BUSINESS ADMINISTRATION CAPSTONE

COURSE DESCRIPTION

Business Administration Capstone is a senior-level Capstone course that focuses on the development and implementation of strategy as a means to success in business. This course integrates concepts and applications from various functional areas of business. Relying heavily on case studies, the focus is on how managers engage in strategic thinking, planning, analysis, and execution to gain a sustained competitive advantage in the marketplace.

COURSE OBJECTIVES

After completing this course, you should be able to:

CO1   Explain the importance of vision, mission, and objectives in crafting a company strategy and its relationship to the company's business model.

CO2   Integrate strategic management concepts, theories, and techniques as well as internal and external environmental elements in formulation of a comprehensive strategy.

CO3   Compare and contrast alternative competitive strategies and behaviors and international aspects if appropriate.

CO4   Incorporate exemplary ethical principles, and socially responsible management values in the strategic plan.

CO5   Explain the key elements necessary to successfully execute a strategic plan.

COURSE MATERIALS

You will need the following materials to complete your coursework. Some course materials may be free, open source, or available from other providers. You can access free or open-source materials by clicking the links provided below or in the module details documents. To purchase course materials, please visit the [University's textbook supplier](#).

Required Textbook

- Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland, A. J. III (2018). *Crafting and executing strategy: The quest for competitive advantage, concepts and cases* (21st ed.). New York, NY: McGraw-Hill.
  ISBN-13: 978-1259732782

COURSE STRUCTURE

Business Administration Capstone is a three-credit, online course consisting of **eight** modules. Modules include an overview, objectives, study materials, and activities. Module titles are listed below.

- **Module 1: Vision, Mission, Objectives, and Strategy**
  Course objectives covered in this module: CO1

- **Module 2: Evaluating a Firm's External Environment**
  Course objectives covered in this module: CO2

- **Module 3: Evaluating a Firm's Internal Capabilities**
  Course objectives covered in this module: CO2, CO3

- **Module 4: Alternative Competitive Strategies and Behaviors**
  Course objectives covered in this module: CO3, CO5

- **Module 5: Competing Internationally**
  Course objectives covered in this module: CO3

- **Module 6: Diversification Strategies**
  Course objectives covered in this module: CO2

- **Module 7: Ethics and Social Responsibility**
  Course objectives covered in this module:CO4

- **Module 8: Strategy Execution**
  Course objectives covered in this module: CO2, CO5

BEFORE YOU START YOUR RESEARCH

One or more of the assignments in this course may involve original research. Research on persons other than yourself may require approval by the Institutional Review Board (IRB) of Thomas Edison State University prior to beginning your research. Examples of research types that may need IRB review are questionnaires, surveys, passive observation of individuals, interviews, and experimental procedures. Research involving vulnerable populations will always need IRB review. An IRB review is designed to protect research subjects from potential harm.

The following links fully explain the purpose of the Institutional Research Board as well as how to determine if your research requires IRB review. If you are in doubt, always ask for guidance from the University.

- [Institutional Review Board (general)](#)
- [Types of IRB Review](#)
- [IRB Forms](#)
- [Policies and Procedures](#)
- [FAQs and Resources](#)

ASSESSMENT METHODS

For your formal work in the course, you are required to participate in online discussion forums, complete case study assignments, take a proctored online midterm examination, and complete a final project. See below for more details.

Consult the Course Calendar for assignment due dates.

Promoting Originality

One or more of your course activities may utilize a tool designed to promote original work and evaluate your submissions for plagiarism. More information about this tool is available in [this document](#).

💬 *Discussion Forums*

In addition to an ungraded Introductions Forum in Module 1, **Business Administration Capstone** requires you to participate in eleven graded discussion forums (one each in Modules 2, 4, and 5, and two each in Modules 3, 6, 7, and 8).

Communication and collaboration among fellow students and with the mentor is a critical component of online learning. Participation in online discussions involves two distinct activities: an initial response to a posted question (discussion thread) and subsequent comments on classmates' responses.

