

Syllabus for
BUS 499-- Senior Paper
3 Credit Hours
Spring 2011

I. COURSE DESCRIPTION

One of two capstone courses that must be taken by all ORU School of Business seniors. The course emphasizes application of principles taught in lower-level business courses. The course contains two distinct but integrated phases: the seminar phase, which uses textbook readings and class discussion to provide an overview of the field of small business management; and the project phase, in which groups of students form Small Business Institute teams that provide business consulting services to local small businesses.

Prerequisites: ACT 216 Accounting II, BUS 101 Economics II, MGT 130 Principles of Management, MKT 130 Principles of Marketing, FIN 338 Financial Management, and senior standing.

Business Technology Fee: \$25

II. COURSE GOALS

- A. The course will enable the student to develop a foundation for understanding the role of small business in our society and economy.
- B. The student will gain understanding through class discussion and interaction.
- C. The student will develop expertise in small business consulting.
- D. The student will learn how to do field-based business research.
- E. The student will learn how to communicate business principles in an effective manner.
- F. In line with the purpose of this University, this course seeks to do the following:
 - 1. Contribute to the education of the whole person.
 - 2. Encourage each student to place faith in Jesus Christ at the center of their lives.
 - 3. Encourage the synthesis and integration of the common bond of knowledge provided by the university into a unified whole.
 - 4. Sharpen the communication, computation and critical analysis skills of each student.
 - 5. Develop appreciation for differing cultures.
 - 6. Demonstrate that knowledge and experience are related, not separated.
 - 7. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
- G. In line with the purpose of the business administration program, this course is designed to prepare a student for an active role in the general area of business administration. An objective of this program is to provide a more general exposure that allows each student to elect a minor program to provide a much broader base of specialized knowledge in order to become an effective member of the business society. This course, Senior Paper, is part of a program to develop an integrated person--spiritually alive, intellectually alert, and physically disciplined.

- H. In line with the departmental objectives, this course seeks to prepare the student in the following areas:
1. Critical thinking (skills in reasoning, objectivity, analysis, interpretation, research, or decision making relevant to the discipline)
 2. Broad comprehensive foundational knowledge for the professional standards of the intended major
 3. Broad interpretation of the dynamics of business within the social and professional context
 4. Internalization of Christian business ethics and professionalism

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

Upon successful completion of this course the student will be able to do the following.

- A. Solve complex models, problems, and cases by utilizing quantitative and qualitative principles of management, which will be developed through seminar discussion.
- B. Evaluate, write, and take an active part in your team's senior project. This project will involve providing consulting services to a local small business, in conjunction with the ORU Small Business Institute.
- C. Solve, differentiate, and analyze conceptual models, problems, and statements in the following areas:
1. Management principles and applications in small business operations.
 2. Marketing principles and applications in small business operations.
 3. Statistics and economic implications in the marketplace.
 4. Finance applications as related to strategic planning for a small business.
 5. Accounting and its application to solving and controlling small business problems.
 6. Law as applied to small business operations.
 7. Global implications for international small business firms.
 8. Computer and information systems applications as related to small business control.
 9. Integrating experiences from all courses through group interaction in solving and analyzing the small business that they are researching.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Materials:

Justin G. Longenecker. Small Business Management, (15th Ed.). Cincinnati: Southwestern College Publishing, 2009. (ISBN 9780324827835)

Michael E. Gerber. The E-Myth Revisited: Why Small Business Don't Work and What To Do About It. (1st Ed.) NY, New York: HarperCollins Publisher, Inc. 1995. (Harper Business).

Optional Materials:

Justin G. Longenecker. Student Study Guide for Small Business Management. (14th Ed.). Cincinnati: Southwestern College Publishing. 2008. (ISBN #0-324-22613-6)

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting a Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures

a. Grading System

Daily Work (includes interim & paper deadlines)	200 points
Mid-Term Exam	100 points
Senior Paper (*)	500 points
Final Exam	<u>200 points</u>
Total Points	1000 points

(*) Note: A failing grade on your Senior Paper will result in an "F" in the class regardless of points earned.

b. Grading Scale

930 - 1000 points	=	A
840 - 929 points	=	B
700 - 839 points	=	C
600 - 699 points	=	D
Below 600 point	=	F

2. Other Policies

- a. If for any reason the student is unable to take an exam when it is regularly scheduled, the student must clear the absence in advance with the professor;

otherwise if the student is even allowed to take the exam, it will be graded out of 60% of the possible points.

- b. Exams that are taken at times other than the regularly scheduled exam time (even if excused) will require payment of a \$10 late-exam fee.
 - c. Attendance is the students' responsibility and receiving proper credit for attendance is also the students' responsibility. There are times when the student may need to be absent from class for a legitimate reason for which administrative excuses are granted. When this happens, the student should submit the excuse in a timely fashion (normally, within one week after returning to class).
- 3. Whole Person Assessment Requirements:
Peer Group Evaluation Score.
 - 4. Contact information

Professor's contact details:
Dr. Steve Greene
GC 3F22
Email: sgreene@oru.edu

If you need to schedule a meeting with the Dean of the School of Business, Dr. Steve Greene, regarding his classes or for career advisement, please see the URL site listed below. This site will give you specific days and time blocks available to book your requested meeting with him. (Use of the email address and the "Send a message to Dr. Steve Greene" link on the right side of the webpage will receive no response.) Please note that all meetings are limited to 15 minutes. If more time is needed, other arrangements must be made by contacting the Dean's office at 918.495.7040.

<https://my.timedriver.com/RFCJ2>

VI. COURSE CALENDAR

Course Calendar details for Senior Paper will be given in class.

Course Inventory for ORU's Student Learning Outcomes

Senior Paper – BUS 499 Spring 2011

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
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1	Outcome #1 – Spiritually Alive				
<i>Proficiencies/Capacities</i>					
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit		X		
1C	Evangelistic capability			X	
1D	Ethical behavior	X			

2	Outcome #2 – Intellectually Alert				
<i>Proficiencies/Capacities</i>					
2A	Critical thinking	X			
2B	Information literacy				
2C	Global & historical perspectives	X			
2D	Aesthetic appreciation				X
2E	Intellectual creativity		X		

3	Outcome #3 – Physically Disciplined				
<i>Proficiencies/Capacities</i>					
3A	Healthy lifestyle			X	
3B	Physically disciplined lifestyle			X	

4	Outcome #4 – Socially Adept				
<i>Proficiencies/Capacities</i>					
4A	Communication skills		X		
4B	Interpersonal skills		X		
4C	Appreciation of cultural & linguistic differences		X		
4D	Responsible citizenship		X		
4E	Leadership capacity	X			