



BUSI 4904 M: Social Impact Project Delivery Practicum

FALL 2025 / WINTER 2026

Instructor	Emily Jones Joannis, Asst. Professor, Teaching Stream, PhD Candidate, MBA, BCS (she/her)
Email Address	socialimpacthub@sprott.carleton.ca
Class Times	Scheduled based on team and client Flipped Classroom (1-1.5 hours synchronous with the Instructor, and/or Team, and/or Client and
Modality	1.5-2 hours asynchronous for any recorded lectures, internal and external communication, planning and preparation time for project delivery activities)
Office Hours	By appointment (please book via this link)
Office Location	NI 5057
TA Name/Email	socialimpacthub@sprott.carleton.ca

Pre-Requisites & Preclusions:

Prerequisites: This course is open to students from any faculty at Carleton University who have achieved at least third year standing. Enrollment is contingent upon successful completion of the application process.

Preclusions: Students cannot take this full-credit course more than twice.

Course Description/Instructor's Statement

Carleton Calendar Description (Find at <https://calendar.carleton.ca/undergrad/courses/BUSI/>)

Directed Studies I: Reading course on select topics. Students interested in pursuing this course need to contact a faculty member to discuss a proposed directed study.

Instructor's Description:

BUSI 4904: Social Impact Project Delivery Practicum offers students an immersive experience in managing and executing projects aimed at addressing sustainable development and social impact opportunities, via a Project-Based Service Learning (PBSL) approach. This course is designed for those interested in applying their business skills to create positive social impact. Through collaboration with nonprofit organizations, students will tackle real-world challenges by developing actionable strategies and delivering impactful solutions. The course focuses on practical skills such as project planning, client interaction, progress assessment, as

well as research and analysis and project implementation, equipping students to effectively manage and drive projects that foster social change and enhance community well-being.

Course Learning Objectives:

By the end of this course, students will be able to:

1. Translate client needs into actionable project plans.
2. Adapt and manage project strategies, timelines, and resources.
3. Prepare and integrate detailed status reports with client feedback.
4. Communicate professionally in digital and face-to-face settings.
5. Solve problems encountered during social impact projects.
6. Conduct research and analysis for supporting recommendations.
7. Evaluate personal and team performance in social impact project settings.

Required/Optional Materials & Prices

Reading(s)/Textbook(s)/Etc:

1. Stable Internet connection with working laptop, and functioning webcam and mic to enable communication with clients/partners.
2. 37signals. (2022, September 15). [How Basecamp Works - A Quick Overview](#) [Video]. YouTube.
3. Community Engagement UCO. (2017, September 14). [Service Learning Definition](#) [Video]. YouTube.
4. EBLS. (2020, May 15). [This is Experiential Learning](#) [Video]. YouTube.
5. Basecamp by 37 Signals, understand and be able to explain the **key terms** - Kulakov, M. (2024, June 28). [Basecamp 3 Project Management: Learn Essentials to Enhance Your Team's Efficiency](#). Everhour Blog.
6. [How to Create a Work Breakdown Structure](#). (2019, October 1). Lucidchart.
7. [The 17 Goals | Sustainable Development](#). (2015). United Nations | Department of Economic and Social Affairs
8. Yinuo. (2023, September 5). [Fast Facts – What is Sustainable Development?](#) United Nations Sustainable Development.
9. For any students participating in international travel, a valid passport is required with any necessary entry requirements for that country (e.g. Travel visa).

Additional links to content helpful in understanding each week's course material will be shared on Brightspace/Basecamp.

Grading Scheme

In keeping with the realities of working in non-profit and social impact sectors, your grade will be based on a combination of individual and group contributions, as detailed below:

Group Project Work (65%):

- **Forty-five percent (45%)** of your mark will come from the Customer Satisfaction (CSAT) score, collected via the CSAT feedback from clients between your two terms. This is based on customer satisfaction with your **ongoing communication** (e.g. meeting notes, status updates, end of term slide deck and presentation, etc.), timeliness, punctuality, responsiveness and the **quality of your work products**, as communicated in the CSAT forms that will be sent to clients. Your team is required to
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take detailed meeting notes for each internal and external meeting, placing them in a central location as noted by the SSIH management team, using the format provided, and failure to do so may negatively impact your mark (**1% per occurrence missed**). Missing a meeting without appropriate notice may also negatively impact your mark (**1% per occurrence missed**).

