



## Course Syllabus

MAN 4900 - 2709

### Strategic Capstone Project Fall Term 2024-2025 (0640)

This course includes the following section numbers:

## Welcome

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Capstone provides students the opportunity to demonstrate how they can apply the business acumen from core classes in their degree program to real world business situations. Students will further develop critical thinking skills integrating marketing, operating, financing, and other concepts in the business acumen they have been studying in the College of Business. Students will self-select their co-managers to operate a simulated international corporation and will also need to build a high performance culture to grow their company over the course.. This course will require students to build further knowledge and skill to demonstrate abilities to identify and address strategic issues needed to create a competitive business strategy.

This is a 16 week course offered in a blended or hybrid format that has mandatory meetings, not just with the faculty but also with the capstone team students self-select by the end of Week 1. The first **required launch meeting is Tuesday August 13th at 6PM**. This meeting will be at the St. Pete/Gibbs campus in Student Success Center (SU building) in the Level 2 Conference Center (Room 236) and online via Zoom (with prior authorization, must have web camera on and microphone muted for the meeting to be in attendance). See Week 1 Course Content for further information.

Recognize the sooner students complete reading the Syllabus, Start Here, Week 0-Find a Team, and Week 1 Course Content, the more successfully they are at their capstone. This class is opened early so students can work on finding and interviewing peers to

build their team, as well as there are some action items due by the launch meeting in the first week (start early as advanced planning is vital for success).

Capstone is team taught. In this simulation the professors represents your company's board of directors. As student company teams evolve and finalize by the end of Week 1, one board mentor will be assigned as your company's mentor. Follow the chain of command and direct emails to your board mentor effective in Week 2.

All professors actively engage and support different needs for this capstone course. We are here to help you co-manage your international company but it is up to each of you to make the management decisions to achieve performance goals. Each professor offers on campus and virtual office hours. Students are encouraged to make an appointment for office or virtual meeting times to assure availability. Also all the professors commit to responding to MyCourses emails and voice messages within 24 hours (max. 48 hour). If MyCourses is down or you are unable to upload your assignments, or if you have questions not related to this capstone class, send correspondence directly to main SPC email accounts below.

## Instructor Contact Information

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Rina Coronel

**Email**

coronel.rina@spcollege.edu

**Phone:** (727) 341-3193

**Office and Online Chat Hours:**

Campus Office Hours : Monday and Tuesday 10AM to 2PM (subject to change if meetings are extended).

Virtual Hours : Wednesday 8AM -1PM.

Zoom : email for appointment

**Office Location:**

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**Instructor Web Page:**

<https://webapps.edu/instructors/id/coronel.rina>

Wende Huehn-Brown

**Email**

huehnbrown.wende@spcollege.edu

**Phone:** (727) 341-3131

**Office and Online Chat Hours:**

Campus Office Hours Each Monday and Tuesday 10AM to 2PM (or later depending on meeting schedule).

Virtual Office Hours Each Wednesday 11:30AM to 12:30PM at TBD.

Want to meet or Zoom another day or time? Just call or email to make an appointment that fits our schedules.

**Office Location:**

St. Pete/Gibbs Campus TE Room 131-A and Zoom

**Instructor Web Page:**

<https://webapps.spcollege.edu/instructors/id/huehnbrown.wende>

Veronica Murphy

**Email**

Murphy.Roni@spcollege.edu

**Phone:** (727) 341-4628

**Office and Online Chat Hours:**

Campus office hours- Monday 11:00 am- 4:00 pm, Wednesday 4:00 pm- 6:00 pm.

Please email for an appointment.

**Office Location:**

St. Pete/Gibbs Campus TE Room 107-B

**Instructor Web Page:**

<https://web.spcollege.edu/instructors/id/murphy.roni>

Marta Przyborowski

**Email**

przyborowski.marta@spcollege.edu

**Phone:** (727) 341-7973

**Office and Online Chat Hours:**

Campus Office Hours Each Tuesday 11:00 am- 4:00 pm, Wednesday 10:00 am - 12:00 pm. Please email for an appointment.

Virtual Office Hours Each Monday 12:00 pm - 2:00 pm and Friday 12:00 pm to 2:00 pm.

**Office Location:**

St. Pete/Gibbs Campus TE Room 107-C (Tuesdays)

Tarpon Springs Campus (Wednesdays)

**Instructor Web Page:**

<https://web.spcollege.edu/instructors/id/przyborowski.marta>

## **Departmental Contact Information**

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Emmanuel Hernandez Agosto

**Title:** Dean of the College of Business

**Email:** hernandez.emmanuel@spcollege.edu

**Phone Number:** 727-712-7176

**Appointment Information:** Call or Email contacts above to schedule an appointment

## **Course Information**

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**Prerequisite(s):** Prerequisites: Admission to MGTORG-BAS, or BUS-BS, or INTBUS-BAS and completion of major core courses with a minimum grade of C in each course; and Permission of the Program.

**Credit Hours:** 6

**Modality:** Hybrid or Blended

**Meeting Times and Location:** TUES 06:00 PM to 08:40 PM - St. Petersburg/Gibbs Campus SP-SA114

**Course Description:** This capstone course will provide the opportunity for the student to demonstrate that he/she has learned the material from the program and can apply it in the real world. (Note: All program core courses must be completed before registering for capstone, and ideally it should be taken during the student's last semester at the college. It provides the student the opportunity to demonstrate proficiency in addressing business issues of today in a dynamic environment.)

## **Course Objectives**

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1. Upon successful completion of this course, the student will: Demonstrate the business acumen gained in program core courses to identify business strategic issues by:
  - a. defining business concepts relative to the situation at hand.
  - b. assessing priorities and tradeoffs, assumptions and business interdependencies.
  - c. researching the issues to substantiate a set of business solutions that will support strategic goals and objectives.
  
2. Upon successful completion of this course, the student will: Analyze general methods and informed ethical approaches for dealing with business issues by:
  - a. evaluating tools and techniques used to optimize strategic decisions and outcomes.
  - b. critiquing international approaches to develop competitive strategies.
  - c. critiquing international approaches to develop competitive strategies.
  
