

UNDERGRADUATE ENGAGEMENT OPPORTUNITY N.C. STATE UNIVERSITY HONORS PROGRAM—HON 397

Location of Extension and Engagement Opportunity: City—Raleigh
County—Wake
Negotiable

Extension and Engagement Project Mentor: Dr. Mike Seibert
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General Topic or Theme of Extension and Engagement Opportunity:
Small Business & Technology Development Center (SBTDC): As a university-based organization, the SBTDC promotes lifelong business learning and helps small and medium-sized business owner-managers gain knowledge essential to improving business performance.

SBTDC business counselors work directly with client-companies to develop a thorough understanding of their needs, and then provide high-quality management counseling across a broad range of business-related issues.

Student Interns are matched with SBTDC counselors, and then guided and mentored in the management counseling process. Interns will gain direct management counseling experience with small and medium-sized businesses while learning various methods and techniques for analyzing and evaluating their current performance.

Possible Project Assignments:

- Industry Analysis
- Competitive Analysis
- Customer Analysis
- Financial Analysis
- Baseline Assessment
- Distinctive Competencies
- Competitive Weaknesses
- Relevant Business Opportunities

Approximate Time Frame for Project: Spring—Yes
Summer—Yes
Fall—Yes
Combination—Yes

Anticipated Hour Commitment (check most likely):

- a. 10 hours per week for 16 week semester _____
- b. 20 hours per week for 16 week semester _____
- c. ___20-40__ hours per week for ___10___ weeks(summer)
- d. combination(describe):_____

(Students may earn 1-6 hours credit on a pass/fail basis)

Pre-requisites University requirements:

- a. student must have admission to University Honors Program
- b. student must have a 3.25 minimum GPA
- c. student must have completed at least 1 semester of full-time college experience
- d. student must be able to provide their own transportation

Extension and Engagement preferences or pre-requisites (example: Are specific levels of academic preparation or ability levels necessary?):

	<u>Preferred</u>	<u>Required</u>
a. Management Major	X	
b. Accounting Major	X	
c. All other Majors are eligible	X	

Extension and Engagement Mentor’s Primary Objectives (Please review “Draft Guidelines for Crafting Undergraduate Engagement Opportunities” before completing this section):

1. The student will be able to describe the SBTDC organization as it relates to business extension service and its connectedness to the US Small Business Administration and NC State University (SBTDC website and brochure).
2. The student will be able to list and define the basic strategic management process used with small and medium-sized business clients (SBTDC Strategic Management Model).
4. The student will be able to implement and evaluate environmental factors related to small and medium-sized business clients (e.g., industry analysis, competitor analysis, customer analysis, financial analysis, and assessments).
5. The student will gain direct management counseling experience with small and medium-sized businesses while learning various methods and techniques for assisting small and medium-sized businesses.

Briefly describe your ideas for the student's independent or group research/creative extension and engagement project, assuring that at least 70% of the overall experience is focused on this project. This is to ensure that the experience is not one entirely of repetitive, routine chores.

The programmatic objective of this business extension and engagement opportunity is student-focused; a semi-professional role that emphasizes learning transfer—from coursework to practice. The student learning objectives were developed to provide a framework for the student to benefit from a more “hands-on” applied learning experience.

Compensation:

- Hourly pay at \$ 8.50 _____ per hour
- Other monetary benefit (e.g., travel reimbursement)
- No wages/stipend available
- Other forms of support (example: housing, food)