

# Business Plan Development and Competition: An Opportunity to Expand Student Learning



Teaching Students to Prepare Grant Proposals through a Mock Competition

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Objectives

Following this session, participants will be able to:

- 1) present an academic session to students on “how to write a grant proposal.”
- 2) initiate a student competition for grant applications to support community services which will advance community pharmacy practice.
- 3) evaluate the student grant applications for clarity, uniqueness and sustainable competitive advantage using the template provided.

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Background  
Community Pharmacy Foundation

- Mission
  - The Community Pharmacy Foundation is an organization whose primary purpose is to assist community pharmacy practitioners by providing resources for research and development to encourage new capabilities and continuous improvements in the delivery of patient care.

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## Community Pharmacy Foundation Strategic Focus Areas

- Support efforts to *establish* the value of community pharmacy practice in the health care delivery system
- Support efforts to *measure and disseminate* the value of community pharmacy services
- Support efforts to *evaluate* the impact of pharmacist interventions in achieving targeted therapeutic goals

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## Community Pharmacy Foundation

- Opportunities for pharmacists and faculty
- <http://www.communitypharmacyfoundation.org>
- Proposals
- Applications
- Special invitations for submission

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## Loma Linda University School of Pharmacy

- Identified of a gap in curriculum
  - How would one write a grant proposal
- Developed course content
- Communicated with grant administrators
- Joined forces with the Community Pharmacy Foundation

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## “How to write a grant proposal.”

- Course objectives
- Course design

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## Initiating a Student Competition

- Assignment details
- Evaluation parameters
- Motivating techniques
- Can other students learn from the winning team?

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## Evaluating Student Proposals

- Evaluation template
- Providing feedback

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## Lessons Learned from the Student Competition

- Innovations
- Feedback from students
- Framing the take away message, “This is skill you can successfully use in the future to enhance the practice of pharmacy by conducting research or initiating a project.”

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## Case Studies Group Work

- Divide into work groups of 6 to 10
- 3 student generated applications
  - Read and review
  - Using the template provided, evaluate the proposals, and choose the winner

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## Scenarios

- Strengths of each proposal
- Weaknesses of each proposal
- Winner?

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## Conclusion

- Curriculum enhancement
- Excellent tool to provide foundation for future work, highlighting innovations in pharmacy practice which ultimately benefit the patient

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