3. Upon successful completion of this course, the student will: Develop potential solutions to address business strategic issues by:
  - a. brainstorming alternative solutions that create a competitive advantage.

- b. defending, assessing and consolidating alternative solutions.
  - c. finalizing a solution for optimal performance.
4. Upon successful completion of this course, the student will: Implement detailed solutions to address business strategic issues by:
- a. planning and forecasting resource requirements for implementation.
  - b. executing the plan and measuring performance.
  - c. assessing performance indicators and benchmarks against strategic goals and objectives.

## Important Dates

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**Class Dates:** 12-AUG-2024 to 06-DEC-2024

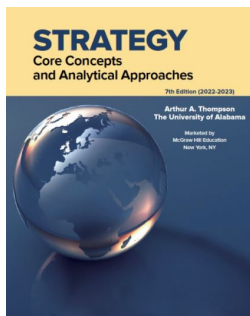
**Drop Date:** 16-AUG-2024

**Withdrawal Date:** Please reference the Academic Calendar below

<https://www.spcollege.edu/academic-calendar>

## Required Textbook and Other Resources

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**BSG ValuePak: Includes access for The Business Strategy Game (BSG) simulation and Strategy: Core Concepts and Analytical Approaches etext**

**Required or Optional:** Required

**Authors:** Thompson, A.

**Publisher:** McGraw-Hill

**Publication Date:** 2022-2023

**Edition:** 7th Edition

**Notes**

See: <http://www.bsg-online.com/> and Week 1 course content **Business Strategy Game (BSG) Registration** for the registration code. Students may purchase access

at the SPC bookstore or directly at this BSG website (no mark-up). Students with financial aid can use the Book Line of Credit at the campus bookstore 30 days before the class starts.

**Note:** See [BSG Week 1 Essential Tips](#) video for important tips on how to use the BSG resources. There are PDF documents. You should [Download the free Adobe Acrobat Reader DC](#) plug-in for use of the more advanced tools than what is available through your internet browser. Just contact [SPC Technical Support](#) if you need help setting it up.

## **Performance Assessment and Grading**

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This is a 6-credit course conducted over 16 weeks. In order to meet accreditation and learning standards, on average, students should expect to spend a minimum of 20 hours per week on course activities and assignments. Spending less time may be insufficient for success in this course.

Total	100
<b>Overall BSG Simulation</b>	<b>17</b>
<b>Team Charter</b>	<b>2</b>
<b>Project Management Plan</b>	<b>2</b>
<b>SWOT Analysis</b>	<b>6</b>
<b>Interview Analysis</b>	<b>2</b>
<b>Chapter Quiz Homework (12)</b>	<b>4</b>
<b>Quizzes (2)</b>	<b>14</b>
<b>Exams (2)</b>	<b>18</b>
<b>Mission and Vision</b>	<b>2</b>
<b>Strategic Plan</b>	<b>3</b>
<b>Presentations</b>	<b>8</b>
<b>Peer Evaluations (2)</b>	<b>10</b>
<b>Comprehensive Exam</b>	<b>12</b>

Students must submit all of the assignments for each week by the scheduled deadline no later than **8:00 PM (EST)** or they will not receive credit for the assignment that week. Be sure to closely read and follow the instructions for your assignments, as well as the grading assessment rubric which further explains levels for performance expectations.

## Grading Scale

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Students should review the instructions and grading assessment rubrics included with assignments. Course grading is normally complete within 1 week from submission due date. The grading in this course is A>=90%; B=80-89%; C=70-79%; D=60-69%; F<=60%.

Incomplete grades require students to complete all group assignments on-time with a minimum of 80% of the course completed (anything less than 80% will result in the appropriate letter grade being recorded). In the event of an "I", the board of directors will provide the terms for all remaining work to be completed; no later than the end of the sixth week of the next semester. After that time, a grade of "F" (or higher if the work that has been submitted is adequate to justify the higher grade) will be assigned.



## **Late Work Policy**

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This is capstone and late work is not acceptable. The only exception is if students have an official documented excuse (i.e. family death certificate, doctor's note, etc.). See [SAP Appeal](#) process if issue is extending more than one week. In the "business world", if you are late with your bid, you will not get the contract. The very same principal applies here.

Please note that computer problems, travel, and lack of planning do not constitute an excuse for not making a deadline (do not procrastinate until the due date or these risks can have major impact on your performance). This may mean you will have to use computers on campus or somewhere other than your home, or submit partial assignments or email submissions to the instructor's college e-mail account if MyCourses is down (should the need arise).

After verification of this documented excuse a late submission may be accepted. The amount of time granted will need to be agreed up by the board of directors and can not exceed 5 days from the original due date. Advance notice should be given to the board of directors whenever possible to arrange for further alternatives with the documented excuse. Be sure to view all of the course contents and expectations under each week's module as shown on the syllabus schedule to confirm you can meet them for proper completion and attendance for this course (plan your time accordingly).

## **Availability of Course Content**

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July 8, 2024

This course is opened early so students can prepare for their capstone. This is not a class to start the first day of the semester. Follow the Syllabus, Start Here, Week 0 - Find a Team, and Week 1 Course Content for preparation tips and resources.

