



PART II SYLLABUS
BUS250S 801US-2025US
Business Capstone

Section/Term:	BUS – 250S – 801US
Class Meeting Time:	Online
Location:	Online
Required items:	Strategic Management (An Integrated Approach – Theory & Cases 14th ed. With MindTap access)
Faculty:	Marva Archibald Masters: Business University of Phoenix
E-mail:	marchibald@edisonohio.edu
Faculty Phone:	937-778-7908
Faculty Office Hours:	Online
Faculty Contact:	If you have questions or concerns, please contact me via email with the course name and number in the subject line (BUS 250S-801US) through your Edison State email. You are welcome to set up an appointment to meet virtually via Teams or Zoom or stop by my office.

Class Policies

It is generally accepted that academic writing consists of the author's thoughts which are supported by properly cited sources through paraphrasing, summary, and quotations. At the instructor's discretion, papers with excessive quotations, where quotations make up 10% or more of the paper, may not meet the assignment requirements, and be dealt with accordingly.

OUTLINE OF ASSIGNMENTS AND TOPICS

Week 1 – June 8	<u>Class Agenda:</u> Introduction to the Course; Review Objectives
------------------------	---

Review Part I and Part II of the syllabi
Introduction to Service-Learning Project

Reading Assignments:

- Textbook reading - Chapter 1, pgs. 2-17 (SWOT Analysis)
- Textbook reading – Chapter 2 External Analysis
- Complete Chapter 2 activities
- Introductory Case Assignments: Robin Hood or Mystic Monk Coffee (Handouts) Prepare one - two-page analysis of the company)
- Begin reading of Squirrels, Boats and Thoroughbreds; Part 1, Chapters 1-15
- MindTap Assignments: Complete chapter 1 activities
- Library Research Presentation/MLA Review

Week 2 – June 15

Class Agenda:

Service-Learning Projects search and assignment start today
Individual Case Study paper 1: Closing Case “Competition in the Airline Industry” (pgs. 68)

Learning Outcome: Applying your critical- thinking skills, respond to the five questions on pg. 69

Group Assignments and Meetings

Assign 1st Group Case Project 1) Presentation (record your group presentation, and 2) Submit paper at the end of the week 3) Peer Review – must be completed by each group member. Business will be assigned by Instructor.

Reading Assignments:

- Textbook reading- Chapter 3 Internal Analysis
- MindTap Assignments: Complete Chapter 3 activities

Week 3 – June 22

Class Agenda:

Students work on group Case Project
Guest Speaker - Subject Matter Review – Business Management video
Service Learning and Group Case Analysis

Reading Assignments:

- Textbook reading – Chapter 4 Competitive Advantage
- MindTap Assignments: Complete Chapter 4 activities

Group Case Project 2: 1) Presentation (record your group presentation, and 2) Submit paper at the end of the week 3) Peer Review – must be completed by each group member. Business to be added.

Squirrels, Boats and Thoroughbreds; Part 2, Ch. 16-29

- Complete Quiz
- Textbook reading– Chapter 5 Business-Level Strategy
- MindTap Assignments: Complete Chapter 5 activities

Week 4 – June 29

Class Agenda:

DEADLINE - Submit Resume to Job Board

Group Project Case 1) Presentation and 2) Submit paper at the end of the week 3) Group Peer Reviews

Career Readiness Preparation:

- **Individual Presentation 3-Minute Commercial (Youtube/Video/etc. media)**
- **Group Case Project 3: 1) Presentation (record your group presentation, and 2) Submit paper at the end of the week 3) Peer Review – must be completed by each group member. Business to be added.**

Reading Assignments:

- **Textbook reading – Chapter 6 – Business Level Strategy and the Industry Environment.**
- **MindTap Assignments: Complete Chapter 6 activities**
- **Students work independently on Service-Learning Projects**

Week 5 – July 6

Class Agenda:

Guest Speaker – Subject Matter Review – Accounting video

Accounting Review and Worksheet

Case Study Q and A, Review Current Event Paper

Reading Assignment:

- **Textbook reading – Chapter 7 Strategy and Technology**
- **Textbook reading - Chapter 8 Strategy in the Global Environment**
- **MindTap Assignments:**
- **Complete Chapter 7 & 8 MindTap activities**
Assign Teams for STRATEGIC CASE PROJECT (two choices)

Partner with Career Services

- **Submit resume to Student Services to review (Morgan Wick)**
- **Upload summary of Soft Skills review from PPT**

Week 6 – July 13

Class Agenda:

Group Case Project 4: 1) Presentation (record your group presentation, and 2) Submit paper at the end of the week 3) Peer Review – must be completed by each group member. Business to be added

Review Current Event Paper

Reading Assignments:

- **Textbook reading - Chapters 9 & 10**
- **MindTap Assignments: Complete Chapter 9 & 10 activities**

Guest Speaker: Subject Matter Review - Marketing video

Individual Case Study 2: Complete Market Analysis

Partner with Career Services:

Resume is due in blackboard

Upload summary of Interviewing review from PPT

Upload summary of “Dress for Success” (Use PowerPoint)

Week 7 -July 20

Class Agenda:

Group Case Project 5: 1) Presentation (record your group presentation, and 2) Submit paper at the end of the week 3) Peer Review – must be completed by each group member. Business to be added.

