

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 494		Number of Credits: 3 <u>Course credit policy (105)</u>													
Course Full Title: Professional Sales Practicum															
Course Short Title:															
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business													
Calendar Description: Supervised workplace experience in professional selling and related activities, applying skills from pre-requisite courses. Students must be available to work for one day per week (8.5 hours) for ten weeks of the practicum placement. Note: Students must sign a practicum agreement. Practicum placement is at the discretion of the department and is based on student readiness.															
Prerequisites (or NONE):		BUS 322 and permission of the instructor.													
Corequisites (if applicable, or NONE):		NONE													
Pre/corequisites (if applicable, or NONE):		BUS 306 or BUS 422.													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See <u>policy 207</u> for more information.)</i> Grading System: Credit/No Credit Delivery Mode: Face-to-face only Expected frequency: Annually Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Practicum</td> <td>85</td> </tr> <tr> <td>Lecture/seminar</td> <td>9</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>94</td> </tr> </table>		Practicum	85	Lecture/seminar	9							Total hours	94	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Practicum	85														
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Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit <i>(See <u>bctransferguide.ca</u>.)</i> Transfer credit already exists: No Submit outline for (re)articulation: No <i>(If yes, fill in <u>transfer credit form</u>.)</i>													
Department approval		Date of meeting: October 12, 2021													
Faculty Council approval		Date of meeting: November 12, 2021													
Undergraduate Education Committee (UEC) approval		Date of meeting: January 28, 2022													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

Upon successful completion of this course, students will be able to:

- LO 1. Demonstrate professional and ethical behavior in the field placement host's workplace.
- LO 2. Apply selling knowledge and skills learned in prior courses.
- LO 3. Demonstrate the ability to work independently and collaboratively.
- LO 4. Relate concepts and theories learned in prior sales courses to the practicum.
- LO 5. Assess the relevance of the Canadian Professional Sales Association's code of ethics to the work of a sales manager.
- LO 6. Reflect on the practicum experience, including workplace performance and interest in a career as a sales practitioner.
- LO 7. Relate the First People's Principles of Learning to the practicum experience.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	60%	%	%
Practicum:	40%	%	%

Details:

For the assignment score, 10% is allocated to the pre-practicum preparation and 20% to the post-practicum reflection with fellow learners and community members. The remaining 30% involves weekly reflection journaling on specific sales-related topics, including observations and reflections on the placement host's salesforce structure and sales processes, customer service practices, sales training program and its alignment with First People's Principles of Learning, ethics and social responsibility initiatives, and EDI practices.

This course is graded on a Credit/No Credit basis. The instructor, in consultation with the workplace supervisor, assigns the grade when the required number of hours and all required assignments have been completed. Students must attend two in-class seminars where they will discuss practicum expectations and one seminar at the end of the course where they will reflect upon and share their experiences working in the field.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

Type	Author or description	Title and publication/access details	Year
1.			
2.			
3.			
4.			
5.			

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Depending on the workplace, professional or business casual dress may be required. Students may require personal transportation.

Course Content and Topics**Module 1: Pre-Practicum Preparation**

- Completion of practicum agreements
- CPSA Code of Ethics review
- Overview of First People's Principles of Learning
- Workplace professionalism and expectations discussion
- Assignment of practicums
- Research memo describing practicum host's industry and organizational history (LO 1, 2)

Module 2: Practicum

- Online, weekly reflection journaling on specific sales-related topics (LO 4, 5, 7)
- Feedback and evaluation from practicum supervisor (LO 1, 2, 3)

Module 3: Post-Practicum Reflection

- Practicum summary (report or video) and reflection with fellow learners and community members (LO 4, 5, 6, 7)