## **Course Assignment Schedule**

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Week #	Week Start Date	Assignment *	Points or percent	Assignment Description *	Date
0	8-Jul	Capstone Opens Early for Preparations		Start Reading MyCourses Course Home News, Syllabus, and Course Content.	ASAP
0	8-Jul	Introduction - Find a Team		Post Video and Company Application in MyCourses (start interviews early and keep availability up-to-date)	ASAP - Before Launch Meeting
1	12-Aug	Launch Meeting		Attend Launch at SP/Gibbs (SU Bldg. Conference Center, SU-236) or Zoom	Tue Aug 13 6-8pm
1	12-Aug	Register Account and Tour BSG		Read MyCourses BSG Registration in MyCourses. Go to BSG for New Students -Create Account. Start Reading BSG Online Textbook and Player Materials after Registration	Thur Aug 15 8pm
1	12-Aug	Corporate Lobby Tour (3-minute video)		Watch BSG Video in Player Materials	Sun Aug 18 8pm
1	12-Aug	Interview Co-Managers	2	Fill out HR Appraisal for Minimum 4 Potential Co-Managers in MyCourses	Sun Aug 18 8pm
1	12-Aug	Team Self-Selection		Review Group Effectiveness and Finalize Company Management Team in MyCourses	Sun Aug 18 8pm
1	12-Aug	Read Chapter 1, 2, and 3		Read BSG Online Textbook (start early)	Sun Aug 18 8pm
1	12-Aug	Chapter 1, 2 and 3 Quiz Homework		Submit in BSG Assignments (self-assess reading)	Sun Aug 18 8pm
2	19-Aug	Introduction to BSG		Review BSG PowerPoint in MyCourses and Name Company in BSG	Sun Aug 25 8pm
2	19-Aug	Read Chapter 4 and 5		Read BSG Online Textbook	Sun Aug 25 8pm
2	19-Aug	Chapter 4 and 5 Quiz Homework		Submit in BSG Assignments (self-assess reading)	Sun Aug 25 8pm
2	19-Aug	Group Assignment	2	Complete Team Charter in MyCourses	Sun Aug 25 8pm
3	26-Aug	Read Chapter 6 and 7		Read BSG Online Textbook	Sun Sept 1 8pm
3	26-Aug	Chapter 6 and 7 Quiz Homework		Submit in BSG Assignments (self-assess reading)	Sun Sept 1 8pm
3	26-Aug	Understanding Exchange Rates		Read/Watch Videos and Links in MyCourses	Sun Sept 1 8pm
3	26-Aug	Read the BSG Player's Materials		Read BSG Player's Manual and Financial Ratios Used in BSG	Sun Sept 1 8pm
3	26-Aug	Quiz 1	7	Submit in BSG Assignments - BSG Player's Guide	Sun Sept 1 8pm
4	2-Sep	Read Chapter 8 and 9		Read BSG Online Textbook	Sun Sept 8 8pm
4	2-Sep	Chapter 8 and 9 Quiz Homework		Submit in BSG Assignments (self-assess reading)	Sun Sept 8 8pm
4	2-Sep	Exam 1 Multi-Chapters (1-7)	9	Submit in BSG Assignments	Sun Sept 8 8pm
4	2-Sep	Simulation Practice 1		Read Help Pages and Watch Video Tutorials in BSG Player Materials. Decision Entries Due.	Sun Sept 8 8pm
5	9-Sep	Simulation Q&A Meeting		Attend Q&A at SP/Gibbs (SU Bldg. Conference Center, SU-236) or Zoom	Tue Sept 10 6-8pm
5	9-Sep	Read Chapter 10, 11, and 12		Read BSG Online Textbook	Sun Sept 15 8pm
5	9-Sep	Chapter 10, 11, and 12 Quiz Homework	4	Submit in BSG Assignments (self-assess reading, highest average all 12 chapters)	Sun Sept 15 8pm
5	9-Sep	Group Assignment	2	Submit Project Management Plan in MyCourses	Sun Sept 15 8pm
5	9-Sep	Group Assignment	2	Complete Mission and Vision Statement in MyCourses	Sun Sept 15 8pm
5	9-Sep	Simulation Practice 2		Read Recommended Decision-Making Procedure and use Help Pages/Tutorials in BSG Player Materials. Decision Entries Due.	Sun Sept 15 8pm

6	16-Sep	Simulation Data Reset		Practice Simulations Erased (review practice reports before reset)	Mon Sept 16 8pm
6	16-Sep	Exam 2 Multi-Chapters (8-12)	9	Submit in BSG Assignments	Sun Sept 22 8pm
6	16-Sep	Simulation 1 (Year 11)		Analyze and Submit BSG Decision Entries	Sun Sept 22 8pm
7	23-Sep	Group Assignment		Submit BSG Textbook: End of Chap. Exercises for Co-Managers: Chap. 1, 2, and 3	Sun Sept 29 8pm
7	23-Sep	Mid-Peer Evaluations	5	Submit BSG Assignments: Self and Peer Evaluations	Sun Sept 29 8pm
7	23-Sep	Simulation 2 (Year 12)		Analyze and Submit BSG Decision Entries	Sun Sept 29 8pm
8	30-Sep	Group Assignment	6	Complete SWOT Analysis in MyCourses	Sun Oct 6 8pm
8	30-Sep	Last Day to Fire		Meet with Professor	Sun Oct 6 8pm
8	30-Sep	Simulation 3 (Year 13)		Analyze and Submit BSG Decision Entries	Sun Oct 6 8pm
9	7-Oct	Simulation 4 (Year 14)		Decision Entries Due (extra time due to break)	Sun Oct 13 8pm
9	7-Oct	Group Assignment		Online Textbook: End of Chap. Exercises for Co-Managers: Chapter 4, 5, and 6	Sun Oct 13 8pm
10	14-Oct	Strategic Plan	3	Online Assignments - 3 Year Strategic Plan for Year 14 - 16 (grade posted after Year 16 BSG results)	Sun Oct 20 8pm
10	14-Oct	Simulation 5 (Year 15)		Decision Entries Due	Sun Oct 20 8pm
11	21-Oct	Quiz 2	7	Submit in BSG Assignments - Company Operations and Financial Outcomes	Sun Oct 27 8pm
11	21-Oct	Group Assignment		Online Textbook: End of Chap. Exercises for Co-Managers: Chapter 7, 8, and 9	Sun Oct 27 8pm
11	21-Oct	Simulation 6 (Year 16)		Analyze and Submit BSG Decision Entries	Sun Oct 27 8pm
12	28-Oct	Group Assignment		Submit BSG Textbook: End of Chap. Exercises for Co-Managers: Chapter 10, 11, and 12	Sun Nov 3 8pm
12	28-Oct	Simulation 7 (Year 17)		Analyze and Submit BSG Decision Entries	Sun Nov 3 8pm
13	4-Nov	Simulation 8 (Year 18)	17	Analyze and Submit BSG Decision Entries (Overall GDT)	Sun Nov 10 8pm
13	4-Nov	Presentation Tutorial		Watch Presentation Tips in MyCourses. Prepare and practice for Week 15 BOD Presentation.	Sun Nov 10 8pm
14	11-Nov	Group Assignment	8	Attend BOD Presentation at SP/Gibbs (SU-316). Follow instructions and assessment rubric in MyCourses.	Tue Nov 12 to Thu Nov 14
15	18-Nov	Final-Peer Evaluations	5	Submit BSG Assignments: Self and Peer Evaluations	Sun Nov 24 8pm
15	18-Nov	Comprehensive Exam	12	Submit BSG Assignments: Post-Simulation Comprehensive Exam (encouraged to wait until after company presentation)	Sun Nov 24 8pm
Thanksgiving Break is Nov 25th to Dec 1st (All campuses closed)					
*	Color	Individual Assignment	60	Online at BSG	File in Syllabus
	Code	Group Assignment	40	MyCourses	
				Live on Campus or Online	
	<b>Total</b>		<b>100</b>		
	<b>Overall BSG Simulation</b>		<b>17</b>	<i>*Every action item included in attendance requirements.</i>	

