Moberly Area Community College
COMMON SYLLABUS

BUS260 Business Administration Capstone
Current Term

Instructor: 
Office Number: 
Office Hours: 
Response Time: I typically respond to student email within 24 hours, Monday through Friday. 
Contact Information: 
Classroom number: 
Class days and time:

Catalog Description: BUS260 Business Administration Capstone (3-0-3)
This capstone course is a multi-disciplinary course that is required of all associate of applied science in Business Administration degree candidates. The purpose of the course is to create an opportunity for students to choose among a variety of business disciplines and tailor a program of study designed specifically for their personal career goals. The disciplines available include: accounting, advertising, customer service, sales, banking & finance, management & leadership, or retail management. The capstone course may include an academic or career portfolio, research papers, projects or presentations, publications, and journals. Adequate time must be invested in the planning stages for the course. Students should approach the capstone course thoughtfully. It is strongly recommended that students plan a full semester ahead of the scheduled start date, to allow for full development and faculty input in the planning stages.

Text: 
To be assigned based on student’s business topic of choice

Perquisite(s) of Co-requisite(s):
For Accounting Option: ACC210, ACC211, ACC214, and ACC218
For Business Management Option: BUS100, BUS120, BUS150, and MKT105

Other Required Materials:

Purpose of Course:
This course will provide students with the opportunity to utilize the skills and knowledge obtained in previous courses to master learning objectives regarding the business topic of choice.

**Course Objectives:**
Demonstrate their knowledge of the different subfields of a business by working on the different work packages associated with their chosen topic. In general, students will have to show their skills and understanding in the following fields:

- Presentation skills
- Market research skills
- Strategy skills
- Financial skills
- Marketing skills
- Business plan/ Writing skills
- Critical thinking
- Creativity

**Course Content:**
The role of entrepreneurship in an economic unit has been well documented and is of interest to businesspeople, politicians, and university professors and students. Creating and growing a new venture inside or outside the corporation is a task that few individuals are able to accomplish, even though many profess the desire. This course is based on an understanding of all the functional areas of business and applies the tools and analytical techniques of these functional areas to the new venture creation process. Participants will study the rewards and challenges of entrepreneurship from the conception of the idea through marketing, customer identification, and financing, to management practices necessary for success. Students will complete and present a fully-developed business plan.

**Connection with Career and Technical Education (CTE) Outcome Statement:**
In compliance with MACC’s Marketing/Management Program Assessment Plan, the student who successfully completes this course will be able to meet the following Program Objectives:

- Be able to effectively communicate both orally and in writing in a variety of business settings.
- Be able to demonstrate basic interpersonal communication skills.
- Be able to identify general principles of human behavior.
- Be able to demonstrate the ability to prepare and deliver a professional business presentation using appropriate visual aids.
- Be able to demonstrate a basic understanding of computer software used in business.
- Be able to effectively work in small groups.
- Understand the function of marketing in the free enterprise system.
- Be able to develop an effective marketing mix.
• Be able to perform effective problem solving in a variety of business settings.
• Understand human resource techniques used in today’s business environment.
• Be able to define and engage in the four functions of management.
• Be able to lead and motivate themselves and others in an organizational setting.
• Be able to prepare, evaluate, and interpret a business plan. Understanding the importance and interaction of each aspect (i.e. accounting, marketing, finance, management, etc.) to form a successful business enterprise.
• Be able to prepare and evaluate advertising strategies, objectives, and tactics and have an understanding of the role advertising plays in society.

Expected Study Time Commitments:
Students should expect to spend approximately 2 to 4 hours per week studying, reading, and working on assignments for each registered credit hour. For example, 6 to 12 study hours per week may be expected for a 3-credit hour class.

ASSESSMENT OF STUDENT LEARNING

Grade Scale:

\[
\begin{align*}
A &= 90\% - 100\% \\
B &= 80\% - 89\% \\
C &= 70\% - 79\% \\
D &= 60\% - 69\% \\
F &= 59\% & \text{and below}
\end{align*}
\]

10 unexcused absences -1 letter grade from your ending grade
15 unexcused absences -2 letter grades from your ending grade
20 unexcused absences -3 letter grades from your ending grade

Assessment:
(State the way learning outcomes will be measured. They may be measured through, but not limited to, the following: objective and essay questions, papers, quizzes, oral presentations, class participation, small group work, and/or projects.)

Description of Assignment(s)/Project(s):

INSTRUCTOR POLICIES

Tardiness:
per instructor’s policy
Make-up and late work:  
per instructor’s policy

Extra-Credit:  
per instructor’s policy

Schedule of Student Assignments/Activities:  
(Instructors will identify a Student Assignment/Activities schedule. Instructors have the prerogative to construct the schedule by class periods, weeks, or an overview of topics to be covered.)

Other:  
List any other instructor policies.

COLLEGE POLICIES

Attendance:  
Students are expected to attend all class sessions for which they are enrolled. The College reserves the right to drop or withdraw students from courses due to lack of attendance.

