



Western Technical College

10102133 Business Management Capstone

Course Outcome Summary

Course Information

Description	Students apply their business management knowledge to develop a portfolio that demonstrates their competence in key areas of business management, including financial analysis, human resource management, supervision, marketing, planning and budgeting, computer applications, project management, international business, and operations management. Emphasis is placed on demonstrating business management knowledge through planning and professional writing. Local business professionals review the portfolio and evaluate each student's expertise.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

No textbook required.

Learner Supplies

\$30 for access to online simulation. **Vendor:** To be discussed in class. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability
7. Refine Professionalism: Act Ethically

8. Refine Professionalism: Improve Critical Thinking
9. Refine Professionalism: Participate Collaboratively
10. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Plan the operations of a business across functional areas.
2. Organize resources to achieve the goals of an organization.
3. Direct individuals and/or processes to meet organizational goals.
4. Control business processes.
5. Apply principles of corporate responsibility.
6. Model customer service principles for a business.

Course Competencies

1. Construct a problem-solving/project process incorporating project management techniques.

Assessment Strategies

- 1.1. Business Plan
- 1.2. Simulation

Criteria

You will know you are successful when

- 1.1. you create a Gantt Chart which you will use to prepare your business plan.
- 1.2. you improve project and present updates to instructor throughout the semester per instructor's feedback.
- 1.3. you demonstrate decision making on fundamentals of business planning and operations.
- 1.4. you demonstrate knowledge of financial statements and their use in decision making.

Learning Objectives

- 1.a. Investigate problem solving techniques.
- 1.b. Acquaint self with project planning techniques.
- 1.c. Depict individual problem solving/project process in a flowchart for business plan.
- 1.d. Test and modify individual process throughout the semester.

2. Explain why research is needed to determine need for business as well as to run a business.

Assessment Strategies

- 2.1. Simulation
- 2.2. Business Plan

Criteria

You will know you are successful when

- 2.1. you analyze business market niche to make appropriate decisions regarding your chosen product or service.
- 2.2. you conduct primary and secondary market research to support the plan.
- 2.3. you include the size of market, percent expected to capture, demand, trends, potential for future growth, and how certain changes may have an impact on the plan.
- 2.4. you identify target market and complete a competitive analysis.
- 2.5. you support decisions with outside research.

Learning Objectives

- 2.a. Design an effective marketing research plan, select the appropriate type of survey to gather the desired information, and analyze and apply the data gathered.
- 2.b. Set prices for product or service that takes into account costs, desired profit, and other important market considerations.

- 2.c. Understands who competition is and what they need to do to remain competitive in market.
- 2.d. Argue why business choice you make is the correct one.

3. Analyze business market niche to make appropriate decisions regarding their product or service.

Assessment Strategies

- 3.1. Simulation
- 3.2. Business Plan

Criteria

You will know you are successful when

- 3.1. you use both primary and secondary sources of information for market research.
- 3.2. you identify target market according to demographic research.
- 3.3. you design an effective marketing research plan; select appropriate type of survey to gather the desired information.
- 3.4. you analyze and apply the data gathered.
- 3.5. you set prices for products or services that take into account costs, desired profit and other important market considerations.

Learning Objectives

- 3.a. Analyze the request.
- 3.b. Devise an approach to solving the problem/completing the project.
- 3.c. Investigate the subject.
- 3.d. Develop a response based on research.
- 3.e. Create a product as part of the response.

4. Produce documents using Word and Excel.

Assessment Strategies

- 4.1. Written Product

Criteria

You will know you are successful when

- 4.1. you produce a business plan.
- 4.2. you create financial data sheets appropriate for business plan in Excel.
- 4.3. you prepare forms and worksheets for the simulation using Excel.
- 4.4. you combine Excel spreadsheets in Word document.

Learning Objectives

- 4.a. Create a table of contents using Word.
- 4.b. Create spreadsheets for financial reports.
- 4.c. Compile information from projects for business plan and portfolio.

5. Justify need for personnel for small business.

Assessment Strategies

- 5.1. Simulation
- 5.2. Business Plan

Criteria

You will know you are successful when

- 5.1. you choose number and type of employees.
- 5.2. you indicate why personnel decisions were made.
- 5.3. you indicate whether training is needed for employee(s).
- 5.4. you use an organizational chart for the business plan.

Learning Objectives

- 5.a. Analyze business personnel needs.