<b>Team Charter</b>	<b>2</b>	May affect later graded submissions (i.e. chapter quizzes affect exams, chapter exercises affect simulation, etc.)
<b>Project Management Plan</b>	<b>2</b>	
<b>SWOT Analysis</b>	<b>6</b>	
<b>Interview Analysis</b>	<b>2</b>	
<b>Chapter Quiz Homework (12)</b>	<b>4</b>	
<b>Quizzes (2)</b>	<b>14</b>	
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<b>Comprehensive Exam</b>	<b>12</b>	

See Start Here module for Excel and PDF format of this schedule.

## Communication Plan

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This is a team taught course. As explained above, after teams are self-selected they will be assigned a board mentor for further personal communication needs (i.e. individual grades, schedule or team issues, etc.).

We use a variety of communication channels for general course information:

1. Course Home News - Be sure to read each news item as announced.
2. MyCourses - See Calendar (aligns to syllabus schedule) and weekly modules in the Course Content offer additional explanations and resources essential for capstone success.
3. BSG - Use for many important submission needs (syllabus schedule uses blue in assignment description for these action items), as well as access the e-book and helpful videos and documents for simulation decisions.
4. Video Conferencing - Use with prior authorization for remote meeting attendance (as needed and approved).
5. Emails - Will obtain from both from BSG (i.e. weekly simulation result summary) and in MyCourses (be sure to set notifications and forward to an account readily seen to enable timely communication, see top right under your name).

6. Water Cooler Discussion - Due to the competitive nature of capstone, open communication is imperative (i.e. help to one company can impact other companies). Questions/Answers need to be generalized for everyone to benefit from here (often other companies have similar questions just did not yet think about them). All companies have access to the same Q&A to critically think and apply to their situation. Be sure to subscribe to the Water Cooler discussions as the board of directors will be offering many tips and answering questions throughout the course (not sending blanket emails to this whole large class).

See Welcome and Instructor information above for further communication plans.

## **How to Be a Successful Student**

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Attending class is vital to your success, particularly the first few days of class as you are introduced to the requirements and topics you will be covering. Therefore the college limits when you can add classes. Please [check our registration page](#) regarding when classes can be added.

You may drop a course through the [Drop with Refund](#) date listed on your Fee Schedule and be eligible for a refund, although withdrawing may affect your financial aid. If you are thinking of withdrawing, please speak with your instructor, an [Academic Advisor](#) or a [financial aid counselor](#).

Showing up is the first step in ensuring your academic success. Active participation is the next step - whether you are in a classroom or taking classes online. Each of your faculty will give details in the syllabus about their attendance policies. If you are going to miss a session, or be offline for any reason, please let your instructor know in advance. If you don't attend during the first two weeks of a term you will automatically be withdrawn from the class and this can cause serious problems if you receive financial aid. In fact, if you withdraw prior to completing 60% of a class and receive any form of federal financial aid (grants or loans) you will be required to repay a portion.

## **Course Attendance**

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Participation in the course is essential for learning and avoiding withdrawal for non-attendance. Participation is defined as reading and preparing for weekly lessons, as well as completing and submitting ALL assignments on time as listed on the syllabus schedule. Additionally capstone students are required to have an active team role as a co-manager of their company which will require frequent course communications, meetings, and submissions in a timely manner. The schedule in the Start Here module includes a spreadsheet and PDF format to aid users and aligns to the syllabus schedule and course calendar, as well as each week's MyCourses module provides an overview of all assignments needed by their corresponding due date. ***Each action item is required for active participation and attendance*** in this course.

In this class there are three events that require physical on-campus attendance (put these on your schedule ASAP).

**1. Launch meeting in Week 1 (Tuesday August 13th at 6PM).** This is an important meeting to understand what to expect from capstone and is basically each co-managers orientation to prepare for success. This meeting will be held on the St. Pete/Gibbs campus in the Conference Center (SU-236), in the SU Bldg (2nd floor). Students that live further than 1.0 hour (or 50 miles) from the St. Pete/Gibbs campus via MapQuest may request a Zoom link (must contact Dr. Huehn-Brown before 3PM the day of the event with address documentation). Your registered address will be confirmed and Zoom meeting information will be provided. If unable to physically attend this meeting due to other reasons contact Dr. Huehn-Brown in advance (before 3PM the day of the event, see syllabus for contact information). See [Launch Meeting Session - 8/15 6PM](#) Week 1 Course Content for further information on this meeting. Most students come to this event on campus, especially if they have not finalized their team self-selection (may elect to travel in if farther away just for this purpose).

