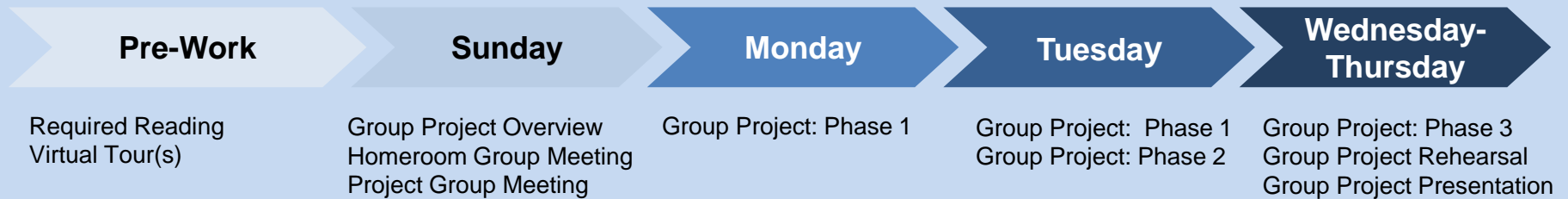


Accounting Career Awareness Program

Group Project Overview



Group Project, Slide 1 of 2



Group Project Overview:

The Group Project is the capstone assignment for the week; thus students are assigned to Project Groups. Each Project Group will act as consultants, and, based on their collective expertise and the client's needs, decide how best to serve their potential customers or clients (panel of judges).

Each Project Group will pitch its services idea to a group of potential clients/customers (panel of 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 current plan is to assign a Corporate Partner or 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)

Phase 1:

Name and type of business; Mission Statement
Slogan or jingle
Description of products or services
Business expertise; years in business
Headquarters



Create a Marketing Strategy (100 points)

Phase 2:

List of major clients/customers
Target markets, growth prospects, competitors
Major benefits of products or services
How products or services are marketed (e.g., advertising, Internet, direct marketing, etc.)
Website; Brochures

Account Name	Amount
Assets	
Cash	10,000
Accounts Receivable	5,000
Inventory	3,000
Prepaid Insurance	1,000
Property, Plant, and Equipment	20,000
Total Assets	39,000
Liabilities and Equity	
Accounts Payable	2,000
Notes Payable	8,000
Total Liabilities	10,000
Owner's Equity	29,000
Total Liabilities and Equity	39,000

Prepare Financial Statements (100 points)

Phase 3:

Balance Sheet
Income Statement



Group Rehearsal (100 Points); Group Presentation (Judges scores)

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	Virginia Dorm
Monday	9:00 pm – 11:00 pm	Group Project, Phase 1	Virginia Dorm
Tuesday	1:45 pm – 5:00 pm	Computer Lab: Group Project, Phase 2	Computer Lab
Tuesday	9:30 pm – 11:00 pm	Group Project: Phase 2	Virginia Dorm
Wednesday	1:00 pm – 4:00 pm 10:00 pm – 11:00 pm	Group Project: Phase 3	Computer Lab Virginia Dorm
Thursday	9:15 am – 12:00 pm	Computer Lab: Group Project: Phase 3	Computer Lab (Denise Tucker?)
Thursday	1:00 pm – 4:30 pm	Group Project Rehearsals	TBD
Thursday	7:00 pm – 10:00 pm	Group Presentations Talent Show	TBD

Group Project Assignments

Tina Walcott, Counselor*	Paula Brown, Counselor*	Gerald Burnett, Counselor*
Jamal Richardson* Nicholas Jones Karlo Bustamante Brianna Davis* Dakota Johnson Destiny Vasquez	Earnest Gaona Ahmir Green Terry Jefferson Jennifer Rodriguez* Christiany McCarter Chelsea Guidry	Lewis Guillory* Amil Williams Dylan Osimetha Eryn Fayson Jacie Ford Tayler Yancy Ryan Tucker*
Kyle Collins, Counselor*	Kim Jones, Counselor*	Trevon Thomas, Counselor**
Demarre Johnson* Braylon Hawkins Daniel Prosper Mathob Diaz* Alesia Dixon Logan Simmons	Travis Guillory Cesar Montoya Andrea Loyd Jazmine Salazar Vivian Adesanya* Carolina Meza*	Jaylen Freeman* Clayton Graves Gloria Akinnibosum* Jourdyn Hawkins Yvette Lara Rachel Resendiz
Triza Nganga*	*Repeat ACAP Student or Counselor* **ACAP Alum	
Garrick Paul Jose Mandragon Brandon Parrish Hillary Solomon Elizabeth Kufour* Blessing Umoeka Adilene Peru*		

Group Project Schedule

Links to Online Business Plan Template

Project Group Counselor and Phone Number	Business Plan Link
Tina Walcott: 678-283-5706	https://www.surveymonkey.com/r/Y3CYZ7G
Paula Brown: 214-536-9384	https://www.surveymonkey.com/r/YBVWYPV
Gerald Burnett: 214-680-2999	https://www.surveymonkey.com/r/YB6XZM3
Kyle Collins: 469-569-8903	https://www.surveymonkey.com/r/YHH9TVM
Kim Jones: 214-502-9951	https://www.surveymonkey.com/r/Y6ZWBHC
Trevon Thomas: 469-360-0428	https://www.surveymonkey.com/r/Y6WL2Y5
Triza Nganga: 469-684-9038	https://www.surveymonkey.com/r/YZHR5FK

Brandon Fields (Head Counselor: 214-673-5036); Odell Brown (Executive Director: 214-212-9374)