- **Students work independently-- Service Learning, Strategic Case**
- **Upload resume to blackboard**
- **Reading Assignments:**
Textbook reading - Chapter 11 – Corporate Governance
- **MindTap Assignments: Complete Chapter 11 Activities**

Week 8 – July 27

Class Agenda:

Subject Matter Review – HR video

Turnitin Assignment: Complete a current paper on any topic of interest to you. (Business related)

Reading Assignments:

- **Textbook reading - Chapter 12 – Implementing Strategy Through Organization**
- **MindTap Assignments: Complete Chapter 12 Activities**

Group work on Strategic Project presentation and report submission, peer evaluation submissions

***This is subject to change depending on the number of groups.**

Instructors reserve the right to adjust the course syllabus and schedule as needed to accommodate guest speakers, community partners, and specific instructional needs.

Required Course Materials:

1. Gerdsen, *Squirrels, Boats and Thoroughbreds*. River Grove Books, 2013.
2. Hill, Schilling and Jones, *Strategic Management: An Integrated Approach*. Cengage Learning 12e , 2017.

Be sure that the book you purchase has MINDTAP access.

Summary of Student Assignments

Points possible:

1. Individual Case Study papers (1 required)

200

Students will use a standard case analysis format to complete several case study papers related to their capstone discipline (e.g., Accounting, Business Management, Human Resources, or Marketing).

For each case study, students must research the status of the company and incorporate a minimum of three outside sources, in addition to the company's official website and the original case study from the textbook. For publicly traded companies, reviewing the company's Annual Report is highly recommended.

Cases will be assigned by the instructor. Presentations may include handouts, PowerPoint slides, and/or other appropriate multimedia formats. Each student must also submit a written case study report.

The written report must be 2–3 pages in length, include proper citations, and be formatted according to MLA guidelines.

2. **Career Readiness Assignments** 300

Students will partner with Edison's Career Development office to learn the skills required to develop personal Resumes and letter of application. Each student will develop a 3-minute commercial answering the interview question: This will be a video in whatever media works best for you. "Tell me about yourself". It is expected that students will utilize his/her resume and commercial with HR Professionals along with additional Career Readiness assignments found in the BUS291R (Seminar section of Blackboard)

3. **Group Case Project** 500

Students will work in groups on several case studies to gain practice fine-tuning strategic decision-making skills. The presentation will include current research and information on the business chosen for each case.

4. **Current Events Paper** 100

5. **Service-Learning Project** 100

6. Students will be responsible for participating in the Service-Learning Project assigned on January 30. Students will spend a minimum of 15-20 hours of community service on a project to conclude in March. Service Organization partners will assign grades for each student. (Excellent, Good, Passing, and Failing grades provided by the partners will equate numerically to 95, 80, 65, and zero points, respectively.)

7. **The Strategic Case Project** 250*

8. Students will work in cross-functional teams to complete a comprehensive strategic case to a panel of outside business professionals at the end of the term. This presentation must be recorded and will include current research and information on the business chosen for each case. The presentation will be formal and is to include handouts, power point presentation, and/or other multimedia formats as appropriate. Each group will also submit a written case study report. This case study will be more in-depth and detailed than earlier case study assignments. Outside evaluators (i.e., professionals within the various disciplines –e.g., marketing, accounting, human resources, top management) will assist the instructors in the evaluation of these group case presentations. Cases and groups will be assigned by the instructors in early March. Students must attend all the presentations on the evening assigned, in addition to their own.
9. (Instructor points = 150, peer evaluations = 100 points)

10. Class Participation

50

This grade will be determined by instructors; based upon participation in discussions, contributions to group discussions, book club, and effort level in ungraded assignments.

11. MindTap Assignments

100

Quizzes and other assignments will reinforce learning of core concepts in several chapters of our textbook. All assignments are due by 11:59 pm on Sunday night. **NOTE:** To keep students on track, only one- or two weeks' assignments will be opened at a time.

