BUS-295 Integrative Communication 3 credits

I. Catalog Description: This is an integrated capstone for the Associates of Arts in Business Degree and student will be completing a business plan. As such, this course builds upon the content of all previous courses in the business degree. Students should take this class during their final semester prior to graduation. Therefore it is essential for students to have completed a minimum of 21 business credits.

II. Prerequisites, pre-/co-requisites, co-requisites, recommended: BUS 110, BUS 150. BUS 170, BUS 200, BUS 215, MTH 230 and ENG 101.

III. Rationale for Course Level: This course is a capstone for the business program

IV. Suggested Textbooks: No book

V. Student Learning Course Objectives:

Institutional Learning Goals:

Students will:

1. Demonstrate competency in reading, writing, oral communication, and numerical literacy
2. Be able to evaluate information
3. Consider multiple perspectives from the diversity of human experience

Business Program Goals:

1. Students will apply critical thinking skills within a business environment. Level: Beginning
2. Students will solve ethical and legal dilemmas facing management using socially responsible business practices. Level: Beginning
3. Students will recognize the emotional implications of business decisions affecting internal and external stakeholders. Level: Beginning
4. Students will communicate effectively in a diverse and global business environment. Level: Beginning
5. Students will apply the dynamics of teamwork in the business setting. Level: Beginning

Introduction to Business Learning Goals-

1. Students will explain fundamental concepts of business including human resource, marketing, entrepreneurship, and legal.
2. Students will analyze critical information (legal, financial, operational, market) necessary to develop a new business venture or purchase an existing business.
3. Students will create a draft market ready business plan for a new business.
4. Students will calculate the risks associated with developing a business venture.
5. Students will identify how their business will be a responsible corporate citizen.
6. Students will identify the emotional intelligence necessary to be a successful Entrepreneur.

VI. Suggested Course Outline:

Week 1
Introduction to Class and the capstone project
Students choose the template or format of business plan project

Week 2-Week 8
Research, data collection, and work on project

Week 9
Present to instructor the draft report

Week 10-15
Finalize each section of the business plan

Week 16
Present final business plan to instructor and class

VIII. Suggested Course Evaluation:

Grade Determination
A Complete Business Plan 100%

Grading Scale:
Grades will be given as letter grades. Letter grades and numerical equivalents are given below.
95 – 100% A
80 – 82% B-
66 – 69% D+
F-2 Nonattendance
90 – 94% A-
76 – 79% C+
63 – 65% D
86 – 89% B+
73 – 75% C
60 – 62% D-
83 – 85% B
70 – 72% C-
59 & below F

The student must receive a grade of “C” or better to receive credit for this course. Successful completion of the course is required for graduation.

IX. Bibliography


*This course is intended to blend the academic study of business and relate it to actual events occurring in our economy. It is important that the instructor stay up to date on current business events. It is suggested that the instructor read and follow current business events through CNN, ABC, CBS, NBC, Fox, Wall Street Journal, Detroit Free Press, Detroit News, and any news and business channel that will provide current relevant information about the economy.

**Syllabus Prepared By:**

(Signature of Faculty) ______________

**Typed Name of Faculty, Credentials**

(Date Syllabus Created/Updated if MCS Review)

Syllabus Prepared By: 2015