

School of Business

Concordia University

MBA 695- 1 (10182) MBA Capstone

Semester Credit Hours: 4

Summer Term 2008

Instructor: Bruce Hanson Class Time & Room: T 5:00-6:30 p.m. Grimm 219

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<p><i>The MISSION of Concordia University</i></p> <p>Concordia University, guided by the Great Commission of Christ Jesus and the Lutheran Confessions, empowers students through the liberal arts and professional studies for lives of learning, service and leadership.</p>	<p><i>University Educational Targets</i></p> <ul style="list-style-type: none">• Systematic Inquiry• Clear Communication• Health and Well-Being• Sociocultural Responsiveness• Aesthetic Responsiveness• Christian Literacy and Life• Servant Leadership
<p><i>The PURPOSE of the School of Business</i></p> <p>The School of Business endeavors to develop its students' capacities to explore, conceptualize, explicate, and interpret past and present human experience within the context of sociocultural, political, business and economic life by means of the discipline of Business Administration</p>	
<p><i>The Purpose of the MBA Program</i></p> <p>The MBA program aims to develop the profession of business through the engagement in business practices in real world activities. The primary outcome sought is skillful and thoughtful business practitioners.</p>	

The purpose of the Capstone course is to prepare the student for declaring their own profession of business to their stakeholders. This audience is composed of potential clients, customer, employers, suppliers, colleagues and others necessary for the success of their business career. The portfolio is an inventory of their skills and demonstrates their proficiency in producing interesting and useful projects. It is evidence upon which to engage in their specific business profession.

The publishable article is aimed at informing and persuading their stakeholders of one demonstrable skill or area of knowledge. It needs to be carefully constructed and immaculately presented as a product of which they can be proud. Most of these articles would be created for trade periodicals such as *Fast Company* or new papers such as the *Orange County Business Journal*.

Project Portfolio

The project portfolio is a collection of artifacts that demonstrate the proficiency and

skillfulness of the practitioner. It will have a short coordinating narrative that introduces the various areas of accomplishment and interest and directs attention to the more salient points. It should be in an electronic form so that it is more portable and accessible. The class will research and investigate a variety of possible formats and forms and the student will choose an appropriate form for their professional goals.

Paper for Publication

It is the intent that one of these projects should be written in the form of a short article that is suitable for publication in a trade periodical or news outlet. This could be either electronic or print media. The article would be formatted and otherwise tailored to communicate and persuade their intended audience. The articles should present something of value and be based on the developed expertise of the student. These articles can then become a 'calling card' for the student as they further embark on the development of their career in business.

Presentation of Paper

This paper will then be presented to an audience of business peers in a public meeting at the conclusion of the course. The fellow MBA students will be accompanied by the professors and members of the business community, and demonstrate competency in the profession of business. The best of these presentations will also transfer a skill of some value to the audience, so they feel rewarded for attending and participating.

COURSE ASSIGNMENTS AND GRADING

<u>Assignment</u>	<u>%</u>
A. Project Portfolio	20%
B. Paper for Publication	40%
C. Presentation of Paper	20%
<u>D. Presence, Preparation and Participation</u>	<u>20%</u>
TOTAL	100%

GUIDELINES AND RULES ON PAPERS

1. **Start with where you are at:** Before you jump into the material, reflect on your experience and use your intuition (gut feeling) on the topic. This is your hypothesis in beginning your research and reflection. Use your experience to move you down the road of learning.
2. **Paper lengths are suggested as appropriate to present the necessary material.** These lengths do not include a) title page, b) reference pages, c) tables, d) or appendices, but relate entirely to text.
3. **Do not write in lists or bullet points, write in prose.** If you use lists you must also explain them.

4. **Papers need a critical line of reasoning:** Be confident of your own arguments, and development them clearly. Make sure you clearly and succinctly state your issue, rationale and conclusion, assumptions and implications.
5. **You will know you have a powerful argument if you have many interesting implications.** After you initially write your paper, you will want to refine its critical line of reasoning and present this in the title of your paper and weave the theme throughout your paper.

Policy on Academic Honesty and Plagiarism

This course seeks to empower students for independent learning, resourcefulness, clear thinking, and perception; thus all assignments and activities should be genuine signs of individual achievement of which the student should be proud. Plagiarism and cheating will be treated according to the policy stated in the Student Handbook.

MBA 695: MBA Capstone - Spring 2008

Session	Date	Topic Assignment	Reading Assignments & General Info.
1	May 20	Introduction	Syllabus & course schedule, requirements
	OL		1) Post initial list of project portfolio 2) Discuss portfolios found online 3) Discuss initial article idea 4) Previous articles
2	May 27	Portfolio discussion	Have rough draft of portfolio
	OL		Present Portfolios to each other & discuss Select project for paper Find and post similar papers/articles
3	June 3	1st Draft of Paper	Discuss and submit first draft of paper Discuss intended audience & outlet for paper. What adds value?
	OL		Turn in Refined Portfolio Turn in first draft of paper & critique 2 other papers
4	June 10	2nd draft of paper	discuss revision of paper. How do we mimic other articles? How do we critique?
	OL		Discuss weekly revision of paper. Conduct further rounds of feedback. Send to outside reader
5	June 17	3rd draft of paper	Discuss weekly revision of paper Discuss qualities of presentations
	OL		Weekly revision of paper Critique with intended audience. Who did you consult and how do you ask for feedback.
6	OL	Final Paper	Submit paper to intended outlet. Discuss papers, discuss intended audience
	OL	Draft presentation	Post draft presentations Critique to others
7	J	Final Meeting	PRESENTATIONS
	OL		Post Final Papers