You will be evaluated both on the *quality* of your responses (i.e., your understanding of readings, concepts, and practices as demonstrated by well-articulated, critical thinking) and *quantity* of your participation (i.e., the number of times you participate meaningfully in the assigned forums). Responses and comments should be properly proofread and edited, professional, and respectful.

Meaningful participation in online discussions is relevant to the content, adds value, and advances the discussion. Comments such as "I agree" and "ditto" are not considered value-adding participation. Therefore, when you agree or disagree with a classmate, the reading, or your mentor, state **and support** your agreement or disagreement.

📋 *Case Study Assignments*

You are required to complete **seven** case study assignments. The case study assignments draw on cases from the textbook and typically involve thoughtful, well-developed responses to case analysis questions. These assignments allow you to apply the strategic concepts and practices studied in the text and to sharpen your analytical, evaluative, and overall case analysis skills in preparation for the final project—a written case analysis report.

Prepare your case study assignments using whatever word processing program you have on your computer. Include your name at the top of the paper, as well as the course name and code and the semester and year in which you are enrolled.

Before submitting your first assignment, check with your mentor to determine whether your word processing software is compatible with your mentor's software. If so, you can submit your work as you prepared it. If not, save your assignment as a rich-text (.rtf) file, using the Save As command of your software program. Rich text retains basic formatting and can be read by any other word processing program.

When satisfied that your assignment represents your best work, submit it to your mentor.

📋 **Midterm Examination**

For a list of key concepts that may appear on your exam(s), refer to the study guide(s) available in the Examinations section of the course website. There is also a practice examination to help you prepare.

You are required to take a proctored midterm examination.

For the midterm, you are required to use the University's Online Proctor Service. Please refer to the "Examinations and Proctors" section of the Online Student Handbook (see Student Handbooks in the General Information area of the course website) for further information about scheduling and taking online exams and for all exam policies and procedures. You are strongly advised to schedule your exam within the first week of the semester.

The midterm is two hours long and consists of multiple-choice and essay questions. It is closed-book and covers all reading and assignments from Modules 1 through 4.

In studying for the exam, be sure to review all core concepts and to reread the key points at the end of each chapter in the textbook. For practice, also consider taking each chapter's self-scoring, multiple-choice practice test.

Online exams are administered through the course website. Consult the Course Calendar for the official dates of exam weeks.

Statement about Cheating

You are on your honor not to cheat during an exam. Cheating means:

- Looking up any answer or part of an answer in an unauthorized textbook or on the Internet, or using any other source to find an answer.
- Copying and pasting or, in any way copying responses or parts of responses from any other source into your exams. This includes but is not limited to copying and pasting from other documents or spreadsheets, whether written by yourself or anyone else.
- Plagiarizing answers.
- Asking anyone else to assist you by whatever means available while you take an exam.
- Copying any part of an exam to share with other students.
- Telling your mentor that you need another attempt at an exam because your connection to the Internet was interrupted when that is not true.

If there is evidence that you have cheated or plagiarized in an exam, the exam will be declared invalid, and you will fail the course.

📋 *Final Project: Analytical Report*

You are required to prepare a final project and submit it at the end of the semester. Your final project will be in the form of an analytical report produced with the intention of making a recommendation to the CEO of a company.

The final project draws on concepts and knowledge gained from the entire course. To allow yourself sufficient time to complete an exemplary report, consider beginning the project soon after the start of Module 7. See the Final Project area of the course website for further details.

📋 *E-Proficiency Profile*

This course requires that you complete an assessment called the E-Proficiency Profile. This test, offered through Territorium, measures general academic knowledge and skills in the core areas of reading, mathematics, writing, and critical thinking. It is a widely accepted standardized assessment tool that will provide the University with important data to assess its overall quality and effectiveness in meeting the general education needs of our students. It serves as a valuable tool in helping us measure progress in achieving established learning goals and evaluate the effectiveness of our programs.

