



**California State University Channel Islands**  
**BUS 499: Capstone**  
**Course Syllabus Fall 2022**

Instructor:	Michael Seay
BUS 499:	Mondays: Aug 22 <sup>nd</sup> – Dec 5 <sup>th</sup> Modules run 2 weeks until 5:59PM
Office Hours:	Mon./Thurs.: 4:45 PM – 5:45 PM Or by appointment
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Zoom:	<a href="https://csuci.zoom.us/my/mikeseay">https://csuci.zoom.us/my/mikeseay</a>

### Student learning outcomes

#### Program Learning Goals

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

The course examines the principles, methods and procedures, planning, organizing, leading and controlling people within organizations. Topics include the history of management thought, organizational culture and design, decision-making, managerial communication, and strategic management.

After the course, the students should be able to:

- Communicate orally and in writing the pivotal role of Management in organizations (2,3)
- Define the strategic, tactical, and operational roles and functions of Management. (1)
- Apply the principles of management to assess the value of management in different business situations. (1)
- Describe ethical & social issues relating to management in organizations. (5)
- Use critical thinking to formulate and execute management policies, strategies, plans, and procedures. (1)
- Individually and in teams identify, conceptualize, and develop solutions for successful Management operations. (1,4)
- Ability to identify entrepreneurial activity and its application in management (1,6)
- Present individually and as a group the group project (2,3,4,5,6)
- Leave the class with “real world” skills in management (1,2,3,4,5,6)

## Required materials

### Textbook: Principles of Management v.1.1

This text is open source and therefore is free to you.

<https://www.saylor.org/books/#busman>

[https://saylordotorg.github.io/text\\_principles-of-management-v1.1/](https://saylordotorg.github.io/text_principles-of-management-v1.1/)

## Optional reading

- Periodicals: Local newspapers, Magazines, Business Week, Harvard Business Review, Internet Articles, etc.
- Flipboard App (subscribe to business pages, i.e. HBR)

### Grading:

Class Participation (individual)	100
Challenge Questions (individual, 10x10)	100
Current Events (1 per student)	100
Case Analysis #1 (individual)	150
Guest Speakers x 2 (75 ea.) (individual)	150
<u>Term Project (group)</u>	<u>400</u>
Total Points Available	1,000

## Grading related issues

Final grade will be calculated on the weighted value of all components. Final grades will be given on the basis of the guidelines provided by school. The professor reserves the right to change the method for determining course evaluation at any time.

A+: 1000-980	A: 979-930	A-: 929-900
B+: 899-880	B: 879-830	B-: 829-800
C+: 799-780	C: 779-730	C-: 729-700
D: 699-600	F: <599	

Other than exams, I take the following approach to evaluating both oral and written work (including class participation and online discussions).

My notation	Grade range	Quality
√+ (“check +”)	A to B+	Easy to read/follow; shows deep critical thinking and connects to course material; a logical, easy to read structure; no major grammatical errors
√ (“check”)	B to C	Professional; solid structure; shows some critical thinking; minor grammatical errors
√- (“check -”)	D and below	Unprofessional; inconsistent; poorly structured; little or no critical thinking or link to course material; numerous grammatical errors

## **Class participation and attendance**

You are expected to come to class with the assigned readings completed and fully prepared to participate in the discussion. Grading for this section will be based on **attendance, preparedness, your contributions** toward advancing class discussion, and generally fostering learning among peers.

**\*A requirement for a good participation grade is to meet with me in my office at least once during office hours.**

Only one undocumented absence will be allowed during the semester. Each additional undocumented absence will result in a deduction from your class participation final grade.

## **Current Events Presentation (Individual)**

The purpose of this requirement will be to showcase your knowledge of a current event topic from a journal, magazine, Internet article, etc. **that is related to the course content, i.e management and business.**

You will be required to present the material and lead a meaningful discussion on the topic. You are required to use PowerPoint/Prezi/Google Slides, handouts and/or any aides you may need to explain and lead this discussion. This should last between 5-10 minutes.

**You are required to turn in a printed copy of your presentation to me when you present.**

## **Guest Speakers**

In order to achieve the objectives outlined early in the Syllabus, I have invited several accomplished speakers who will share their experience in each of their industries.

The speakers have provided me with tentative dates. Final dates will be confirmed via Canvas/ classroom.

I expect the students to research the speaker's company ahead of time, and be able to formulate thoughtful questions that will enrich our learning.

## **Case Analysis (Individual)**

You will analyze cases during the term. All case analyses must be submitted to Canvas online. For each case, you will be given a list of specific questions. Answer each question separately. Do not write a generic "essay" about the case.



