

Syllabus Business Policy Seminar

Management 490

Mark S. Miller

Spring, 2017

Clausen 112

TR 9:50

COURSE SYLLABUS

Instructor's name: Mark S. Miller, M.B.A., C.P.M., C.I.R.M.
Telephone: 262-551-2115 (O), 262-930-3307(Cell)
Email address: mmiller3@carthage.edu
Office Hours: MWF – 11:45-12:45, TTh 11:30-12:30

CATALOG DESCRIPTION:

Business Policies Seminar is a capstone course for seniors majoring in Business. It is designed to integrate their knowledge from other business curriculum. This course is seminar style requiring students to bear a significant degree of responsibility in the development and delivery of the content. All students will complete: a Senior Thesis, a thesis presentation, prepare resume/ cover letter plus lead discussions related to personal financial planning and six videos. The Senior Thesis will include an outline, first draft and a final. The student will present the thesis conclusions and recommendations to an audience in a professional oral presentation in the final week of class. This is a writing intensive course as required by the curriculum.

TEXT: *Suzy Orman – “The Young and the Broke”*

LEARNING OBJECTIVES/ METHODS OF ASSESSMENT:

- 1) Demonstrate knowledge of effective oral communication skills. Students will present a 20 minute defense of their thesis to faculty and class. The presentation will be assessed by classmates and faculty.
- 2) Demonstrate knowledge of effective written communication skills. Enhance existing knowledge of the writing process including brainstorming, editing and revising. They will write a major research paper that includes: outline, first two pages, final draft and final thesis. The thesis will be assessed by a writing partner and the faculty.
- 3) Choose a contemporary problem in business and submit a proposal on how to resolve the problem. Research the problem and write a high quality thesis. This will demonstrate critical problem solving skills in business situations. The thesis will be assessed by a writing partner and the faculty.

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- 4) Show that they are effective members of a team. Work as a team to analyze six current problems including: how to improve public education, how to revise health care in the US, and how to encourage the population to eat better. A peer evaluation will assess their effectiveness working in teams.
- 5) Tie together the knowledge learned in previous business courses and discuss these in class. This will be assessed through class discussion participation and written answers to key questions.
- 6) Construct a resume and cover letter to prepare for job search. Have resume and cover letter reviewed and critiqued by Career Services as a class assignment.
- 7) Student groups will prepare and lead a discussion on personnel financial planning to give students the knowledge needed to manage their personal financial affair. The group discussion leaders will be graded on knowledge demonstrated in the discussion.

CLASS NOTES

Cell phones/pagers – If they ring in class you owe a treat for everyone in class. Turn off your cell phones

Academic Honesty Guidelines –I will follow the community code.

Disabilities- If you have a documented disability and anticipate needing any accommodations for this course, please arrange with me in the first two weeks of class. You also need to have documentation on file with Diane Schowalter in the Advising Center (x5802.) This information will be kept confidential.

Emailed assignments -Hard copy assignments only. Severe penalty for Emailed assignment.

GRADES/ ASSIGNMENTS

Final grades for this course will be based on the following criteria. Use the last column to keep track of your own points and grade

WEIGHTING OF ASSIGNMENTS

Following is the suggested weighting of assignments for this course:

ASSIGNMENT	POINTS	EARNED
Resume/ cover letter	10	
Video questions (6 x 2)	12	
Participation	5	
Excel Certification	5	
Financial planning – leading discussions	10	
Presentation/ Problem discussion	2	
Five pages plus outline	4	
Thesis final draft plus outline	14	
Thesis final	23	
Thesis presentation	15	
TOTAL	100	

Peanuts

by Charles Schulz



- Assignments are late if not submitted by the time class is completed. **A ONE GRADE penalty will be assessed for EACH CLASS assignments are late.** No credit will be given for work that is more than three classes late.

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Grades- Grades will be based on the scales below. I reserve the right to adjust the scale based on the actual spread of points and rounding.

90 and higher = A/A- 89.8-80 = B+/B/B- 79.9-70 = C+/C/C- 69.9-60 = D+/D/D- Below 60 = F

- 1. Video questions (2 points each)** - There will be six written questions due by all groups. The questions will be prepared in groups. The groups will be organized in the first class. The videos will be shown and discussed in class before due and each group will be given a question to answer in the report. The questions will also be discussed in class. Video questions will be graded on: Content = 70%. Mechanics = 30%.
- 2. Financial planning discussion (10 points)** – Each group will lead one discussion based on Suzy Orman’s book. The group goal is to lead a discussion and get participation. This is not a lecture assignment. Groups will be evaluated based on knowledge of the topic and class participation.

