

SYLLABUS  
PART I  
EDISON COMMUNITY COLLEGE  
BUS 250S BUSINESS CAPSTONE  
3 CREDIT HOURS

**COURSE DESCRIPTION**

In-depth, integrated study of management, accounting, and marketing functions applied to companies and industries. Analytical and decision making skills are applied to classic as well as current cases. Course work includes evaluation of capstone project by outside evaluators from each discipline. Prerequisite: for accounting majors ACC 121S and ACC 122S; for marketing majors MKT 216S, MKT 218S, and MKT 219S; and for business management majors, business management and real estate option MKT 216S, BUS 221S, BUS 229S, and ACC 122S; human resource management option HRM 211S, HRM 212S, and HRM 213S. Lab fee.

**COURSE GOALS**

The student will:

Bloom's level		Program Outcomes		
		A	B	M
3	1. Demonstrate skills in oral and written communication.	2	1	3
3	2. Demonstrate the use of computer software applications to support case and group work.	8	11	3,8
5	3. Critique the value of good ethical standards and their application to business.	6	2	10
4	4. Analyze business case studies and write an acceptable response in the assigned format.	5	4	3,5,8,9,11
5	5. Develop and present a case study analysis to a group of community and faculty evaluators.	3	4	3,8
3	6. Demonstrate content-specific knowledge (depending upon the student's particular business discipline of study) as it applies to group course work.	1	5	4,5,9,11
5	7. Collaborate on a service learning project conducted for a community organization.	3	5	1
4	8. Analyze and write about current events.	2	4, 8	3
2	9. Discuss readings on current business topics in group meetings.	3	10	1,2,3,10,11
3	10. Develop current personal resume and submit for a critique by students in Edison's HRM 211S (Staffing the Organization) class.	2	NA	1,2
5	11. Explain the implications of strategic business decisions and student case recommendations to minority populations and other diverse groups in society.	4	3, 8	4,5,11

**CORE VALUES**

The Core Values are a set of principles which guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

## TOPIC OUTLINE

1. Case study methodology
2. Strategic management subject review
3. Marketing subject review
4. Accounting subject review
5. Current business topics
6. Service learning
7. Case analysis
8. Group strategic case presentation