonstrate your leadership skills, and share your knowledge with other students.

# Conference Overview

There will be an overall Conference website including the workshop descriptions and schedule. There will be a conference introduction and keynote speaker in the auditorium followed by 40 Minute workshops. To conclude the conference there will be a final closing ceremony in the Auditorium. Grade 9 students will register for the different workshop. Regular classrooms and computer labs will be used depending on the workshop.

# Proposed Schedule

The following is the proposed schedule, including some major milestones:

* March 3, 2014 Start Project - assigning groups, applying for jobs, and brainstorming idea
* March 28, 2014 Preliminary workshop descriptions, requirements, and plan
* April 25, 2014 Final Workshop descriptions, schedule, and project plan.
* May 16, 2014 Conference

# Topic Ideas

The following are some potential workshop (and technology) topic ideas:

* Presentation (PowerPoint, Prezi)
* Team building & Collaboration (Wiki)
* Communications (Blogging, Website Development)
* Stress Management / Wellness
* Leadership (Video)
* Motivational (Video)
* Project Management (Calendar)
* Planning (Goal Setting)
* Social Media (LinkedIn, Twitter, Facebook)

# Project Schedule

## Week 1- Project Introduction (HR – Ch. 12)

* review project outline, job responsibilities, project roles, and assessment rubrics
* review other business & technology conference schedules, websites, organization, marketing material
* **SUBMIT Conference & Workshop Job application (Top 2 Jobs, Management and Technical Skills, & Experience)**

## Week 2 – Leadership Topic Research (Leading – Ch. 13)

* Search for three different articles on topics you may want select for your workshop.
* Peer Review your articles with another student and select one article each
* **SUBMIT individual article review (**[**annotated bibliography**](http://www.writing.utoronto.ca/advice/specific-types-of-writing/annotated-bibliography)**).**

## Week 3 – Workshop Proposals (Information & Decision Making – Ch. 7)

* review workshop ideas to ensure plan feasibility and customer interest
* **SUBMIT individual Workshop Proposals**

## Week 4 – Team Selection (Teams & Teamwork – Ch. 16)

* Form teams and select individual management responsibilities
* **Finalize Workshop and Conference ideas**

## Week 5 - Project Plan (Planning and Controlling – Ch. 8)

* brainstorm a list of tasks that will be required to complete the project and assign responsibilities
* **SUBMIT 4 Peer Evaluations**

## Week 6 – Workshop & Conference Proposals (Organizing – Ch. 10)

* update project plans including individual tasks and review and document any issues
* **SUBMIT Final Workshop Proposals and other Management Reports or deliverables**

## Week 7 –Marketing Plan (Communications & Interpersonal Skills – Ch 17)

* update plans and meet to discuss issues, ideas, and project status
* Complete and Test Conference Website and registration system
* **SUBMIT Final Conference Schedule & Description of Workshops**

## Week 8 – Practice Presentations (Motivation – Ch. 14)

* complete final edits of Conference and Workshop Material
* **Market Conference and Register students**
* **Present Workshops to Class**

## Week 9 – Final Workshop (Strategic Management – Ch 9)

* Update material and ensure everything is in place for the Conference & logistics are complete

## Week 10 - Conference Execution (Change Leadership – Ch. 18)

* **Complete the Workshop & SUBMIT individual self-evaluations and 4 peer evaluations**

# Workshop Management Job Descriptions

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| --- | --- | --- |
| Job Title | Description | Suggested Deliverables |
| Project Manager | Responsible for the overall project schedule and managing risk. | * Complete and track action items for overall Project Plan * Document and identify risks and issues and work with Project Director * Complete a schedule, agenda, and MOM for weekly meetings * Ensure roles and responsibilities are understood by all team members |
| Communications  Manager | Responsible for completing the workshop proposal. | * Update Workshop Wiki site and work with conference CMO * Complete Minutes of Meetings * Provide marketing material for workshop. * Complete Presentation for Workshop |
| Technology  Manager | Responsible for technical tools. | * Research and write technical tools proposal and work with CIO * Test and ensure technology works for the workshop * Take and record Video and Pictures of Workshop |
| Workshop Manager | Responsible for the organization and logistics. | * Manage, format, and edit the final workshop proposal * Complete Duty Roster (who does what, when) and work with CEO * Ensure Workshop is well run and logistics (material and tools) are organized. |

