

Syllabus for
BUS 499 – Senior Paper
3 Credit Hours
Dr. Doris K. Feltham
Spring 2017

I. COURSE DESCRIPTION

A capstone course that must be taken by all ORU College 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 students write their senior paper.

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 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 presentations/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 or nonprofit organization, 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

Required Materials - Everyone will need to purchase each of these two books:

1. **Small Business Management 18th** Edition **with MindTap Code**

Author: Longenecker, Petty, Palich & Hoy

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Options available for required textbook:

Hardbound text and LMS Integrated MindTap code: 9781305937635

Loose-leaf text with LMS Integrated MindTap code: 9781305937680

LMS Integrated MindTap code stand alone: 9781305641396

2. **Successful Business Plan Secrets & Strategies**

Author: Rhonda Abrams

Copyright © 2014 by Rhonda Abrams

Publisher: Planning Shop

Paperback version ISBN 978-1-933895-46-8

E-book version – ISBN 978-1-933895-47-5

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 Policy and Procedures

1. College of Business Attendance Policy
2. Attendance Policy
 - a. In line with the University policy, attendance is mandatory and is taken at the beginning of class. All students who miss class including those
 - b. If a student has excessive *unexcused* absences, a penalty will be assessed as follows:

Number of days the class meets per week	Number of absences <u>not</u> resulting in a penalty	For <u>each additional day</u> the student incurs an unexcused absence beginning with absence number:	The student's total number of points will be reduced by*:
3	3	4	2%
2	2	3	3%
1	1	2	7%

- c. *Based on a 15 week semester and the number of days per week the class meets. Whether excused or unexcused, excessive absences may negatively impact the student's performance/grade and may cause the student to fail the course.
 - d. The professor has the prerogative to assign bonus points (if any) for perfect attendance.
 3. Tardies
 - a. Tardy is defined as missing *any* portion of class.
 - b. Being consistently tardy to class is disruptive to the class and disrespectful to the professor and to fellow class members. This type of behavior is unacceptable in business. Thus, three unexcused tardies will be equal to one unexcused absence.
 - c. Depending on the amount of the class missed, makeup work may be required or a student may be marked absent for that class.
 - d. To not be counted absent altogether, the student is responsible to inform the professor that he/she was tardy immediately following that class.

C. Course Policies and Procedures

1. Evaluation Procedures

a. Grading System *

90 %+ =	A
80% - 89% =	B
70% - 80% =	C
60% - 70% =	D
Below 60% =	F

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

b. Evaluation Method

Evaluation Methods:	
	Percentage
Homework Assignments	15.00%
Exam 1	12.50%
Exam 2	12.50%
Senior Paper - Presentation	10.00%
Senior Paper - Paper	50.00%
Total	100.00%

PDP 10 points = 2%

- e. **Shadowing/Meeting with Business Management:** As part of the senior paper project, each student will be required to spend at the minimum 8 hours meeting with or shadowing a member of the assignment business’ management team. A minimum of 4 hours must be individual hours. The dress code for all meetings with the business management team is “business casual” as explained in the Professional Development Point program. Business Casual attire must also be worn for all shadowing hours.

2. Other Policies

- 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.
- 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.
- 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).

- d. Electronic devices, including laptops, smart phones, cell phones, and PDAs are not to be used in College of Business classes. Any exception to this will be announced by the instructor in that particular class period.
- e. If you arrive late for class, it will count as 1/3 absence. Let the instructor know you were here (talk to instructor after class) and why you were late. Coming in 10 minutes late or later counts as a full absence.

- 3. **Homework Late Policy:** The ORU catalog (p. 25) states that the "*privilege* of making up assignments are between faculty and student."

All late assignments will be assessed a 20% per day late penalty.

- 4. **Cell Phone and Other Electronics**

- a. Students are expected to behave professionally in class and are not permitted to use their cell phone or other electronics during class unless specifically requested by the professor.
- b. Inappropriate use of cell phones or other electronics is disruptive and may result in dismissal from class and an unexcused absence.
- c. Prior to the beginning of class, students may request an exception to this policy if some type of extenuating circumstance exists. However, it is the responsibility of the student to notify the professor prior to class.
- d. Unless specifically stated by the professor, cell phones and other electronics are not allowed during exams. Students caught using these devices during exams will be penalized at the discretion of the professor.

- 5. Whole Person Assessment Requirements: none

- 6. Professor's contact details:

Dr. Doris K. Feltham

GC 3F16

Office Phone: (918) 495-6113 (x6113 if on campus)

Email: dfeltham@oru.edu

Office Hours

MWF 9:15 – 10:45

TH 9:30 – 12:30

V. COURSE CALENDAR

Detailed course calendar and additional course materials will be posted in the D2L course shell.

Course Inventory for ORU's Student Learning Outcomes
Senior Paper – BUS 499
Fall 2016

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 Contributio n	Moderate Contributio n	Minimal Contributio n	No Contributio n
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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		x		
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			