

Course Description

MAN4900 | Capstone Project in Supervision and Management | 3.00 credits

Student will apply and integrate the knowledge and skills learned throughout the program by completing a capstone project. Student will identify a business opportunity; conduct an industry feasibility assessment and operational mapping; evaluate market condition; construct a marketing plan, and formulate a financial plan for implementing and managing an existing or new business venture; and evaluate the role of ethic, social, and environmental responsibility within a business.

Course Competencies:

Competency 1: The student will be able to identify a business opportunity by:

1. Examining and analyzing market demand and needs
2. Evaluating industry data by assessing internal and external forces
3. Analyzing strategic issues, such as market entry and exit forces
4. Distinguishing the ability to achieve economic of scale/scope by identifying cyclical or seasonal trends

Competency 2: The student will demonstrate the ability to conduct an industry feasibility assessment and operational mapping by:

1. Comparing major competitors and their competitive landscape
2. Identifying market factors that create a demand for a product or service
3. Discussing opportunities and threats facing the existing or the proposed business venture describing operational workflow

Competency 3: The student will be able to develop a marketing plan by:

1. Identifying the target market through a market research analysis
2. Describing potential customers by identifying key differentiation factors
3. Categorizing customer segmentation by developing strategy customized to each customer segment
4. Identifying the distribution process and explaining how product or service will be made available to customers

Competency 4: The student will be able to demonstrate leadership and management skills by:

1. Demonstrating leadership and collaboration skills while working in teams
2. Applying human resource concepts in the management of the business
3. Assessing the management skills needed to achieve organizational goals and objectives developing a management plan to manage the business

Competency 5: The student will be able to demonstrate the ability to prepare financial forecasting by:

1. Providing estimates of revenues and expenses associated with the existing or the proposed business venture
2. Preparing financial forecasting for the business
3. Proposing an exit or sustainability strategy for the business
4. Interpreting data by taking corrective measures to improve financial conditions of the organization

Competency 6: The student will demonstrate the ability to assess ethical, social, and environmental consequences associated with operating a business by:

1. Incorporating ethical considerations when implementing business strategies
2. Assessing the role of social and environmental responsibility in the organization
3. Proposing strategies aligned with ethical, social, and environmental responsibility

Competency 7: The student will be able to demonstrate the ability to make a professional supervision and management presentations by:

1. Collaborating with peers to develop and deliver a written report and multimedia presentation
2. Demonstrating effective communication skills by answering questions from a panelist, faculty, and peers
3. Proposing solutions to issues identified during the multimedia presentation

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of diverse cultures including global and historical perspectives
- Create strategies that can be used to fulfill personal, civic, and social responsibilities