TOTAL POSSIBLE POINTS

+/- 1,600

***Students must achieve a minimum of a "C" on the Strategic Case, or overall course grade will drop by one letter.**

GRADING SCALE:

<u>Percentage</u>	<u>Points</u>	<u>Letter Grade</u>
<u>90 – 100</u>	<u>1020 - 1100</u>	<u>A</u>
<u>80 - 89</u>	<u>940 – 1019</u>	<u>B</u>
<u>70 – 79</u>	<u>860 – 939</u>	<u>C</u>
<u>60 – 69</u>	<u>780 – 859</u>	<u>D</u>
<u>Below 60</u>	<u>Below 779</u>	<u>F</u>

Policy Statements

LATE WORK – In the capstone course, late work will not be accepted, period. Students must submit the required case studies on the dates assigned to receive credit.

ACADEMIC INTEGRITY

Edison State College expects students to submit original work for each assignment. The Student Handbook <https://www.edisonohio.edu/digipub/StudentHandbook/index.html> , pages 28-29 clearly define academic dishonesty and how Edison handles cases of academic dishonesty. Using peer support and tutoring services is not considered academic dishonesty, as long as the work is original and in your own voice, meaning you didn't submit work you did previously or "borrow" words/ideas without crediting the source. The same policy goes for AI-generated text. For example, you may use predictive text to fix spelling errors. You may not tell an AI software to write a critique of an essay for you and copy/paste the text. Any use of AI (outside of spell-checker) must be approved by the instructor and noted with the following at the bottom of the assignment:

“The author generated this text in part with <insert name/URL of AI platform>. Upon generating draft language, the author reviewed, edited, and revised the language to their own liking and takes ultimate responsibility for the content of this submission.”

Any final draft exhibiting the use of AI without permission and crediting the source will be counted as plagiarism. **Any assignment that is plagiarized (whether intentional or unintentional) or lacks appropriate citations will automatically receive a failing grade. Intentional submission of someone else’s work as your own will result in automatic failure for the course. Whereas assignments that simply fail to cite in MLA format will have points deducted accordingly.**

TESTING YOUR FAITH POLICY

Edison State College is committed to providing an environment respectful of students’ beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form, <https://www.edisonohio.edu/services-support/registration-records>, located in “Forms ” and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found in the student handbook at <https://www.edisonohio.edu/services-support/student-resources>.

EMAIL MESSAGES

For all official course-related email communication to individuals, I will use the Edisonohio.edu email system. Please do not send an email message to your instructor using any email account other than your Edison email; your instructor does not open emails with personal account addresses, and no subject line Therefore. Be sure to include your class number and section number in the subject line. (i.e. BUS250S-801US).

Furthermore, you must respond to all emails from me in a timely manner for us to maintain an open line of communication. If I am unable to reach you by email, an attempt will be made to reach you by text from **24-48 hours, except Sundays**. If you fail to answer email, phone call and/or voice messages, your name will be submitted to Student Services for further contact. Likewise, you can expect to get a response email from me within **24-48 hours, except Sundays**. However, I am aware that many of you complete your homework on the weekend, so there are weekends when I will make an exception and respond promptly. Otherwise, you can expect to get a response sometime on Monday morning of the following week, unless I am unavailable for mitigating reasons.

NETIQUETTE

We will be communicating a lot with each other. You will need to be respectful of the instructor and each other. Your classmates’ ideas and beliefs may differ from your own, be polite! When in doubt, you can agree to disagree. You will be expected to communicate with your classmates and your instructor using appropriate language and style, which includes written/typed communication. Remember: the way you communicate can reflect the level of respect you have for the people with whom you communicate. You will want to practice good e-mail etiquette when typing questions/responses to the instructor and classmates, such as avoiding using all caps when typing or using an accusatory tone.

COMMUNICATION POLICY

E-mails sent to me by 4:00 p.m. Monday-Friday with course name and section number (ENG 121 811FS in the subject line from your Edison e-mail will be answered within 48 hours unless the school is closed

(breaks/holidays). **Assignments submitted through course messages or e-mail will not be accepted for a grade without prior written authorization from the instructor. If you are given permission to submit via e-mail, it must be submitted through your Edison e-mail.**

LATE WORK

All work should be submitted on time. With the exception of major essays, no late work will be accepted after 48 hours of the assigned deadline. Major essays, with the exception of the final, may be submitted up to one week past the due date with a letter grade penalty. **The final essay will NOT be accepted after the term has officially ended.** I reserve the right to make exceptions due to extreme circumstances at my discretion. *Any extension given for extreme circumstances will require documentation submitted to the instructor.

