Learn by DUing, BUSN 444, is a senior capstone course in LeBow College of Business at Drexel University, which concentrates on allowing students to refine their skills and utilize their learned knowledge by applying both to a hands-on project in a real-life setting. The concepts and tools of analysis used by the students will cut across various disciplines of study in the college. Interdisciplinary teams will be formed and given the opportunity to work with organizations in the Philadelphia community on business or public policy-related programs. The Learn by DUing course produces a “Win-Win-Win” situation for all involved participants: each student, Drexel University’s LeBow College Business, and the Philadelphia community.
Organization Information

Organization Name

Organization’s Executive Director

Administrative Mailing Address

Phone __________________________ Fax ______________________

Email __________________________ Website __________________

Project Site Address (if different) – the address where students would be working.

Date of 501c3 status__________________________________________ (***Attach copy of form to application)

Key contact person for this on-going partnership with Drexel’s Learn by DUing________________________

Title __________________________

Duties __________________________

Phone __________________ Fax________________________ Email __________________________

Key contact person for this project________________________

Title __________________________

Duties __________________________

Phone __________________ Fax________________________ Email __________________________

Alternate contact person for this project____________________

Title __________________________

Duties __________________________

Phone __________________ Fax________________________ Email __________________________

With whom should Drexel University resolve any questions about this application?

Name __________________________ Telephone number __________________________
Project Information

Date of Application

Project Name

Please title your project for our easy reference. If no title is provided, we will refer to it using the organization name.

Which term would you prefer to do the project?

- Fall Term _____ Application Deadline August 31
- Winter Term _____ November 30
- Spring Term _____ February 28
- Summer Term _____ May 31

Time sensitivity, if any, for your project and why

Detailed description of your project, including scope and tasks

______________________________________________________________________________________________

IMPORTANT:

Please attach any pertinent information, materials, and/or literature relating to the items on this application. You may also opt to include a one-page description of your business or public policy-related project as thoroughly as possible, reiterating the items on this application.

Drexel University assures you that our students will receive the proper conceptual, methodological, informational, and historical frameworks and continual guidance necessary to provide you with a professional result. It is, therefore, important to all parties involved that we have a detailed description of your project.

Indicate your anticipated results for this project, i.e., final reports, deliverables, recommendations, etc.

______________________________________________________________________________________________
The following checklists may be helpful to you when writing the description of your project. Please check all that apply. Seeing your answers will help us, as well, when reading your description. It is important to note, though, that these lists are not exhausted. You may indicate any and all other areas in which you may need student assistance in the spaces provided, as well as in further detail within the body of your project description.

This will help students gain an understanding of the actual project in which you need assistance.

Students will be required to:
- Review our current business plan
- Write a new business plan
- Determine the marketability of a product
- Determine the marketability of a service
- Analyze our financial statements
- Assist in the writing of a grant proposal
- Conduct program related research
- Assess damage control
- Assist us with community awareness
- Write a survey
- Conduct the survey
- Other, please list, in detail

This will help the students understand what they will literally be asked to do for your project.

Students will be:
- Asked to do research
  - In our office
  - At the library
  - With their own resources
  - At other locations
- Analyzing data
- Conducting phone surveys
- Using the telephone for other calls
- In our office most of the required time
- On foot, around the neighborhood, most of the required time
- Able to work on this project at their own locations
- Using our computer system
- Required to have access to their own computers for this project
- Preparing mailings, copies, and / or maintaining files (only if pertinent to the project)
- Other, please list, being as specific as possible
We are looking for students, if available, with the following background (if known):

Accounting
Economics
Finance
Human Resource Management
International Economics and Business
Management Information Systems
Marketing
Operations Management
General Business
Other, please list and explain

Please return completed applications to:

Jennifer Morgan-Dobney
LeBow College of Business, Office of the Dean
106 Matheson Hall, Philadelphia, PA 19104
215-895-6047

Or by fax,
(215) 895-1997

**Remember, you may complete more than one application at this point, whether it is for a single project, separate projects or for different stages or phases of one large project.
Feel free to duplicate this application form and indicate the various projects in succession, by indicating the term for which you would like to have them addressed.
You will be notified whether your project is accepted prior to the term with instructions on how to proceed. You will be notified, as well, should your project not be chosen or need to be deferred.
If your project is for a later term, but for a term soon to come, you may fill out the application indicating the term in which you would like your project.

We look forward to working with you!