## Team Projects: The Management Project

### Objective

The core objective is to research, analyze, write and present for either:

1. Relevant topic to this course
2. A real-life management scenario related to this course
3. Solving a hypothetical or real life problem related to management
4. Use a peer-reviewed article

Students are expected to have the hands-on experience that a management team goes through, and to apply the learning and insights gained in the classroom.

I recommend that you choose a topic/scenario that you really like since you are going to be researching and working extensively with it. I reserve the right to reject a selected topic.

The project should be also used as an opportunity to build upon “soft” skills that will always be useful in different aspects of your future career, such as

- team building
- running effective meetings
- developing leadership skills
- using effective feedback
- speaking in public
- writing effectively

I expect the students to work hard on the project, but also to have fun.

Team Size: Teams will be self-formed of 4 students per team. I will expect an email from a representative of each team letting me know who is on the team. Try to get a good balance of backgrounds and skill sets amongst your teammates.

### Deliverables

Deliverables will be submitted at the beginning of the class that they are due, except the team composition. Please submit printed documents with your name shown prominently.

Details of each deliverable will be discussed and provided in Blackboard during the semester.

Team Project deliverables are identified on the Tentative Schedule Section in this syllabus with the initials TP. The Final Deliverable’s grade will be adjusted based on peer-review.



	<b>Deliverables</b>	<b>Due Date</b>	<b>Points</b>
0	<b>0.a Team Proposal:</b> Team <b>members</b> & team <b>coordinator</b> (names, emails and phones). Get a catchy team name, submit team name, members and coordinator by end of class (in class time to complete task.)	See Schedule	0
1.	<b>First Deliverable: Topic Selection:</b> 1 page with overview of chosen company or topic.	See Schedule	25
2.	<b>Second Deliverable:</b> Rough Draft/ Outline.	See Schedule	75
3.	<b>Final Report</b> Word Document <u>Max 15 pages</u> )	See Schedule	150
3. 1	<b>Presentation</b> Powerpoint, Google Slides or Prezi	See Schedule	150

### Final Presentation

The team will present their business plan in front of the class on the day assigned. Oral presentation should not be longer than 10 minutes. All team members are expected to speak in the presentation. After the presentation a 5 minute Q&A will be opened.

**Please turn in to me a printed copy of the presentation and slides; upload to Canvas.**

### Final Report

The Final Report will include a Word document, no more than 15 pages long plus the Executive Summary plus any additional exhibits. After the final presentation each team member will grade each of his/her team members in a scale from 0-100%. The objective is to evaluate your teammates' work. You will consider each of your teammate's efforts, commitment to the success of the project, and contribution to the final results, critical thinking, availability, dependability to get their work completed on time, assistance to other team members, conflict mediation and any other variables you believe were critical during the semester for a successful outcome.

Your final grade for the Final Report will be adjusted with your peers' score.

**Please turn in to me a printed copy of the presentation, term paper and the peer reviews from each team member.**

**Please upload to the presentation and slides to Canvas.**



## TENTATIVE SCHEDULE

**Legend:**

- **M:** Textbook
- **TP:** Team Project
- **CE:** Current Event presentation

#	DATE	SUBJECT AREA	REQUIRED READINGS	ASSIGNMENT/ DELIVERABLE	OTHER ACTIVITIES/ READINGS
1	8/22 – 8/29	Introductions & Course Overview Who are managers? Leadership, Entrepreneurship and Strategy POLC Framework	<b>M</b> (Ch. 1)	<b>TP:</b> overview/ Choose Teams, Del #0 <b>CQ: Canvas Module 1</b>	Sign ups for Current Events (CE) Form Teams! Marshmallow Challenge
2	9/5 – 9/12*	Personality and Values Work Attitudes Work Behaviors Contemporary Management Globalization	<b>M</b> (Ch. 2-3)		<b>No Class – Labor day!</b>
3	9/19 - 9/26	Mission, Vision and Values Mission and Vision in the POLC Crafting Missions and Visions Strategic Management in POLC How do strategies emerge? Internal and External Analysis	<b>M</b> (Ch. 4-5)	<b>CE:</b> <b>TP:</b> Team Proposal and Topic Selection due, Del 1 <b>CQ: Canvas Module 3</b>	Porter's 5 Forces Discussion  VRIO and SWOT
4	10/3 - 10/10	Goals and Objectives SMART Goals From MBOs to Balanced Scorecard Organizational Structure Planning and Executing Change Effectively	<b>M</b> (Ch.6-7)	<b>CE:</b> <b>CQ: Canvas Module 4</b>	Guest Speaker # 1
5	10/17 - 10/24	Understanding Org Culture Social Networks and Value Who is a leader? What do leaders do? Contemporary Approaches to Leadership Develop your leadership style	<b>M</b> (Ch. 8-10)	<b>CE:</b> <b>CQ: Canvas Module 5</b>  <b>Case Analysis Due!</b>	80/20 Principle  Covey Time Management
6	10/31 - 11/7	Understanding Decision Making Understanding Communication Communication Barriers Different Types of Communication Communication Channels	<b>M</b> (Ch. 11-13)	<b>CE:</b> <b>TP:</b> 2nd Deliverable <b>CQ: Canvas Module 6</b>	Guest Speaker # 2
7	11/14 - 11/21*	Need-Based Theory of Motivation Org Control Types and Levels of Control Financial Controls Nonfinancial Controls	<b>M</b> (Ch. 14-15)	Big 5 Personality Test	Resumes and Interviews  Review presentations
8	11/28	<b>Presentations</b>		<b>TP:</b> Management Presentations + Final Report Due	
	12/5	<b>FINAL DUE!</b>			

