

BUS5910 Management Capstone Final Project Assignment Guidelines

Assignment Overview

The final written assignment requires a substantive effort and is required to successfully pass this course. The final written assignment will be a written paper which is at about 12-pages in length, exclusive of the reference page, double-spaced. The paper should cite at least six sources independent of the course assigned textbooks and readings.

In this paper students will comprehensively discuss a case study they have selected. The case study selection should represent a number of the topics covered by the Master's Program at the University of the People. In the case analysis, students should demonstrate synthesis of their acquired knowledge from the various disciplines applied to the case study selected. In doing so, students should strive to introduce into the discussion creative solutions and flexible-critical thinking. The final paper also represents an integration of the work performed with Written Assignments 3 and 6 (*see the Appendix in this document for more information.*) The requirements of Written Assignments 3 and 6 are restated in the appendix of this assignment guide. In those written assignments the student has:

- (1) Selected a case study and identified the problem
- (2) Discerned the cause of the problem,
- (3) Analyzed the case and formulated alternatives to arrive at a recommendation, and
- (4) Described a plan of action to implement the student's recommendation.

In addition, all of these steps are supported by research independent of the course assigned readings.

The full Final Paper, due in Unit 8, will contain the following five sections:

- Section One – Problem Statement
- Section Two – Literature Review
- Section Three – Case Elements
- Section Four – Case Solution
- Section Five – Case Conclusions

Assignment Detail

Section One – Problem Statement: This section should provide an introduction to the case study selected for the final assignment. It should introduce the case and provide detailed background of the subject-company. It should also provide a description of the problem situation in which the subject company finds itself. There should be sufficient detail of the subject and its situation to provide the basis for identifying the problem it faces.

Section Two – Literature Review: This section provides a review of the research sources used to research and support the case analysis. Most of the research has already been conducted by the student, in preparing the prior two written assignments in units 3 & 6. In this section, students should take research performed for prior assignments, adding any newly found research and compose a coherent review.

Section Three – Case Elements: From the *Problem Statement* (Section 1), the third section will logically follow. This section of the paper should identify and provide analysis the root cause of the organization’s problem. The root cause should be described in such detail as to provide sufficient information for a discussion within this section of the paper and of proposed solutions/recommendations to be discussed in the next sections.

Section Four – Recommended Action Plan: From the prior section -- Case Elements--the fourth section will select, from the alternatives discussed in Section Three, the best alternative and present it as the recommended solution. This section will provide a narrative as to why the recommended solution is the best alternative, with supporting logic and research. A high-level action plan which provides a description of implementation steps concludes this section.

Section Five – Case Solution: This section discusses the importance of the case study. This discussion takes the form of highlighting the issues discussed as well as their relevance and importance to the business world.

Assignment Presentation and Discussion

Students are required to schedule a Skype conference call with the instructor. The purpose of the call is for the student to conduct a brief presentation of the important aspects of the assignment and to answer questions from the instructor. In the case where a Skype call is not possible, students will be required to create and submit a presentation with audio narration to the instructor. You should contact the instructor by the end of Unit 5 to begin the scheduling process.

APPENDIX

Requirements of Written Assignments 3 and 6

Assignments for Units 3 and 6 provide the building-blocks for the final paper.

Written Assignment 3: Submit a written paper which is at 4-5 pages in length, exclusive of the reference page, double-spaced. The paper should cite sources independent of the textbook.

In this paper, please discuss the case study you have selected and plan to use for your final assignment (Week #8). The paper should contain the following two sections: Section One – Problem Statement and Section Two – Causes of the Problem.

Section One

Problem Statement should provide an introduction to the case study you have selected for the final assignment. The introduction should provide a detailed background of the subject company or enterprise. It should also provide a description of the problem situation in which the subject company or enterprise finds itself. There should be sufficient detail of the subject and its situation to provide the basis for identifying the problem it faces.

Section Two

Statement of Cause(s) will logically follow the Problem Statement. This section of the paper should provide analysis of what the root cause of the company/enterprise's problem is. The root cause should be described in such detail as to provide sufficient information for a later discussion of proposed solutions/recommendations.

Written Assignment 6: Submit a written paper which is at 4-5 pages in length, exclusive of the reference page, double-spaced. The paper should cite sources independent of the textbook.

In this paper, please discuss the case study you have selected and plan to use for your final assignment (Week #8). The paper should contain the following two sections: Section One – Possible Alternatives and Section Two – Recommended Action Plan.

- *Section One – Possible Alternatives* should provide a narrative that comprehensively explores the possible solutions to the problem identified in the student's Week 3 written assignment. It should briefly restate the problem statement and cause(s) of the problem discussed in Week 3's written assignment. The narrative should then connect the problem/cause to the alternatives being suggested.
- From the *Possible Alternatives* section, the next section: *Section Two – Recommended Plan of Action* will logically follow. This section of the paper should provide an analysis and evaluation of each alternative and provide a final recommendation. The section should also include a high level implementation plan stating what steps should be taken.