- **Twenty percent (20%)** of your mark will come from the public-facing Interim and Annual Report. Each term, the Sprott Social Impact Hub will create a public-facing report which depicts the work and student learnings gained over the term/year, in terms of their work with our client partners. The interim report on your project team's work will count for seven and a half percent (7.5%) of your mark and the final report will count for twelve and a half percent (12.5%) of your final mark. Full instructions will be provided on Brightspace regarding required contributions, but for an example of a previous report please check out the [SSIH webpage](https://sprott.carleton.ca/wp-content/uploads/2025/04/Year-End-Sprott-Social-Impact-Hub-Impact-Report-F24-W25.pdf), e.g. <https://sprott.carleton.ca/wp-content/uploads/2025/04/Year-End-Sprott-Social-Impact-Hub-Impact-Report-F24-W25.pdf>

Individual Contributions (35%):

Peer assessment and individual participation: Active participation in all aspects of the project is essential. Your contributions during internal team meetings, client meetings, and communications will be assessed. You are also expected to come prepared to discuss topics from your asynchronous work and to raise any questions or challenges - either individually or as a group - during meetings with the instructor (see the Office Hours section for booking details).

Students are expected to dedicate **5-12 hours per week** to project tasks throughout the academic year. Please note: timely logging of your hours is part of your participation mark. If you fail to log your hours for a two-week period (i.e., if two weeks pass without entries or with less than 5 hours), you may lose **1% of your final mark per occurrence**.

- **Twenty-five percent (25%)** of your mark will be based on your **peer assessment** value, which will be calculated each term at least once based on a peer assessment form and adjusted by the Instructor and SSIH management team if necessary to contribute to your final mark based also on your interactions with the Instructor and SSIH management team.
- **Ten percent (10%)** of your mark will come from your **Individual reflection**: At the end of the first term, you will be asked to submit a 1.5 page reflection on lessons learned over the semester based on the project you were working on. At the end of the course, you will revise this reflection and submit a 3-page final reflection on lessons learned (double spaced, 11-pt font).
- *Note that there will also be opportunities to gain up to **5% in bonus marks** over the year, opportunities will be announced as they arise.*

Important Dates to Note*

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| <ul style="list-style-type: none">- Week of Sept 3rd, first week of classes term 1- Week of Dec 5th, end of term deliverables due- Week of Jan 5th, first week of classes, term 2- February 13th-22nd, International Travel (if applicable)- Week of April 6th, end of year deliverables due |
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*dates are subject to change

University Academic Calendar: <https://calendar.carleton.ca/academicyear/>

Policies & Accommodations

<https://students.carleton.ca/course-outline/>

<https://carleton.ca/pmc/current-students/academic-accommodations/>



Stay updated with important notifications and announcements from Carleton University, by downloading the Carleton University App!

Grading Scheme

Customer Satisfaction Score	45%
Peer Evaluation & Individual Participation	25%
Public-facing SSIH Report(s)	20%
Individual Assessment	10%
Total:	100%

Late Assignments:

Assignments submitted past the due date will receive a penalty of 5% per day. Assignments that are not submitted after 10 days past the due date will receive a grade of 0. Exceptions to this include verifiable illness and emergencies, only when communicated directly to me within three (3) business day following the due date.

Course Schedule (Key Dates for 2025-2026)

Week	Dates	Activities/Deliverables
F1	Sep 2-5	Prep, Basecamp onboarding, Project/Team Kick-off, Charter, Weekly team meeting times selected, Bi-Weekly Client meeting times selected, internal/external meeting notes posted.
F2–F3	Sep 8-19	Project Charter development/review, client sign-off, internal/external meeting notes posted
F4	Sep 22-26	Initial research, SDG methodology intro, internal/external meeting notes posted
F5–F6	Sep 29–Oct 10	Ongoing research/project tasks; status reports, internal/external meeting notes posted
F7	Oct 13-17	Status report, scope refinement, internal/external meeting notes posted

Week	Dates	Activities/Deliverables
Reading Week	Oct 20-24	No client meetings, project work continues, internal meeting notes if applicable
F8–F9	Oct 27–Nov 7	Status reporting, client feedback, ongoing projects, internal/external meeting notes posted
F10	Nov 10-14	Status report, client presentations, internal/external meeting notes posted
F11–F12	Nov 17–28	Progress reports, final deliverables preparation, internal/external meeting notes posted
F13	Dec 1-5	All end-of-term deliverables including interim report, term presentation to client, peer evaluation, reflection – due, internal/external meeting notes posted
F14	Dec 6-Jan 2	Winter Break, prep for next term, internal/external meeting notes posted
W1–W11	Jan 5-Apr 3	Repeat similar cycles for Winter term, culminating in final evaluations, on-site travel, and presentations as per client/project needs; Travel, where applicable planned in accordance with client (likely over Reading Week in February, TBC), internal/external meeting notes posted
W12	Apr 6	All end-of-year deliverables including annual report, presentation to client, peer evaluation, reflection – due, internal/external meeting notes posted

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
	CHECK (X) ONE PER ROW			
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				✓
BC2 Collaboration				✓

<i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				✓
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				✓
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>			✓	

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations.

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership, and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Grading

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first

two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
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