

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:

Section number(s):

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

Prerequisite(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:

1. Presentation skills
2. Market research skills
3. Strategy skills
4. Financial skills
5. Marketing skills
6. Business plan/ Writing skills
7. Critical thinking
8. 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.

Statement to Connect Course with Institutional Student Level Outcomes:

In compliance with MACC's Institutional Student Level Outcomes, the student who successfully completes this course will be able to meet the following institutional learning outcomes:

- **Higher Order Thinking:** Students will demonstrate the ability to distinguish among opinions, facts, and inferences; to identify underlying or implicit assumptions; to make informed judgments; to solve problems by applying evaluative standards; and to reflect upon and refine those problem-solving skills. This outcome involves creative thinking, critical thinking, and quantitative literacy.
- **Communication:** Students will demonstrate the ability to communicate effectively through oral, written, or digital channels using the English language or quantitative or other symbolic systems. Students should be able to write and speak with thoughtfulness, clarity, coherence, and persuasiveness; read and listen critically; and select channels appropriate to the audience and message.

EVALUATION OF STUDENT LEARNING

Grade Scale:

- A = 90% - 100%
- B = 80% - 89%
- C = 70% - 79%
- D = 60% - 69%
- F = 59% - & below

Evaluation:

(State the way learning objectives 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.)

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

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

Per instructor

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.

COLLEGEWIDE POLICIES:

All faculty and students need to be aware of collegewide policies and procedures. Statements on Academic Dishonesty, ADA, Attendance, Title IX, and other important collegewide policies can be accessed by clicking on the following: [Collegewide Policies in Student Resources](#).