

# Sheridan

---

## INTEGRATED INDUSTRY PROJECT

**Pilon School of Business**

Honours Bachelor of Business  
Administration Program

**BUSM40000D Integrated Industry Project**





## Overview

Students analyze a business client's environment and existing plan and subsequently develop recommendations for the business client through the application of theoretical and applied learning gained throughout the program.

In small interdisciplinary teams (accounting, finance, human resources, marketing and supply chain), students assess the current state of the organization in phases, identifying opportunities for improvement, and justifying a recommended future state. Aspects of the business review and development will include: strategic, marketing and operational planning.

## STUDENTS AND CLASSES

Every year a new group of Pilon School of Business students enter their final year to collaborate on the unique experience of working on a capstone project, a comprehensive project completed over the course of their final semester of the program.



Capstones are integrated with the curriculum, giving students a hands-on opportunity to work directly with industry to apply all their knowledge and skills to create a practical applied solution to a real industry problem.

Sheridan's BBA Capstone project brings together cross-disciplinary teams from Sheridan's five business degree programs: accounting, finance,

human resources, marketing and supply chain.

Student teams work about 15 weeks on each project, looking at everything from search engine optimization to manufacturing options to prioritizing investments for maximum growth. Each team is supervised by a faculty member throughout the academic term. Students explore questions such as

"Should marketing investment come before supply chain investment? Should there be a little more emphasis on the human resources side? What impact with this have on the environment?"

At the end of the project, partnering businesses are presented with a plan, with strategic and operational deliverables as a solution to their problem.

**Capstone projects are conducted throughout the year, over three separate semesters:**

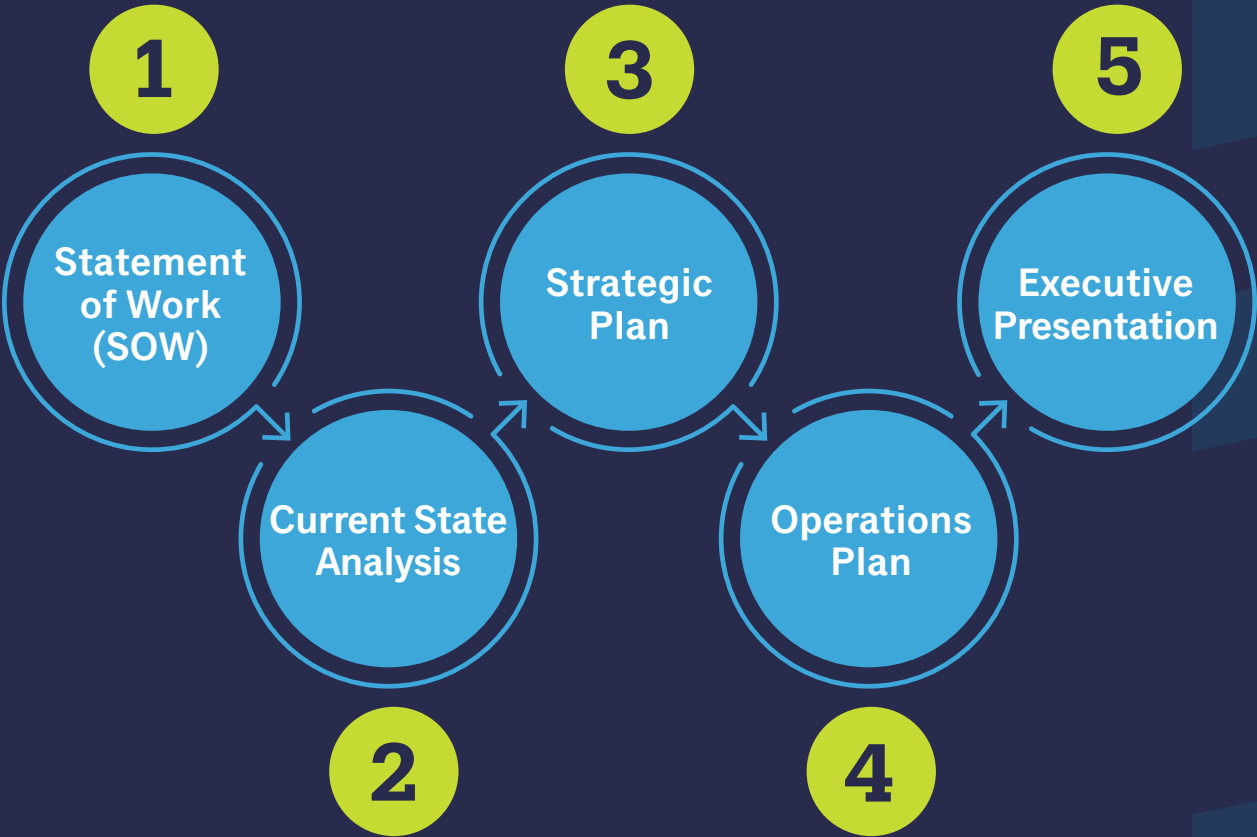
**Winter** = January-April    **Summer** = May-August    **Fall** = September-December