**2. Simulation Question & Answer (Q&A) meeting in Week 5 (Tuesday September 12th at 6PM).** This meeting is held in the same location as the launch meeting on the St. Pete/Gibbs campus in the Conference Center (SU-236), in the SU Bldg. (2nd floor), and has the same attendance expectations as the launch meeting. If students had confirmed

their registered address to Zoom for the launch meeting they will be sent the Zoom meeting information for this meeting too. If unable to physically attend this meeting due to other reasons contact Dr. Huehn-Brown in advance (before 3PM the day of the event, see syllabus for contact information). This meeting is right after the first practice round of the simulation. Many tips for managing your company will be shared, and your questions will be answered. See [Simulation Q&A Session - 9/12 6PM](#) in Week 5 Course Content for further information on this meeting to help you prepare to successfully manage your company.

**3. Company Presentations to the Board of Directors in Week 14 (November 12th through 14th).** Each company will have a designated day/time (30 minute increments) by Week 5. This will be discussed in more detail at the launch and Q&A meeting. The company presentations will be held on the St. Pete/Gibbs campus in the SU building, Room 316 (same building as prior meetings, just in 3rd floor meeting area). However the physical in person attendance is more strict. All students that live less than 2.0 hours (or 100 miles) from the St. Pete/Gibbs campus via MapQuest are required to present on-campus. In past semesters most students elect to drive or fly if outside the immediate region for their company presentation.

- Students live further than 2.0 hours (or 100 miles) from the St. Pete/Gibbs campus via MapQuest, may request a Zoom link (as interested, must contact Dr. Huehn-Brown within one week prior the designated day/time). Your registered address will be confirmed. For entirely remote teams one member is required to physically attend this meeting, at a minimum, to manage the Zoom needs. If students have work or other demands that prevent attendance for the company presentation, they will need to provide additional documentation to request a Zoom link (i.e. medical note, employer note, travel document, etc.). All requests for Zoom attendance at the company presentations must be processed by the end of Week 13 as the board of directors will be tied up in the class presentations.

Plan ahead to avoid missing these events as it will make you absent for that week. Students are required to attend these meetings as scheduled. Students confirmed to attend meetings via Zoom are required to attend virtually at the same time and must

have their web camera on showing themselves for the entire meeting (students will not get the Zoom information unless their request has been approved in advance).

Students should review the college-wide attendance and financial aid policies included in the [syllabus addendum](#). Additionally students need to review the student expectations regarding silencing or turning off all electronic devices during meetings (Zoom participants should leave their microphone muted unless called on). All students will be held to the same practices of courtesy and respect as outlined further on the guidelines posted in the syllabus addendum. Students are expected to use professional communications with peers, as well as SPC administration and the board of directors at all times. See Student and Instructor Expectations below.

Excused absences, of course, will not count against you. However students must contact the board of directors to make appropriate arrangements, along with provide them with supporting documentation accordingly. Advance notice should be given whenever possible to arrange for alternatives (see grading and late work policies above).

Lack of attendance can result in students being administratively withdrawn. Effective August 2024, the SPC college wide policies have changed. Students absent Week 1 will be dropped without penalty from this course. Students with participation issues at the 60% participation reporting point will be withdrawn (W). Avoid missing any item in the syllabus schedule to avoid these issues as it can result in serious financial and GPA consequences. Please see the student handbook and SPC [Student Right Right to Know](#) policies further (as needed).

## **SPC Policy: Attendance/Participation/Withdrawal**

Withdrawing from a course with a “W” or “WF” may impact students’ academic standing and financial aid eligibility including placing the student in early repayment. It is the student’s responsibility to understand the consequences of withdrawing.



**Attendance**

College policy requires students to attend class prior to the published deadline to drop with a refund. The instructor is required to report non-attendance and the student will be dropped after the first week of classes.

If you don't attend during the first week of the term, you will be automatically dropped, and the class removed from your schedule. If you receive financial aid, your award amount may be adjusted if the drop changes your enrollment status (e.g. full-time to part-time).

It is the student's responsibility to know the attendance policy of the class in which they are enrolled.

- Depending on the modality of the course, attendance may be online, LIVE Online, blended, or on-campus.
- For LIVE Online classes, attendance will be taken online during the normal class meeting time/days.
- Students who are feeling ill for any reason should communicate in a timely manner with their instructor regarding attending online instead of on-campus, and/or the responsibility of excused absences. Students are also responsible to discuss completing any missed work with the instructor.

**Participation**

College policy require the instructor to report any student who is not actively participating at the 60% point of a class. The instructor will report the student by the end of the week immediately following the 60% point of the class and the student will be withdrawn from the course and assigned a "W" grade. It is the student's responsibility to understand the instructor's requirements for 'active participation.

**Student Withdrawals**

You may drop a course through the [Drop with Refund](#) date listed on your Fee Schedule and be eligible for a refund, although withdrawing may affect your financial aid. If you withdraw prior to

completing 60% of a class and receive any form of federal financial aid (grants or loans) you will be required to repay a portion. If you are thinking of withdrawing, please speak with your instructor, an [Academic Advisor](#) or a [financial aid counselor](#).

Withdraw requests submitted after the last date to withdraw with a "W" (see academic calendar) will result in a "WF". Students and instructors will automatically receive an email notification through their SPC email address whenever a withdrawal occurs. Students should consult with an academic advisor or financial assistance counselor prior to withdrawing from a class.

Students who wish to withdraw completely from SPC are not able to totally withdraw from all classes through MySPC. A student must contact an Academic Advisor to totally withdraw.

## **Technology Requirements & Policy**

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View the [MyCourses Minimum Technology Requirements](#).

Minimum Technical Skills: Students should know how to navigate the course and use the course tools (email, discussion, gradebook, etc.). MyCourses tutorials are available to students new to this LMS and are located at the beginning of the course. Most features on MyCourses are accessible on mobile devices, although it is recommended that you use a computer for quizzes, tests, and essay assignments. Students also MUST become proficient with BSG and the tools contained within the program to be successful in this course.

Students should have regular access to a computer that is connected to the Internet. It is strongly recommended that students have a broadband (high-speed) internet connection such as DSL or a cable modem. When viewing online videos, attending meetings, or taking online exams, students should have an internet connection that is stable and will not drop their connection. Students without a stable high-speed internet connection should consider making arrangements to complete online requirements with alternative means (i.e. at one of the St. Petersburg College libraries, learning centers, or a similar facility) where a stable high-speed internet connection is available. See MyCourses System Check ([link](#)) for computer requirements for this learning management system.

