# BUSA 4490 Capstone Syllabus

<table>
<thead>
<tr>
<th>Course Number Course Name</th>
<th>BUSA 4490 Capstone</th>
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</thead>
<tbody>
<tr>
<td>Credit Value (Breakdown of theory and lab credits)</td>
<td>6 Theory</td>
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<tr>
<td>Catalog Course Description</td>
<td>Service Learning project in a field of interest within a job-related environment. Course will also include completion of a Major Field Test. Prerequisites: completion of at least 18 hours of Common BBA requirements and permission of instructor. (6, 6T+0L)</td>
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**Course Student Learning Outcomes/Objectives/Competencies**

Upon successful completion of the course, you will be able to:

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)**

1. Communication
2. Critical Thought
3. Information Literacy
4. Cultural Competence

**Program Student Learning Outcomes measured**