BUS 390 – Business Practicum

Reflection Paper

The reflection paper is an opportunity to contemplate on the semester and communicate, in writing, what you have learned in the practicum. It should consist of five sections answering the questions below.

1. What was your take away from this experience?

2. What could your organization have done better from a marketing, finance and

management perspective?

3. Give me examples of what your organization did right from a marketing,

finance and management perspective?

4 What specific contributions did you make to its success?

5 Tie in academic principles from Finance, Marketing or Management to the principles you applied to your organization in the semester.