ATTENDANCE/CLASS PARTICIPATION POLICY

Due to conflicting summer schedules, online meetings will be held only upon request. If you need assistance or have questions, please contact me to schedule a meeting. I will create and email a meeting link as soon as possible. In previous years, we held weekly presentation sessions. This semester, presentations will be recorded and uploaded to the appropriate Dropbox folder. You may use any recording method or software you prefer. The final business project will be completed in groups. With five students currently enrolled, we will likely have one group of two and one group of three. However, group assignments will not be made until the roster is finalized.

Questions? Please contact me at marchibald@edisonohio.edu or (937) 778-7908.

CLASS WITHDRAWAL POLICY

For attendance purposes, you must complete the class introduction, as shown in week 1. This establishes you as an active student in this class. To withdraw from the class and receive **a full refund you must officially withdraw by the close of business on February 5.** There are no refunds after that date. However, you may still withdraw from the class and receive a **grade of "W" until noon, on April 1** but will not receive any refund. After that date, there are no withdrawals without special petition for extenuating circumstances. See link to Key Dates below:

<https://catalog.edisonohio.edu/content.php?catoid=33&navoid=8024#:~:text=Fall%20Semester%0AAugust,Semester%20%7C%20Summer%20Late>

To officially withdraw from the course, you **MUST** complete the appropriate form and drop or submit to Enrollment Services at the Piqua Campus, Darke County Center, Troy Center, or Eaton Center. Failure to do so will result in a grade of **"F"** and may impact current or future Financial Aid. You also have a choice to submit the form through MYESCC.

FACULTY-INITIATED WITHDRAWAL

Class participation is a major key to academic success. Failure to attend class, to complete assignments, or to engage in active learning with the instructor or other students negatively affects the student's learning and will be considered non-participation. If non-participation continues until the student is mathematically incapable of passing the course, the faculty will advise the student to withdraw. If the student fails to communicate with the faculty and does not voluntarily withdraw, Edison State Community College may administratively withdraw the student from the course, and a grade of UW may be given for the course.

WRITING EXPECTATIONS

In this class I expect you to write using sentences, paragraphs, and correct grammar. This will be expected of you on the job, particularly if you desire to advance in your career. The Learning Center in the library has tutors who can help you. The library also has e-tutoring available, or you could have a friend or family member read your writing before

you submit.

You are welcome to reference the writings of others for this class but please be sure to use **MLA in-text citations and include a works cited page** if you do this. Avoid plagiarizing the words of others!

REVISION POLICY

Since revision is a major part of writing, I will allow you to revise your essays once they have been graded. You get one attempt at a revision for each writing assignment. I must receive the revision by the assigned deadline. I expect revisions to go beyond simply addressing my comments by carefully examining and trying to meet the grading criteria. You are welcome to submit a revision before the assigned deadline; however, the assignment may not be graded before this assigned date.

AI EXPECTATIONS (Artificial Intelligence)

Each student is allowed to use AI to help you write your papers. However, you must not exceed 20% utilization. Failure to follow the guidelines will result in a (0) on all writing assignments; that include written papers, presentations, and discussion board assignments.

CHARGER STATION AND BASIC NEEDS

Edison State Community College is proud to assist students needing help to obtain necessities. The Charger Station is available for you to restock and refuel so you can refocus your energy on class. The Charger Station is stocked with all kinds of grab-and-go snacks or meal supplies for later. Stop by the Tech Lounge located adjacent to the art gallery in the East Hall or in the student lounge at the Greenville campus. If you need additional assistance with the needs, please contact Student Affairs in room 160.

DISABILITY STATEMENT

Edison State Community College will provide reasonable accommodation for students with documented disabilities. If you believe you may need accommodation based on the impact of a disability, contact the instructor privately with your self-identification letter. If you do not have a self-identification letter, contact the Office of Disability Services by emailing disabilities@edisonohio.edu or by calling 937-778-8600. The Office of Disability Services is located on the Piqua Campus in Room 160. For additional information, visit the Disability Services web page at www.edisonohio.edu/disability.

TECHNICAL SUPPORT

For Blackboard Assignment issues, the Instructor should be the first point of contact *For Log-in or other technology issues:*

There are several steps you can follow if you have issues logging in to Blackboard or Office.

During business hours:

- Password reset: Log onto office.com with your Edison email and follow the “forgot password” prompts.
- Reach out for help during regular business hours (9-5 Monday-Thursday, 9-4 Friday)
 - email to support@edisonohio.edu
 - contact 937-778-8600 and ask for IT

Help

Desk After hours:

- Password reset: Log onto office.com with your Edison email and follow the “forgot password” prompts
- Go to www.edisonohio.edu into the Resources tab and click "IT Help Desk" then

- click "Chat".
- Call 937-778-7957 and talk to the off-campus Blackboard company to get help.