As always students should contact [SPC Technical Support](#) if having any issues with MyCourses.

A standard file format has been devised to apply to all classes in the College of Business to support file compatibility and sharing needs. Students are required to submit all assignments in Microsoft Office formats (Word, Excel and other Microsoft formats). No other formats (such as .RTF, .WPS, etc.) will be accepted (PM software use may provide PDF format). Students can get access to MS Office (FREE) through MySPC (see how to download at: <https://mycoursesupport.spcollege.edu/download-office-2016>). The college provides free self-paced technology tutorials at <https://mycoursesupport.spcollege.edu/technology-tutorials>.

It is required that all students must have access to a web camera and headset microphone to support video presentation and virtual meeting attendance (if needed). Students should arrange for the necessary equipment if they intend to earn full credit for those submissions. Zoom requires use of a computer, tablet, or smart phone (download mobile app). Recognize when using Zoom for required meetings just calling in on a phone is not accepted for virtual meeting attendance (a web camera is required to be on for entire meeting to earn attendance). Students may need knowledge of Zoom for remote meetings and presentations, see tutorials at: [Join a Zoom Meeting](#) and [Zoom controls tutorial](#). Recognize all Zoom sessions will be recorded.

## Accessibility of Technology

- [MyCourses \(Brightspace by Desire2Learn\) Accessibility](#)
- [Microsoft Accessibility](#)
- [Google \(YouTube\) Accessibility](#)
- [Panopto Accessibility](#)
- [Turnitin Accessibility](#)
- [McGraw-Hill Accessibility](#)

## Privacy

- [MyCourses \(Brightspace by Desire2Learn\) Privacy](#)
- [Microsoft Privacy](#)
- [YouTube Privacy](#)
- [Panopto Privacy](#)
- [Turnitin Privacy](#)
- [McGraw-Hill Privacy](#)

## **Academic Honesty Policy**

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You are expected to be honest in all your academic work. By enrolling at the College, you agree to abide by all the standards of academic honesty and integrity and failing to observe the rules may result in academic and disciplinary action, up to and including expulsion from the College. The academic honesty policy and procedures are available online:

- [Academic Honesty Policies, Honor Code](#)
- [Academic Integrity Policies and Procedures](#)

These documents include details on what is meant by:

- Cheating
- Bribery
- Misrepresentation
- Conspiracy
- Fabrication
- Collusion
- Duplicate submissions
- Academic misconduct
- Improper calculator, computer or online use

Some of your courses may include online material that is protected by copyright. This means that the work is available for you to use in your studies, but you can't copy and

share the materials ( copyright.gov). Please see [SPC's copyright information](#). It's your responsibility to be academically honest in all of your work.

## **Generative AI Not Permitted**

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Capstone requires students to demonstrate the learning objectives and degree program requirements. Use of 3rd party resources or any outside resources, as well as tutors or Generative AI (Artificial Intelligence) tools for any submission in this course is NOT acceptable.

Generative AI (Artificial Intelligence) Tools can be powerful and useful but you must be aware of their limitations, as they can produce inaccurate, fabricated, and even offensive content. In addition, the work produced is not technically your own to support you demonstrating the abilities you need for graduation. They also violate [SPC's academic integrity policy](#) and tend to provide poor information that do not meet assessment expectations. Those sources do not clearly understand your company's situation in the simulation to effectively tailor decisions or submission needs. Past use by individuals resulted in the team failing the simulation.

As covered below in the Academic Integrity policies for this course, have confidence in yourself and your co-managers to analyze and solve your company's problems to be more competitive in your industry. Continue to grow your mastery of the business acumen throughout the course. All submissions should be your own original work. Outside resources are NOT a replacement for building your own critical thinking abilities for the requirements in this course. Organizational leaders and managers expect students when they take this kind of course to learn how to apply the objectives for the course. If students cut their learning short violating the academic honesty and integrity policies, they leave themselves at a deficient level for building the knowledge, skills, and abilities needed to support their own business and/or career.

## **Turnitin**

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The instructor of this course may require use of Turnitin.com as a tool to promote learning. The tool flags similarity and mechanical issues in written work that merit review. Use of the service enables students and faculty to identify areas that can be strengthened through improved paraphrasing, integration of sources, or proper citation. Submitted papers remain as source documents in the Turnitin database solely for the purpose of detecting originality. Students retain full copyright to their works. Review the [Turnitin Usage Agreement](#) for full details. Students who do not wish to submit work through Turnitin must notify their instructor via course email within the first seven days of the course. In lieu of Turnitin use, faculty may require a student to submit copies of sources, preliminary drafts, a research journal, or an annotated bibliography.

View the [Reviewing a Turnitin/Originality Report](#) tutorial.

## **Learner Support and Other Student Resources**

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Use the following links to view web sites on SPC's:

- [Free Tutoring](#)
- [Accessibility Services](#)
- [Academic Support](#)
- [On-Campus and Online Support](#)
- [Student Services](#)

Additional Resources:

- [Academic Calendar](#)
- [Learning Resources](#)
- [Career Services](#)
- [International Student Services](#)
- [Veterans Services](#)

# Code of Conduct

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## Code of Conduct

The behavior of all students in class should reflect a professional, respectful, and compassionate environment. Inappropriate or inconsiderate behavior will result in consequences. Students must be thoughtful of their comments, actions, and decisions, considering how these impact classmates and instructors.

## Online Student Participation and Conduct Guidelines

The practices of courtesy and respect that apply in the on-campus classroom also apply online. Any discriminatory, derogatory, or inappropriate comments are unacceptable and subject to the same disciplinary action applied in courses offered on campus.

