



BUSA 4490 Capstone Syllabus

Course Number	BUSA 4490
Course Name	Capstone
Credit Value (Breakdown of theory and lab credits)	6 Theory
Catalog Course Description	Service Learning project in a field of interest within a job-related environment. Course will also include completion of a Major Field Test. <i>Prerequisites:</i> completion of at least 18 hours of Common BBA requirements and permission of instructor. (6, 6T+0L)
Course Student Learning Outcomes/Objectives /Competencies	<p>Upon successful completion of the course, you will be able to:</p> <ol style="list-style-type: none"> 1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company. 2. Develop effective marketing strategies to achieve organizational objectives. 3. Design a strategy implementation program to maximize its chance of success. 4. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.
College-Wide Student Learning Outcomes measured (General education courses only)	<ol style="list-style-type: none"> 1. Communication 2. Critical Thought 3. Information Literacy 4. Cultural Competence
Program Student Learning Outcomes measured	