

Syllabus for
BUS 499-- Senior Paper
1 Credit Hour
Spring 2013

I. COURSE DESCRIPTION

Senior Paper is ideally experienced over the student's Fall & Spring semester of their senior year. 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 individual students provide business consulting services to local small businesses or start their own business.

Prerequisites: ACT 216 Accounting II, BUS 201 Economics II, MGT 130 Principles of Management, MKT 130 Principles of Marketing, FIN 338 Financial Management, and senior standing.

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. Gain understanding through class discussion and interaction.
- C. Develop expertise in small business consulting.
- D. Learn how to do field-based business research.
- E. 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 is 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 contribute to a consultant or new business idea. This project may 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 solving and analyzing the small business that they are researching.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Additional reading material will be assigned during the first week of class.

V. POLICIES AND PROCEDURES

- A. University Policies and Procedures
 1. **Attendance at each class or laboratory is mandatory at Oral Roberts University. A total of one (1) absence is permitted for a 1-hour undergrad course. The professor has the right to reduce the class participation grade by a full rubric for each additional absence or excessive tardiness.**
 2. Students taking a late exam because of an unauthorized absence will be 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, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and

submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:

- a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
- b. Failing to meet assignment or project requirements while claiming to have done so;
- c. Failing to cite sources used in a paper;
- d. Creating results for experiments, observations, interviews, or projects that were not done;
- e. Receiving or giving unauthorized help on assignments.

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. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

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 the 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 *[See following page]*

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

- b. Grading Scale *According to Rubric* (next page)

90%+ =	A
75% - 89% =	B
50% - 74% =	C
40% - 49% =	D
Below 40% =	F

See Attached Rubric

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SENIOR PAPER RUBRICS

SPRING 2013	Exemplary	Competent	Acceptable	Not Acceptable	No Effort	Weight of Overall Grade:
CRITERIA	4	3	2	1	0	
Class Participation (including attendance, quizzes, and tweets)	Exemplary class participation attendance, & quiz scores	Competent class participation attendance, & quiz scores	Acceptable class participation attendance, & quiz scores	Little evidence of participation, excessive absences or tardiness		15%
Senior Paper Weekly Submissions				Little Evidence of Effort, Missing Work, Flawed, Late		10%
Field Test	90-100	80-89	70-79	60-69	Below 60	15%
Senior Paper Written	Exemplary Paper	Competent Paper	Acceptable Paper	Little Evidence of Effort, Missing Work, Flawed, Late		35%
Senior Paper Presentation	Exemplary Presentation	Competent Presentation	Acceptable Presentations; Typos; Run out of Time	Little Evidence of Effort, Missing Work, Flawed, Late		25%

TOTAL: 100%

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. **Late Work:** The ORU catalog (p. 25) states that the "*privilege* of making up assignments are between faculty and student." Thus, in this class, an assignment submitted late will eliminate the option of the student re-submitting the work for a higher grade. Furthermore, such assignments more than two weeks late will not be accepted and a zero will be given. Tardy assignments due to administrative excuses and verifiable serious illness will not receive late penalties.

4. **If you need to schedule a meeting with the Dean of the College of Business, Dr. Steve Greene, regarding his classes or for career advisement, please contact his assistant at 918.495.7040.**
5. Whole Person Assessment Requirements: TBA
6. Other information
Professor's contact details:
Dr. Steve Greene
GC 3F22
Email: sgreene@oru.edu
Twitter: @drstevegreene

V. 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 2013

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			