### **In- Class Protocol:**

**No Cell phones/No Texting:** As a rule, the phone needs to be turned off and not on your desk. Do not answer cell phone calls/texts during class. If you need to receive an urgent text or call during class, please set your phone on silent mode, notify me before class you are expecting a call and take the call/text outside. Frequent interruptions will hurt your participation grade. Note: **Texting during class is not allowed and you will be dismissed from the class period if texting.** No exceptions.

### **No late quizzes/assignments/tests:**

Quizzes, tests and assignments will not be accepted late. Papers are submitted in hard copy at the beginning of class due date. Please do not send papers to me by email unless instructed. If you miss a deadline/test, there is no make-ups unless you have an emergency (i.e. medical) with proof of situation. There are no makeups for the Final Marketing Plan/Presentation on Finals day.

**Note about Final Presentations:** These are mandatory classes. There will be no makeup. **If you miss the class day that the Exams or Final Presentations are given, you will get an “F” for the Exam or Project.** (You will only be excused due to urgent situations with proof, i.e. medical emergency, etc. and you are required to contact me via my cell phone 805-377-5786 as soon as possible.)

**Laptops:** Are closed after the first 10 minutes of class period unless otherwise advised. It is recommended you bring paper to class for notes. There are exceptions toward the end of the semester when you meet with your teams, and will be noted in class. If you have an e-textbook, please make arrangements with me individually to arrange special seating. I will advise you when you can have open laptop if you have a digital e-textbook.

**Writing Standard:** The standard of writing is that of an upper division class. Students should have already achieved correct grammar and punctuation skills; those who have not should catch up by asking for help from the writing center or studying *The Elements of Style* or similar instruction. Poor writing will count against your assignment’s grade. References/Bibliographies can be either in the APA style. **I do not accept hand written assignments.**

**Leaving Class Early:** If you must leave class early, please inform me **before class.** Arriving late or leaving early more than a few times will affect your participation grade. Please do not leave early on the days of Final Project presentations or you will be penalized. You are not allowed to leave class during an exam until you are finished.

**Contacting the Professor:** The best way to reach me is my **CSUCI email:** [michael.seay@csuci.edu](mailto:michael.seay@csuci.edu)—although, sometimes it may take up to 48 hours to reply. For truly urgent matters phone (805-377-5786).

**Accessing Course Materials:** Please monitor your class Blackboard frequently for assignments, quizzes and documents. Please check your CSUCI email regularly for correspondence.

**Disclaimer:** Information contained in this syllabus, other than that mandated by the University, may be subject to change with advance notice, as deemed appropriate by the instructor.

### **Cheating, Plagiarism and Other Forms of Academic Dishonesty**

All work that students submit, as their own work must, in fact, be their own work. In accordance with CSU Channel Islands policy on academic dishonesty, students in this course who submit the works of others as their own (plagiarize), cheat on tests and examination, help



other students cheat or plagiarize, or commit other acts of academic dishonesty will receive appropriate academic penalties, up to including failing the course. Papers with plagiarized ideas or language will be graded “F” and must be rewritten with proper use of quotations and referencing. The final grade will be given after which it will be lowered 2 full letter grades.

The Internet is a great source of information and I encourage you to use it for research. However, do not copy another author’s writing word for word, except for brief passages to support your thesis. When using another writer’s work, accurately identify it with a proper citation and footnote. Plagiarism or cheating on test and exams will result in an “F” (0 points) on the test or exams, very likely resulting in a lower or possibly a failing final grade in the course. Plagiarism on individual assignments or project deliverables will result in a 0 point grade for that document. In case where the cheating or plagiarism was premeditated or planned, students may receive and “F” for the course.

### **Disabilities Accommodations**

Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me.

### **Final Thoughts:**

**“Good fortune is what happens when opportunity meets with planning.”  
Thomas Edison 1847-1931**

**“I am a great believer of luck, and I find the harder I work, the more I have of it.”  
Thomas Jefferson, 3<sup>rd</sup> President 1743-1826**

**“Never confuse activity with achievement.”  
John Wooden, 1910-2010**