This provides some flexibility for clients to select the best semester that fits with their availability.

What are the benefits to the client?

- Fresh new ideas and perspectives
- Enthusiastic team of students working on your project, advised by experienced faculty to help with complex technical issues
- Low-cost exploration of new business ideas
- Explore products or services that are outside of your organization's current business plan
- Connect with Sheridan College academic community
- Students will provide approximately 160 hours of work, without financial payment dedicated to solving your problem

The following deliverables are prepared for client review and feedback:



IDEAL CLIENT

- Small to medium size companies
- B2B, B2C, and not-for-profit industries
- Have been in business for a few years
- Have developed a plan for the company (formal or informal)

Client Commitment:

- 1 Submit a comprehensive company overview including:**
  - Business/Company History
  - Industry Overview
  - Competitors
  - Point of Differentiation
  - Customer Description
  - Challenges and Opportunities
  - 3-year Business Objectives
  - Financial Assumptions to be used by the students
- 2 Commit approximately 35-40 hours over 15 weeks**
- 3 Meet with the student groups 6 times over the semester to provide feedback on assignments and answer questions**
- 4 Complete an evaluation questionnaire after the project is completed**



Jessica Murchie  
| BBA Student

“The Integrated Industry Project provided a fantastic hands-on learning experience for myself and my peers. We had the opportunity to work directly with an industry client to solve real-world business problems and recommend solutions, which readily prepared me as I started my career.”





CASE STUDY

Company name:

Moonbeam Trading Company

Description of your business/industry:

e-commerce business

Project focus:

Moonbeam Trading was in the early stages of expanding operations into the agri-food sector and wanted input into plans for marketing, finance, logistics and other key areas of the business.

Outcomes:

Our participation in the Capstone program as an integrated industry partner has enabled Moonbeam Trading Company to mitigate many of the business challenges we encountered due to the global pandemic. The results have been measurable including improved marketing focus, new business opportunities and scaled growth in specific industry sectors.



Mark McDonald

Moonbeam CEO

Quote from client:

“One year later, when I look at peers in the sector who were once in the same place I was, I can clearly see how working with Sheridan augmented our expansion. The students not only challenged me to reconsider things I’d already planned; they were also able to look at things in a different dynamic” says Moonbeam CEO Mark McDonald



CASE STUDY

Company name:

IndiGrowth Health and Wellness

Description of your business/industry:

Health and Wellness Products and Services

Project focus:

Overall Business Plan Development and Industry Evaluation

Outcomes:

The outcomes of this project far exceeded any that the company had hoped to achieve. The course professor prepared the students for success and made the integrated learning project beneficial for the students and also the company.



Clayton Hobbs

IndiGrowth Founder

Quote from client:

“If I had to choose one university or college program to help improve my understanding and knowledge of business and to help enhance my company’s success, I would choose Sheridan College” says IndiGrowth Founder Clayton Hobbs

## TIMELINES

### Timelines for each semester

	Fall Semester	Winter Semester	Summer Semester
Clients selected	May – August	September – December	January – April
Company Overview to be completed	End of August	End of December	End of April
Semester starts	September	January	May
Client Visits (6)	September – December	January – April	May - August
Final presentations	End of December	End of April	End of August

### Are you interested?

For more information, contact [PSBCapstone@sheridancollege.ca](mailto:PSBCapstone@sheridancollege.ca)



sheridaninstitute



sheridancollege



sheridan\_college

[sheridancollege.ca](http://sheridancollege.ca)

# Sheridan