Students need to be aware that dropping/being dropped from a course and their last date of attendance in the course may impact their financial aid.

MACC faculty are required to track attendance and report lack of attendance. An instructor must complete the appropriate steps to drop a student within one week following the student’s violation of the attendance policy. Additionally, a student’s attendance rate will be calculated based upon the first day the academic session begins (not the student’s date of enrollment in the course). If a student does not attend a course as defined below, the student will be dropped as “Never Attended.”

Term Length Drop Calculations

16-week: Any student who misses two (2) consecutive weeks of class will be dropped from the course by the instructor unless acceptable justification is provided by the student and the student still has the opportunity to be successful in the course.

8-week: Any student who misses one (1) consecutive week of class will be dropped from the course by the instructor unless acceptable justification is provided by the student and the student still has the opportunity to be successful in the course.

4-week: Any student who misses two (2) consecutive days of class will be dropped from the course by the instructor unless acceptable justification is
provided by the student and the student still has the opportunity to be successful in the course.

**Intersession:** Any student who misses one (1) day of class will be dropped from the course by the instructor unless acceptable justification is provided by the student and the student still has the opportunity to be successful in the course.

Acceptable justification may include, but is not limited to, family emergencies, illness or injury, college-approved co-curricular and extra-curricular activities, and religious holidays.

**Definition of Course Attendance**

<table>
<thead>
<tr>
<th>In Seat Course</th>
<th>Physically attending scheduled, face-to-face, class meetings</th>
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<tbody>
<tr>
<td>Virtual Course</td>
<td>Being present, via appropriate platform, for scheduled class meetings/activities</td>
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<tr>
<td>Hybrid Course</td>
<td>Physically attending scheduled, face-to-face, class meetings and active participation in the online portion of the course which may include any or all of the following:</td>
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<td></td>
<td>• Completion of quizzes or exams during class meetings and online</td>
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<tr>
<td></td>
<td>• Submission of assignments during class meetings and online</td>
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<tr>
<td></td>
<td>• Participation in discussions during class meetings and online</td>
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<tr>
<td>Online Course</td>
<td>Active participation in an online course includes the following:</td>
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<tr>
<td></td>
<td>• Completion of quizzes or exams</td>
</tr>
<tr>
<td></td>
<td>• Submission of assignments</td>
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<td></td>
<td>• Participation in threaded discussions</td>
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</tbody>
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Simply logging into the Learning Management System (Canvas) and/or accessing the course and course related material does not constitute active participation for the online component of hybrid courses or for online courses. (*Policy Handbook, G.040*)

**Academic Dishonesty:**

MACC board policy is as follows: “Academic dishonesty by students damages institutional credibility and unfairly jeopardizes honest students; therefore, it will not be tolerated in any form.” Forms of academic dishonesty include but are not limited to the following: violations of copyright law, plagiarism, fabrication, cheating, collusion, and other academic misconduct. Incidents of dishonesty regarding assignments, examinations, classroom/laboratory activities, and/or the submission of misleading or false information to the College will be treated
seriously. The procedure for handling academic dishonesty is outlined in the Student Handbook (Policy Handbook G.020). In cases of alleged academic dishonesty, the burden of proof is on the student, not on the instructor.

Recording Class Sessions Using Zoom:
The privacy of students is a priority in live or virtual meetings. Recordings of lectures or class meetings that share student information constitute an educational record and are protected under FERPA. Instructors may share recordings within the course section where they were originally recorded and only with the students enrolled in the section. Documented consent from each student identified in the recording is required to distribute outside of the course where it was originally recorded, or student identity must be redacted.

Student Email:
MACC Mail is the official student email system at MACC. Official college communication is sent via this email system. Students are responsible for checking their MACC Mail account regularly. Students may also receive notifications and reminders from MACC through the online learning platform. However, students should remain aware that the online learning platform messaging system and MACC Mail (student email) system are two separate systems.

ADA Statement:
Students who have disabilities that qualify under the Americans with Disabilities Act may register for assistance through the Office of Access and ADA Services. Students are invited to contact the Access Office to confidentially discuss disability information, academic accommodations, appropriate documentation and procedures. For more information, please call either the Moberly office at (660) 263-4100 Ext. 11240 or the Columbia office at (573) 234-1067 Ext. 12120, or visit our web page at http://www.macc.edu/index.php/services/access-office.

Title IX Statement:
MACC maintains a strict policy prohibiting sexual misconduct in any form, including sexual harassment, sexual discrimination, and sexual violence. All MACC employees, including faculty members, are considered mandated reporters of sexual misconduct and as such are expected to contact the Title IX Coordinator when they become aware, in conversation or in writing, of an incident of sexual misconduct. For more information on this policy or to learn about support resources, please see http://www.macc.edu/sexual-misconduct-policy or contact Ms. Cheryl Lybarger, MACC's Title IX Coordinator, at 660-263-4110, ext. 11369 or CherylL@macc.edu.