## Netiquette

Whether you are in an online class or a physical classroom, certain behaviors are expected when you communicate with your peers and your instructors. You need to contribute to a positive learning/teaching environment, respecting the rights of others and their opportunity to learn. No one has the right to interfere with the teaching/learning process. Below are the traits of a successful student. These guidelines pertain whether your course is online or in the classroom. When communicating, you should always:

- Treat everyone with respect in every communication
- Use your professor's proper title: Dr. or Prof., or if you are in doubt use Mr. or Ms.
- Use clear and concise language
- Remember that college level communication should use correct grammar, whether written or spoken. Avoid slang.
- Use correct spelling and avoid texting abbreviations
- Avoid using the caps lock feature as it can be interpreted as yelling online
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and, even when spoken, your message might be misunderstood

- Be cautious with personal information (both yours and others')

**When you send an email to your instructor, department chair, dean, or classmates, you should:**

- Use a subject line that describes what you are writing about
- Avoid attachments unless you are sure your recipients can open them
- Be clear, concise, and courteous
- Sign your message with your name
- Use your SPC email account to ensure delivery. Sometime emails from non-SPC accounts are stopped by the spam filter and the recipient may not receive it.

**When posting to a discussion board, you should:**

- Write posts that are on-topic and within the scope of the course material
- Take your posts seriously; review and edit your posts before sending
- Be as brief as possible while still making a thorough comment
- Always give proper credit when referencing or quoting another source
- Read all messages in a thread before replying
- Avoid repeating someone else's post without adding something of your own to it
- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point
- Always be respectful of others' opinions, even when they differ from your own
- Express any differing opinions in a respectful, non-critical way
- Not make personal or insulting remarks
- Be open-minded

### **Recordings in the classroom**

Students may record lecturers in class for personal use (such as studying or documenting complaints to the institution) without explicit permission. However, students



may not record non-lecture portions of class (such as skills labs, student group work, individual student instruction, Q/A sessions, recording studio critiques, group/individual production and computer lab time, practicums/internships, or clinical/simulation rotations) or other students without explicit permission, and may not disrupt class in making such recordings (such as trying to use a device with a calculator or calculator app in a class that does not allow calculators, or blocking the view or aisles for others in the class). Having an approved ADA accommodation is considered explicit permission to record from the college.

Students making such recordings may not share recordings without explicit permission and are personally liable for unauthorized dissemination. If in doubt, please discuss with your professor before class.

The instructor has the authority to ask a disruptive student to leave a classroom or lab. The instructor may also delete posts or materials from an online or blended class and/or take disciplinary action if disruptive behavior continues. This ensures that all students in the class have an opportunity to learn.

For additional information, review the [SPC Expectations for Student Conduct](#), [Online Student Participation and Conduct Guidelines](#), and the [SPC Netiquette Policy](#). Please strive to uphold these standards to ensure a positive and productive learning environment.

## **Student Survey of Instruction**

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The Student Survey of Instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

## **Title IX**

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At St. Petersburg College, our faculty are dedicated to fostering a secure and open environment conducive to learning for all students. Title IX prohibits gender discrimination, including sexual harassment, domestic and dating violence, sexual assault, and stalking. If you, or someone you are aware of, has experienced sexual harassment or sexual violence, or any form of sexual misconduct, which includes incidents like sexual assault, relationship violence, or stalking, please know that there are avenues for help and support.

We strongly encourage every member of our college community to be proactive, seek assistance, and report occurrences of sexual misconduct to the Title IX Office. It's important to be aware that under Title IX regulations, faculty members are obligated to report such incidents to the Title IX Office. However, if you prefer to have a conversation with someone who is not required to report, you can consult the [SPC's Counseling Services](#).

St. Petersburg College urges everyone in our community to step forward, seek support, and report any incidents of sexual harassment or gender-based discrimination to the St. Petersburg College Title IX Office. They can be reached via email at [SPCTitleIX@spcollege.edu](mailto:SPCTitleIX@spcollege.edu) or by phone at 727-341-3261. Remember, these resources are here for your support and well-being.

## **Equal Access**

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St. Petersburg College affirms its equal opportunity policy in accordance with the provisions of the Florida Educational Equity Act and all other relevant state and federal laws, rules and regulations. The College will not discriminate on the basis of race, color, ethnicity, religion, sex, age, national origin, marital status, pregnancy, sexual orientation, gender identity, genetic information, or against any qualified individual with disabilities in its employment practices or in the admission and treatment of students. Recognizing that sexual harassment constitutes discrimination on the basis of sex and violates this Rule, the College will not tolerate such conduct. Should you experience such behavior, please contact the Equal Access/Equal Opportunity Office at 727-341-3261; by mail at P.O. Box 13489, St. Petersburg, FL 33733-3489; or by email at [eaeo\\_director@spcollege.edu](mailto:eaeo_director@spcollege.edu).

## Accessibility Statement

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St. Petersburg College recognizes the importance of equal access for all students. Accessibility Services (AS) is the campus office that supports students with disabilities to approve and coordinate reasonable accommodations. Students who have, or think they may have, a disability (e.g., learning disability, ADD/ADHD, psychiatric, medical/orthopedic, vision, and/or hearing) are invited to contact their AS campus coordinator ([Accessibility Services Contacts](#)) for a confidential discussion. If an accommodation is deemed to potentially alter the nature of the course, it will require a decision by a committee. Therefore, ample time must be provided to evaluate and process such requests. Students who are currently registered with AS are encouraged to request accommodations early in the semester by logging into their AIMS account. Additional information is available at the college-wide Accessibility Services website [www.spcollege.edu/accessibility](http://www.spcollege.edu/accessibility).

## Safety and Security

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We want to make sure that you are comfortable on campus and feel secure in your learning environment. The SPC campuses are very safe but you should be aware of your surroundings, just as you are anytime you are in a public space. In each classroom there is an Emergency Response Guide to help you during an emergency. It is also a good idea to be familiar with evacuation routes in buildings that you use frequently. **If you have an emergency, dial 911 immediately.** For information on campus safety and security policies, please call 727-791-2560. More information is also available on the [Campus Safety website](#).