Peer evaluation – When the six video questions/ discussions and financial planning discussions are complete each team member will complete a peer evaluation of the group. Did everyone in the group participate equally? There is no way I can know if someone is not doing their share.
- 3. Resumes/ Cover letter (10 points)** – Each student will find a job opening: either online, from the career center or other resources that they are interested in. You are then to write (or edit) your resume and write a cover letter for the job and meet with career services to get it reviewed. Hand in: the resume, the cover letter – both the final and the signed off copies.
- 4. Participation (5 points)** – You will be expected to attend class and participate- this includes all the Thesis presentations. Ten percent of your grade will depend on participation.
- 5. Excel Certified (5 points)**- Take and pass the Excel certification test. More details will be announced later

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6. **Thesis (58 points)** - The major emphasis in this seminar is writing and presenting a good thesis. The thesis should be an open ended problem which has several alternatives to solve. The pro and cons of each alternative will be researched and analyzed. Thesis will be about 20 pages long, with 20 major sources, double spaced with 12 font size. The thesis will include: Title page, all source cited in body and Bibliography pages. The thesis will be developed in several steps:
- a. **Thesis statement/ Topic page/ presentation** (2 points) –Hand in and get approved your thesis approval sheet. Give a brief presentation (five minutes max) of your thesis statement and the problem you will address. The thesis topic must be approved.
 - b. **First five pages plus outline**(4 points) – The first five pages of your thesis plus an outline in the second major milestone to this project. Individual meetings will be held to discuss your first five pages and outline.
 - c. **Final Draft plus outline**(14 points) – This is refined final draft attempt of your thesis. All sections should be completed and be almost the length of the final paper. A final outline is also due. Emphasis will be on research and content rather than mechanical issues. An individual meeting will be held to review the final draft and agree on improvements or changes that must be made. Hand is hard copy and send me an E copy.
 - d. **Thesis Final** (23 points) – This is the polished final senior thesis with: cover sheet, all sources footnoted, page numbers and a bibliography. **Two hard copies are to be handed in.**
 - e. **Thesis Presentation** (15 points) – This is your final in this class. Present to the class your thesis and be prepared to answer questions regarding this topic. Due last two weeks of the semester,

The thesis is not complete until all steps have been completed.

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<u>Date</u>	<u>Agenda</u>	<u>Due</u>
2/2	Syllabus, Assignments,	guest Career services
2/7	Example Suzy presentations	Writing center, Thesis writing Workshop- Assessment Test
2/9	Wal- Mart Video	Chris Grugal - library
2/14	Video #1 discussion Financial planning(Team six leads) Video #2 –Sicko	Video #1 hand in question- Read Suzy – Chapter 1&3
2/16	Video #2discussion Financial Planning (team five leads) Video # 3 – Waiting for Superman	Video #2 hand in question- Read Suzy Chapter 2
2/21	Work on problem - outline	N/C
2/23	Thesis presentation – problem you are addressing- One page and outline due	Short presentations- group suggestions
2/28	Video #3 discussion Financial Planning (team four leads) Video #4 – Office Space	Video #3 question hand in – Read Suzy Chapters 4 &5
3/2	Video # 4 discussion Financial Planning (Team three leads) Video #5 - Internists	Video #4 question hand in- Read Suzy Chapter 6&7

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3/7	Video # 5 discussion Financial Planning (team two leads) Video #6 – Entrepreneurs	Video #5 question hand in – Read Suzy Chapters 8 &9
3/9	Hand in Resume/ cover letter-, Video # 6 discussion Financial Planning (team one leads) Sign up for first five pages and final version meeting	Video #6 questions due Read Suzy Chapter 10 First five pages due
3/14	Meeting first five pages my office	My office
3/16	Meeting first five pages my office	My office
3/20-3/24	Spring break	N/C
3/28	Work on final draft	N/C
3/30	Work on final draft	N/C
4/4	Work on final draft	N/C
4/6	Final draft due – hand in my office	N/C- E copy
4/11	Meeting final draft- my office	N/C
4/13	Meeting final draft- my office	N/C
4/18	Work on thesis	N/C
4/25	Work on thesis	N/C
4/27	Work on thesis	N/C
5/2	Final Thesis Due Sign up for presentations	Class meeting Discuss presentations
5/4	Work on presentations	

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5/9	Final Presentations- group one	
5/11	Final Presentations- group two	
5/16	Final Presentations- group three	10:30-12:30