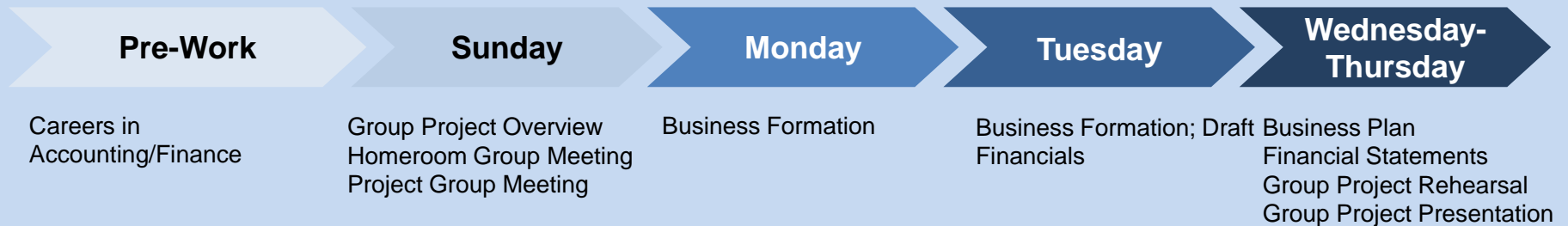


Accounting Career Awareness Program

2019 Group Project Overview



Group Project, Slide 1 of 2



Group Project Overview:

The Group Project is the capstone project for the week; thus students are assigned to Project Groups prior to check-in. Each group will act as Accounting/Finance Consultants and decide what type of business they are in (e.g., public accounting firm, consulting, firm, corporation, small business, governmental agency, academia, or non-profit) and what services they provide (e.g., audit, tax, advisory, internal audit, bookkeeping, accounting education, financial services, forensics, etc.). (Note: See the Business Plan Template: <https://www.surveymonkey.com/r/HXBGDH8>. Students would have selected a business area of study and/or potential career path during their pre-work assignments.

Each Project Group will pitch its products or services idea to a group of potential clients/customers which act as judges. In order to meet the challenge, students will be required to prepare a 7 to 10-minute business plan for presentation on Thursday night of ACAP Week. The clients/customers will listen to each of the Project Groups and decide which group they would like to engage for their business. The winning Project Group will present at the Closing Luncheon on Friday.

The goal is to assign a Corporate Partner, local business professional, and/or ACAP Alum to each group as an advisor or mentor.

Group Project, Slide 2 of 2



Create a Business Plan (100 points)

Business Formation:

Onboarding/Skills Assessment, Workgroup Ground Rules, Work Distribution
Type of Business or Service, Name of Business, Mission Statement
Brand Recognition, Slogan, Location of Headquarters, Officers of the Business



Create a Marketing Strategy (150 points)

Marketing Plan/Strategy:

Market Analysis
Customer Loyalty
Marketing
Product Mix
Pricing
Proof of Concept, Final Business Plan

Item	Amount	Balance
Assets		
Cash	10000	10000
Accounts Receivable	5000	5000
Inventory	2000	2000
Property, Plant, & Equipment	10000	10000
Total Assets	27000	27000
Liabilities & Equity		
Accounts Payable	3000	3000
Notes Payable	7000	7000
Total Liabilities	10000	10000
Owner's Equity	17000	17000
Total Liabilities & Equity	27000	27000

Prepare Financial Statements (150 points)

Pro Forma Financial Statements:

Pro Forma Balance Sheet
Pro Forma Income Statement
Assigned Scenario



Group Rehearsal (100 Points); Group Presentation (Judges scores, max of 100)

PowerPoint slides

7 to 10 minutes
Excellent presentation skills (clear and articulate speaking voices, positive body language, attention getter, proper presentation format, team's knowledge of the business plan presented, etc.).

Potential Business or Services Provided

Type of Business	Services/Expertise
Public Accounting	Audit
Corporation	Advisory Service
Tax	Tax
Consulting	Forensics Advisory Services
Management Accounting	Information Technology
Internal Audit	Financial Services
Academia	Bookkeeping
	Payroll
	Accounts Payable
	Benefits Administration
	Accounting Education
	System Implementation
	Corporate Law
	Human Resources
	Risk Analyst
	Asset Management
	Mergers & Acquisition
	Wealth Management
	Entertainment Accountant
	Commercial Banking
	Corporate Controller

Group Project Schedule ACAP Week

Day	Time	Activity	Location
Sunday	9:30 pm – 10:00 pm	Group Project Overview	McElvaney Dorm
Monday	9:00 pm – 11:00 pm	Business Formation	McElvaney Dorm
Tuesday	1:45 pm – 5:00 pm	Computer Lab: Business Formation; Draft Financials	Crow 186
Tuesday	10:00 pm – 11:00 pm	Business Formation	McElvaney Dorm
Wednesday	1:00 pm – 4:00 pm 10:00 pm – 11:00 pm	Complete Business Plan; PowerPoint Slides	Computer Lab McElvaney Dorm
Thursday	9:15 am – 12:00 pm	Slide Presentation Work; Prepare for Rehearsal	Computer Lab (Regina Brown)
Thursday	1:00 pm – 4:30 pm	Group Project Rehearsals	Crow Building
Thursday	7:00 pm – 10:00 pm	Group Presentations Talent Show	Crow 175

Group Project Assignments

Tina Walcott, Counselor*	Kim Jones, Counselor*	Gerald Burnett, Counselor*
Travis Guillory* (10) Jennifer Rodriguez* (12) Andrell Fisher (9) William Roberson (12) Victoria Bradley (9) Brianna Chatman-Hicks (11) Adrianna Wilson (11) Bless Kincade (12)	Jaylen Freeman* (12) Lauren Jackson* (12) Cameron Williams (9) Alondra Hernandez (10) Raya Petry (11) Mary Graham (11) Samanvi Velagapudi (10) Myriam Del Olmo (11)	Jamal Richardson* (12) Alesia Dixon* (12) Sevoia Richardson (10) Jadan Whitfield (11) Sydney Hall (9) Debra Contreras (11) Roy Montgomery III (10) Kabir Grover (11)
Elisabeth Johnson, Counselor*	Joel Leach, Counselor**	Trevon Thomas, Counselor**
Carolina Meza* (12) Jordan Hamilton* (11) Ashlaya Westbrook (10) Josephine Kalondji (10) Jaden Roberson (12) Eber Laurel (11) John Obi (11) George Gilbert (9)	Vivian Adesanya* (11) Aalyah McFarlin* (10) Heaven Thomas (12) Shannon Lewis (10) Jameelah Farmer (12) Kevin Washington (11) Jesus Segovia (11)	Adilene Peru* (12) Terryon Jefferson, Jr.* (12) Navaeh Green (10) Mary Oo (9) Charlene Mandaza (10) Falisha Leava (11) Joss Pedraza (11) Issaic Trammell (12)
Jordan Hamilton, Counselor	*Repeat ACAP Student or Counselor* **ACAP Alum	
Jacie Ford* (12) Logan Simmons* (11) Malarie Thompson (11) Rikalya Robertson (10) Jalyn Thomas (11) Pablo Berumen (10) Alexander Quinn (9)		