

MAYLAND COMMUNITY COLLEGE
Welcomes You To:

BUS 239-95
Business Applications Seminar
2 Credit Hours, 3 Contact Hours
Spring 2007

Course Description

This course is designed as a capstone course for Business Administration majors. Emphasis is placed on decision making in the areas of management, marketing, production, purchasing, and finance.

Prerequisites: ACC 120, BUS 115, BUS 137, MKT 120 and either ECO 151, 251, or 252 **Corequisites: N/A**

Instructor Information

Instructor: Brenda McFee
Office Location: P209
Telephone Number: 828-765-7351 ext. 335
E-mail Address: bmcfee@mayland.edu
Office Hours: Posted

Course Information

Required Text(s): See attached assignment

LRC Resources: N/A

Required supplies: N/A

Course Objectives/Competencies:

Upon completion, students should have the demonstrated ability to

1. organize and communicate ideas in personal and group situations via written and verbal avenues
2. use principles of accounting, finance, economics, marketing, management, business law, and ethical reasoning to make effective decisions and solve problems
3. apply a variety of computer applications therefore being able to work effectively and efficiently in a business environment

These course objectives/competencies support the learning outcomes for the Business Administration Associate in Applied Science Degree.

Attendance Policy/Tardiness/Make-Up Work:

The student is required to attend an on campus orientation and to present a formal presentation.

Grading Criteria/Tests/Projects:

A capstone project will be required. Please refer to the attached assignment sheet. A ten point grading scale will be used.

Academic Standards/Student Expectations/Ethics:

In addition to good academic performance, students should exhibit the qualities of honesty and integrity. Any form of dishonesty, cheating, fabrication, facilitation of academic dishonesty, and plagiarism will make students subject to disciplinary action.

Withdrawal Dates:

End of Unconditional Withdrawal: February 13, 2007

End of Conditional Withdrawal: March 27, 2007

If a student has not been in contact with the instructor and has not attended class for a consecutive two-week period, an administrative withdrawal will be submitted by the instructor.

Any student requesting special accommodations for this course due to a disability should apply for services through the SOAR Office or the Counseling Center, which will document the disability. A counselor will then help determine which accommodations, if any, the student needs for success in this course.

**CAPSTONE PROJECT
ASSIGNMENT SHEET
BUS 239**

Building on your coursework from BUS 225, you are to analyze your company to a greater depth.

Your project must include the following sections, and at a minimum address the key topics listed.

The following sections must be included in the project:

1. Corporation and Industry Information (9 points)

Brief history of Corporation
Type of Business Corporation
Type of Industry

2. Accounting and Finance (7 points)

Number of shares of common and preferred stock
Number of shareholders
Current stock price
Dividends

Capital structure and long term debt
Outstanding long term debt-loans, commercial paper etc.
Credit Rating

Ratio analysis (2 from each category) (5 points)

Liquidity
Asset management
Capital structure
Profitability
COMPARE COMPANY RATIOS TO INDUSTRY STANDARDS

SWOT analysis (5 points)

**Based on your findings, do you believe this company is sound financially?
Would you invest in this company? (5 points)**

3. Economics (6 points)

General state of the U.S. economy
Current interest rates
Current inflation rate
Current unemployment rate
Current trend in consumer spending
Government intervention in the market

SWOT analysis (5 points)

Based on your findings, how do you believe the current state of the economy will affect your company? (5 points)

If your company operates globally, are there key indicators that might impact their market?

4. Marketing (5 points)

Promotion of your company's product
Placement of the product
Pricing strategies used for the product
Demographic segments served
Competition

SWOT analysis (5 points)

Based on your findings, do you believe this company is effectively marketing its product? Why or why not? (5 points)

5. Management (4 points)

Number of employees
Board Members
Management structure (Centralized or Decentralized)
Management style

SWOT analysis (5 points)

Based on your findings do you believe that this company is being effectively managed? Why or why not? (5 points)

6. Legal Aspects (2 points)

General legal environment
Lawsuits

Based on your findings, are there legal issues that this company should address? (5 points)

7. Ethics (2 points)

Any unethical breaches

Social responsibility

Do you feel this company makes sound ethical decisions? Why or why not?

(5 points)

8. Conclusion (10 points)

Based on your findings, what do you believe is the long term prognosis for this company?

As each company is different, some sections (such as legal aspects and ethics) may naturally be longer. However at a minimum, you are to address each of the items listed.

Five points will be deducted for each grammatical error or misspelled word (and remember a correctly spelled word used in the wrong context is considered misspelled). Ten points will be deducted for each day a paper is late, and weekends are counted. The paper must be properly documented with a bibliography page included.

Finally a presentation of your project will be given. The date and time will be determined at a later date.

The project is due April 4, 2007.