The college website ([spcollege.edu](http://spcollege.edu)) is the best source of information in the event of an emergency. It's possible for something like a hurricane to disrupt classes on campus; if this happens there are plans on how to help you continue your education. You should be comfortable using MyCourses as the learning management system will be key in communicating with faculty about course materials and assignments. Make sure you complete the Introduction to MyCourses so that you are familiar with sending and receiving emails, participating in discussion posts, navigating through course materials,

and submitting assignments. It is important to be able to use MyCourses for learning activities if your campus is closed.

Federal and state law requires a person designated as a "sexual predator or offender" to register with the Florida Department of Law Enforcement (FDLE). The FDLE is then required to notify the college if the person attends, or is employed, by a college or university. You can find out more information by calling the FDLE hotline (1-888-FL-PREDATOR) or by visiting [offender.fdle.state.fl.us/offender](http://offender.fdle.state.fl.us/offender). A list of sexual offenders or predators registered for classes at SPC is also available.

## **Titans Care (Student Assistance Program)**

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As an SPC student it's vital that you know Titans Care. You can access resources through [SPC's Student Assistance Program \(SAP\)](#), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more. It is SPC's belief that supporting mental wellness is everyone's charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255.

## **Student Concerns**

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St. Petersburg College wants to make sure that you are able to receive prompt and fair resolutions to any concerns that you might have. If you feel that you have had a bad experience with a college employee, or you have a concern about college facilities, please bring it to our attention. Begin by speaking directly to the person responsible for the department; direct conflict resolution is an important skill to develop and usually brings about the best results. If you aren't satisfied with the outcome, or are not comfortable approaching the person directly, you may submit the information using an online form: [web.spcollege.edu/survey/13002](http://web.spcollege.edu/survey/13002)

If you're not able to submit the form online yourself, feel free to ask a college employee to submit the form on your behalf.

## **SPC Vaccination Policy**

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SPC is concerned about the health and well-being of all students. We encourage all students to remain current on vaccinations as suggested by appropriate health authorities. SPC does not require vaccinations for general admissions to our degree or certificate programs, with some exceptions for specific programs.

## **Instructional Continuity During Emergencies**

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The St. Petersburg College website at [www.spcollege.edu](http://www.spcollege.edu) is the official source of college information regarding the status of the institution. Other important information will be communicated via SPC Alert, local media outlets, and the college toll-free phone number 866-822-3978. All decisions concerning the discontinuation of college functions, cancellation of classes, or cessation of operations rest with the President or his/her designee. The College realizes that it is possible for a significant natural disaster to compromise SPC campus facilities sufficiently to disrupt the delivery of classes on campus/campuses for an extended period and is planning ways our operations can continue following such an emergency.

So, if a hurricane or other natural disaster causes significant damage to St. Petersburg College facilities, please visit the college website for an announcement of the College's plan to resume operations.

Further, in the event of such a disaster, the Instructor will continue using the Learning Management System (LMS) of MyCourses for continuation of all required learning and instructional activities in this course, including the issuing of graded online assignments and expectation of student completion of those graded assignments.

Therefore, to keep up with all activities in this course during and after a natural disaster, please plan to continue this course by maintaining online access to MyCourses (possibly through duration of the course's regularly scheduled end date). We will finish this course in MyCourses, as directed by your Instructor online, and your Instructor will use all graded assignments to assess and issue your final letter grade for this course, as normally planned, despite occurrence of the natural disaster.

For all current updates on pandemic conditions or other events, please visit SPC Updates at <https://www.spcollege.edu/spc-updates>

## Terms of Instruction

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Please note this syllabus is an instructional guide and that the instructor/professor reserves the right to make any changes to it, as needed. This includes changes to the course schedule and assignments, etc., throughout the term. If changes occur, you will be notified as soon as possible via email and/or an announcement in MyCourses. Changes may be necessary for various reasons, including instructor illness, students' progress, weather events, institutional needs, etc. Please approach any changes with flexibility and understanding.

## Academic Integrity

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Capstone is an important class to showcase your degree program knowledge, skills, and abilities. Cheating, plagiarism, misrepresentation, conspiracy, fabrication, collusion, and other forms of academic honesty or misconduct are covered under the **Academic Honesty Guidelines** of the college in the [Student Right to Know](#) Academic Policies. All students agree to this honor code upon enrollment at SPC in every course. Additionally students have the ethical obligation to not only comply to this honor code, but further report violations they may witness. As highlighted in the [syllabus addendum](#), all course materials are copyrighted for use only within the course. Failure to meet the honor code and academic honesty and integrity policies of SPC can result in academic and disciplinary action, up to and including expulsion from the college.

The College of Business has a "0" tolerance policy for academic dishonesty and if the student is in violation, an "F" in the course can be applied. Understand cheating, plagiarizing not properly giving credit to the sources not common knowledge used in your work (even when paraphrasing), misrepresenting someone else's work as your own, fabricating submissions (including use of generative artificial intelligence (AI) not representing your work), collusion, and other forms of misconduct for any assignment

can result in not only a “0” for that assignment, but an “F” in the course. Furthermore individual submissions are expected to be completed by the individually registered student unless otherwise instructed (i.e. team assignments). ***Use of tutors (other than writing) is not acceptable at capstone (contact professors if you need assistance).*** All communications, decisions, submissions, and other work in this class must be each student's own work.

Use of 3<sup>rd</sup> party resources or tutors for the simulation decisions or any assignment submissions, including the use of generative AI (Artificial Intelligence) for any submission in this course, is NOT acceptable. If students use these kinds of resources not only does it violate the academic honor code you agreed to when you registered for the class, but many of these resources provide poor information that do not meet assessment expectations. Those sources do not clearly understand your company situation in the simulation to effectively tailor decisions or submission needs. Past use by individuals resulted in the team failing the simulation.

Have confidence in yourself and your co-managers to analyze and solve your company's problems to be more competitive. Continue to grow your mastery of the business acumen throughout the course. All submissions should be your own original work. Outside resource are NOT a replacement for building your own critical thinking abilities for the requirements in this course. Organizational leaders and managers expect students when they take this kind of course to learn the objectives for the course. If students cut their learning short violating the academic honesty and integrity policies, they leave themselves at a deficient level for building the knowledge, skills, and abilities needed to support their own business and/or career.