# Conference Team Job Descriptions

|  |  |  |
| --- | --- | --- |
| **Job Title** | **Responsibility** | **Deliverables and Duties** |
| CEO | Success of the conference and motivation of all staff. | * Schedule, set Agendas, and Chair conference executive Team Meetings * Write Conference mission statement * Ensure everyone understands job responsibilities& mediate if required * Develop, track, train, and facilitate performance appraisals. * Creation and Maintenance of Conference Organization Chart * Manage, format, and edit the final Workshop Descriptions |
| CIO | Technical tools and schedule. | * Provide technical guidance and feedback to Workshop Teams. * Schedule, set Agendas, and Chair Workshop Technology Meetings * Set up and Manage Conference Website * Develop and document conference schedule, room booking, and registration. |
| Project Director | Conference project plan, logistics, and managing risk. | * Complete overall conference Project Plan * Schedule, set Agendas, and Chair Project Manager Team Meetings * Document, identify, and mitigate major risks and issues. * Develop procedures and strategies for PM’s and Teams to Manage Meetings, track deliverables, write minutes, and identify risks |
| Chief Marketing Officer | Conference Schedule and Marketing Plan | * Complete overall conference description, mission, logo, website, twitter * Schedule, set Agendas, and Chair Communication Manager Team Meetings * Create the Marketing plan with Conference & Workshop teams. * Implement the Marketing Plan |

# Workshop Proposal

All students will complete an individual Workshop proposal (double spaced, times Roman 12 font) including:

1. Title Page
2. Table of Contents
3. Executive Summary (1/2 Page)
4. Management Concept Overview (3/4 Page)
5. Workshop Description (1/2 Page)
6. Technology Description (1 Page including Screen Shot)
7. Logistical Information (How would you run and organize the Workshop. What steps and times)
8. APA Formatted Bibliography (include Text, Article, and one other source)

# Project Evaluation and Assessment

The following is a summary of the team and individual projects and assessments for the project. The instructional rubrics are posted online on the class website.

|  |  |  |  |
| --- | --- | --- | --- |
| **Team or Individual** | **Deliverable** | **Evaluation** | **Total Marks** |
| Individual | Leadership Topic Article Review | Article Rubric | / 30 |
| Individual | Workshop Proposals (Reports) | Proposal Rubric | / 40 |
| Individual | Planning and Execution | Planning & Execution Rubric | / 30 |
| Team | Planning and Execution | Planning and Execution Rubric | / 30 |
| Individual | Workshop or Conference Reports | Report Rubric | /40 |
| Team | Workshop / Conference Presentation | Presentation Rubric | /40 |
| Individual | Self-Evaluations | Self Evaluation Rubric | / 20 |
| Individual | Conference Case Study | Case Study Rubric | /20 |
| Individual | Peer Reviews (4) | Formative | /10 Each |

# Related Curriculum Expectations

The following are example topics in the course curriculum to provide ideas for your workshop topics and skills.

**Business Communication**

- demonstrate the effective use of information and communication technology (e.g., word processing software, e-mail, electronic research tools) for a variety of management purposes;

- demonstrate appropriate techniques for making group and individual presentations (e.g., use a variety of appropriate visual aids, make eye contact where appropriate, speak clearly);

**Leadership Group Dynamics**

- apply business teamwork skills to carry out projects and solve problems.

**The Communication Process in the Workplace**

- describe the techniques used to improve communication skills (e.g., active listening, constructive feedback, use of technological tools);

**Stress and Conflict Management**

- identify stress-reduction techniques used in organizations (e.g., wellness programs, meditation, time-management training, flex-time);

**Motivation**

- analyse the various motivational strategies used by particular organizations;

**The Importance of Planning**

- apply different problem-solving strategies to a variety of management planning challenges;

**Planning Tools and Techniques**

- describe tools and strategies used in the planning process (e.g., participatory planning, benchmarking, scenario planning);

- explain the use of effective short-term planning tools and strategies (e.g., policies, operational plans, planning approaches) and long-term planning tools (e.g., budgets, strategic plans, simulations, forecasts);

- demonstrate the ability to use time-management techniques.

**Strategic Planning**

- analyse organizational strategic plans, using a variety of management tools (e.g., strengths, weaknesses, opportunties, threats analysis [SWOT analysis]; political, environmental, social, technological analysis; Porter's five forces competitive model);

**The Management of Change**

- evaluate different strategies used by managers to bring about acceptance of planned change (e.g., education, shared power, negotiation);

analyse major challenges (e.g., new technologies, the influence of the Internet, globalization) and legal considerations (e.g., workplace safety standards, access for people with disabilities, pay equity) facing today's organizations.

**Human Resources**

- explain the strategies and concepts involved in developing and retaining a quality workforce (e.g., career development, diversity policies, labour-management relations,orientation,training);