Washtenaw Community College Comprehensive Report

BMG 293 Business Enterprise Essentials Capstone
Effective Term: Fall 2019

Course Cover
Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 293
Org Number: 13210
Full Course Title: Business Enterprise Essentials Capstone
Transcript Title: Business Enterprise Capstone
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: New Course
Change Information:
Rationale: This course is needed to complete the Business Enterprise Essentials certificate which is a new proposed advanced business skills certificate.
Proposed Start Semester: Fall 2019
Course Description: In this course, students will apply business skills to a case study of a current business problem. The students will define the business problem, acquire appropriate industry research, and apply critical thinking to make appropriate recommendations to resolve the defined problem.

Course Credit Hours
Variable hours: No
Credits: 1
Lecture Hours: Instructor: 15 **Student:** 15
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 15 **Student:** 15
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math

Requisites
Prerequisite
consent required

General Education

Request Course Transfer
Proposed For:

Other :

Student Learning Outcomes

1. Define a business problem appropriate to the case study provided.
   Assessment 1
       Assessment Tool: Course project
       Assessment Date: Fall 2022
       Assessment Cycle: Every Three Years
       Course section(s)/other population: All
       Number students to be assessed: All
       How the assessment will be scored: Rubric
       Standard of success to be used for this assessment: 75% of students will score 70% or higher
       Who will score and analyze the data: Lead instructor

2. Acquire appropriate industry research.
   Assessment 1
       Assessment Tool: Course project
       Assessment Date: Fall 2022
       Assessment Cycle: Every Three Years
       Course section(s)/other population: All
       Number students to be assessed: All
       How the assessment will be scored: Rubric
       Standard of success to be used for this assessment: 75% of students will score 70% or higher
       Who will score and analyze the data: Lead instructor

3. Apply critical thinking and three business enterprise essential skills to the problem.
   Assessment 1
       Assessment Tool: Course project
       Assessment Date: Fall 2022
       Assessment Cycle: Every Three Years
       Course section(s)/other population: All
       Number students to be assessed: All
       How the assessment will be scored: Rubric
       Standard of success to be used for this assessment: 75% of students will score 70% or higher
       Who will score and analyze the data: Lead instructor

4. Make and explain a recommendation to solve the identified problem.
   Assessment 1
       Assessment Tool: Course project
       Assessment Date: Fall 2022
       Assessment Cycle: Every Three Years
       Course section(s)/other population: All
       Number students to be assessed: All
       How the assessment will be scored: Rubric
       Standard of success to be used for this assessment: 75% of students will score 70% or higher
       Who will score and analyze the data: Lead instructor

Course Objectives

1. Evaluate case study to identify and define business problem.
2. Gather relevant internal and external data relating to the case facts including analyzing the environment in business.
3. Select identified business enterprise essential skills.
4. Apply selected business essentials skills to case facts.
5. Apply critical thinking to business case problem as defined.

6. Identify alternative solutions to business problem.
7. Evaluate alternative solutions.
8. Select best solution to apply to business problem.
9. Develop recommendation(s) to solve business problem as defined.
10. Apply critical thinking to expected outcomes.
11. Consider and describe expected outcomes from recommendation(s).
12. Evaluate and select outcome measure(s).

New Resources for Course

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Reviewer	Action	Date
Faculty Preparer:		
Donna Rochester	*Faculty Preparer*	*Oct 10, 2018*
Department Chair/Area Director:		
Douglas Waters	*Recommend Approval*	*Oct 11, 2018*
Dean:		
Eva Samulski	*Recommend Approval*	*Nov 01, 2018*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*Feb 07, 2019*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Feb 18, 2019*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*Mar 06, 2019*