

## Course Outline 2016

### **BUSINESS 390: BBIM CAPSTONE PROJECT (15 POINTS)**

#### **Semester 2 (1165)**

---

#### **Course Prescription**

Applied business project that requires the integration of skills and theory in business and information management. Builds directly on courses previously completed in the BBIM programme, consolidating existing skills and knowledge in an applied business setting.

#### **Programme and Course Advice**

Prerequisites: BUSINESS 291 or OPSMG 357 and either: MKTG 202 and 303, or ACCTG 221 and 211.

Restrictions: BUSINESS 391, 392

#### **Goals of the Course**

This is an applied project-based course leading to the development of a professional business plan. The design for this course stresses cross-disciplinary collaboration with BBIM students from the accounting and marketing majors forming mixed teams. While the majority of BUSINESS 390 will be individually assessed, a strong team-based process runs throughout the course. The various individual assessments are all closely linked to a central assessment in the form of your team's formal written business plan. A mid-semester test is designed to encourage the planning and critical thinking necessary for the development of this business plan.

#### **Learning Outcomes**

By the end of this course it is expected that the student will be able to:

1. Explain the function and key components of a business plan
2. Identify and organise the major tasks and their sequence required to prepare and present a business plan
3. Contribute to most components within a business plan
4. Prepare a set of financial analyses and reports appropriate for a generic business plan
5. Demonstrate critical and creative thinking in formulating and justifying appropriate business strategies, recommendations and/or solutions
6. Review and critique a venture summary from a management perspective, demonstrating critical thinking in your assessment and evaluation (from a potential investor's perspective) of the proposed strategies, recommendations and/or solutions of others, and
7. Work effectively as a member of a professional team in developing and delivering professional written and oral outcomes.

#### **Learning and Teaching**

The first part of this course is part lecture-based and part workshop-based. The lecture-based materials lead to a mid-semester test. This mid-semester test is intended to develop the individual skills and thinking processes you will need to work with your teammates in the development of your business plan. The workshop-based materials will also help you to prepare as an individual for your mid-semester test but, more importantly, these early workshop-based activities are about getting your team effectively started

with your project. During the second part of the course your team will then prepare, submit, and present your completed team business plans. There will be no formal lectures during this second part of the course. Instead, the regular weekly class time will be used for interactive mentoring processes and/or progress meetings.

## Teaching Staff

**Dr. Douglas Carrie**  
Department of Marketing  
Email: [d.carrie@auckland.ac.nz](mailto:d.carrie@auckland.ac.nz)

**Dr. Davood Askarany**  
Department of Accounting  
Email: [d.askarany@auckland.ac.nz](mailto:d.askarany@auckland.ac.nz)

## Learning Resources

Given the applied nature of this course, and the fact that this is a project that aims to draw on your learning from other courses, there is no traditional textbook. Instead, you can find links to all of your required readings via a Talis course reading list within Canvas. These online learning resources will be introduced and explained during our first lecture.

## Assessment

Assessment	Weighting	Learning outcomes
Mid-Semester Test	30%	1
Peer Review of another team's formative venture summary	20%	6
Progress Report	10%	1, 2, 3, 5
Business Plan (Written report plus oral presentation, a groupwork mark)	40%	1, 2, 3, 4, 5, 6, 7
<b>Total</b>	<b>100%</b>	

Given its nature as a Capstone Project experience, there is a 40% groupwork component to this course. However, there is also a confidential peer evaluation system which aims to ensure that all individuals have contributed effectively to the team process. While it is relatively rare to see penalties applied, it is important to note that those students who do not successfully contribute to the team process (i.e. "free riders") should not expect to automatically receive marks that were earned by the rest of the team.

In addition to the above, there are four requirements that you will need to complete as part of your business plan journey:

- (1) Team contract (team task)
- (2) Team project proposal (team task)
- (3) Team formative venture summary (team task)
- (4) Confidential end-of-course team peer evaluations (individual task)

None of these additional deliverables will counts for marks. However, these four tasks are considered to be essential elements that will lead to the completion of a successful project. Therefore, this course will be considered as "incomplete" until all four of these additional requirements have been met. This means that no team will receive any marks for the Business Plan component of the course unless the team has also successfully completed all three of these additional team requirements, e.g. the team contract, project proposal, and formative venture summary. This also means that no individual student will receive any marks for the Business Plan component of the course unless he or she has successfully completed the team peer evaluation process. The only exceptions to this will be when a team or individual has applied for special consideration due to illness or other unfortunate circumstances.