The E-Proficiency Profile is administered in a non-proctored, online format. It should take you no longer than 45 minutes to complete. Your individual score will not be recorded, but you will receive a certain percentage of your overall grade (see Syllabus for details) for completing the assessment. Consult the course Calendar for the due dates for taking this test.

Please use the following link that explains the steps involved in taking the exam, including the system checks that must be completed prior to taking the exam: **E-Proficiency Profile Instructions**. *Please read all instructions prior to taking the exam and allow extra time to complete the system checks.*

To receive credit for completing the E-Proficiency Profile, submit your score report as the E-Proficiency Profile assignment. Your mentor will verify your participation and will give you credit for it. Upon completing the test, you will receive a confirmation email from Territorium. Retain this email for your records as verification that you completed the test.

GRADING AND EVALUATION

Your grade in the course will be determined as follows:

- **Online discussions (11)**—15 percent
- **Case study assignments (7)**—35 percent
- **Midterm exam (proctored, online, Modules 1–4)**—25 percent
- **E-Proficiency profile**—5 percent
- **Final project**—20 percent

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

A	= 93–100	C+	= 78–79
A–	= 90–92	C	= 73–77
B+	= 88–89	C–	= 70–72
B	= 83–87	D	= 60–69
B–	= 80–82	F	= Below 60

To receive credit for the course, you must earn a letter grade of C or better (for an area of study course) or D or better (for a course not in your area of study), based on the weighted average of all assigned course work (e.g., exams, assignments, discussion postings).

STRATEGIES FOR SUCCESS

First Steps to Success

To succeed in this course, take the following first steps:

- Read carefully the entire Syllabus, making sure that all aspects of the course are clear to you and that you have all the materials required for the course.

- Take the time to read the entire Online Student Handbook. The Handbook answers many questions about how to proceed through the course, how to schedule exams, and how to get the

most from your educational experience at Thomas Edison State University.

- Arrange to take your examination(s) by following the instructions in this Syllabus and the Online Student Handbook.

- Familiarize yourself with the learning management systems environment—how to navigate it and what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.

- If you are not familiar with web-based learning be sure to review the processes for posting responses online and submitting assignments before class begins.

Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Course Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and scheduling and taking examinations.

- Check Announcements regularly for new course information.

Using AI Ethically: A Guide for TESU Students

TESU's Academic Code of Conduct permits student AI use in support of their writing and research process--not as a replacement for original writing. Document AI use with an acknowledgment statement at the end of each assignment, noting the tools and prompts used. Cite any AI-generated content on the References page. Please review Using AI Ethically: A Guide for TESU Students for more detailed information.

COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Thomas Edison State University recognizes, values, and relies upon the diversity of our community. We strive to provide equitable, inclusive learning experiences that embrace our students' backgrounds, identities, experiences, abilities, and expertise.

ACCESSIBILITY AND ACCOMMODATIONS

Thomas Edison State University adheres to the Americans with Disabilities Act (ADA, 1990; ADAAA, 2008) and Section 504 of the Rehabilitation Act of 1973. The Office of Student Accessibility Services (OSAS) oversees requests for academic accommodations related to disabilities; a student who is pregnant, postpartum, or a student parenting a newborn who is not the birth parent [as covered under

NJSA18A]; and students requesting academic accommodation for a short-term/temporary illness and/or injury. Information can be found on the [Office of Student Accessibility Services](#) webpage and questions can be sent to [ADA@tesu.edu](#).

ACADEMIC POLICIES

To ensure success in all your academic endeavors and coursework at Thomas Edison State University, familiarize yourself with all administrative and academic policies including those related to academic integrity, course late submissions, course extensions, and grading policies.

For more, see:

- [University-wide policies](#)
- [Undergraduate academic policies](#)
- [Undergraduate course policies](#)
- [Graduate academic policies](#)
- [Graduate course policies](#)
- [Nursing student policies](#)
- [Nursing graduate student policies](#)
- [International student policies](#)
- [Academic code of conduct](#)