- 5.b. Devise an approach to solving the problem/completing the project.
- 5.c. Develop a response based on research.
- 5.d. Creates product as part of the response.

6. Determine financial information needed for business plan and small business.

Assessment Strategies

- 6.1. Business Plan
- 6.2. Simulation

Criteria

You will know you are successful when

- 6.1. you prepare a start-up budget for the business plan.
- 6.2. you determine insurance needs for the business.
- 6.3. you prepare 12 month profit and loss projection.
- 6.4. you prepare a projected cash flow.
- 6.5. you complete an opening day balance sheet.
- 6.6. Learner completes a break-even analysis for their business plan.
- 6.7. you prepare financial reports for small business.
- 6.8. you track information on financial report for decision making.

Learning Objectives

- 6.a. Create financial information and reports required in a business plan.
- 6.b. Devise an approach to solving problem/completing the project.
- 6.c. Develop financial reports based on research and analysis of data.

7. Explain the daily operations for business.

Assessment Strategies

- 7.1. Simulation
- 7.2. Business Plan

Criteria

You will know you are successful when

- 7.1. you complete a SWOT analysis for business plan.
- 7.2. you describe how and where services will be produced for business.
- 7.3. you select location for production of product or service for business plan.
- 7.4. you describe legal environment for business.
- 7.5. you list type of inventory business will require indicating any special circumstances.
- 7.6. you identify key suppliers for business and describe relationships with them.

Learning Objectives

- 7.a. Analyze the business request.
- 7.b. Devise an approach to solving the problem/completing the project.
- 7.c. Develop a response based on research.

8. Examine resources available on the internet for a start-up business.

Assessment Strategies

- 8.1. Business Plan
- 8.2. Simulation

Criteria

You will know you are successful when

- 8.1. you research free sites available to create a web site for the business and prepare a report on why the site is the best.
- 8.2. you use information to make business decisions in simulation.
- 8.3. you prepare a list of resources to support the business plan.
- 8.4. you analyze information found to determine if valid or not.

Learning Objectives

- 8.a. Understand the concepts of the Internet and the Web, their importance, and their capabilities for a start-up business.

- 8.b. Use SBA website to write business plan.
- 8.c. Use a variety of research to support business decisions made.

9. Demonstrate personal management skills.

Assessment Strategies

- 9.1. Business Plan
- 9.2. Simulation

Criteria

You will know you are successful when

- 9.1. you complete all sections of portfolio within the allotted time.
- 9.2. you take a proactive approach to the business plan to be put in portfolio.
- 9.3. you follow directions set for each section of the portfolio.
- 9.4. you make decisions based on data collected.

Learning Objectives

- 9.a. Use time management skills.
- 9.b. Demonstrate professional behavior.
- 9.c. Demonstrates leadership skills.
- 9.d. Accept responsibility for completion of portfolio.

10. Summarize results from key business decisions.

Assessment Strategies

- 10.1. Simulation
- 10.2. Business Plan

Criteria

You will know you are successful when

- 10.1. you produce a complete business plan as outlined by SBA business plan.
- 10.2. you provide evidence of decisions based on data collected from several sources.
- 10.3. you assemble project in binder according to the sections of the plan and instructor's guidelines.
- 10.4. you prepare a portfolio for simulation business they manage.

Learning Objectives

- 10.a. Creates a complete business plan for chosen product or service.
- 10.b. Compares the advantages and disadvantages of starting and managing a small business.
- 10.c. Incorporates knowledge from other courses taken in the program in business plan and simulation.

11. Report final project results.

Assessment Strategies

- 11.1. Attend Showcase
- 11.2. Business Plan
- 11.3. Portfolio

Criteria

You will know you are successful when

- 11.1. you create a business plan for chosen business using a minimum of ten outside research sources.
- 11.2. you present in professional manner, including behavior and dress.
- 11.3. you format plan and use proper mechanics when writing sentences and paragraphs.
- 11.4. you create presentation for class which summarizes the data collected for project and the results.
- 11.5. you participate in the School of Business Showcase with final product.
- 11.6. you create a portfolio of decisions made and results for simulation.
- 11.7. you present final projects to four business individuals.

Learning Objectives

- 11.a. Use the internet, library, and textbooks to research topics.
- 11.b. Create a PowerPoint presentation on information collected for presentation.
- 11.c. Demonstrate effective communication skills.
- 11.d. Use proper mechanics when creating written report.

