Syllabus for SMGT 495 Sustainable Management Capstone

Course Description

Prerequisite: Senior standing, instructor consent

Students entering this course should have completed SMGT 494 Capstone Orientation, which provides details about the capstone project options and format and how to select a project.

The Capstone course is based on the selection of a sustainable management issue to be researched using a triple bottom line approach to develop a business plan, analyze a specific situation, or create an innovative solution to an on-going problem.

Course Learning Outcomes

1. Develop an understanding of the triple bottom line impacts associated with your specific project topic.
2. Identify sustainable options that can be implemented within your project.
3. Recommend actions that include sustainable design and development.
4. Integrate information sources (research, interviews, professional experiences) to provide a comprehensive approach to your project topic.
5. Apply appropriate technical skills to problem solutions.
6. Improve research and writing skills in the development of a semester long project.

Course Materials

Information on course materials can be found in the textbook section of the SMGT website.

Course Requirements

Prerequisite: SMGT494 Capstone Orientation

Capstone Project Purpose

The purpose of this course is to assess your ability to synthesize your SMGT coursework and professional and personal experiences in the creation and development of a written document based on a sustainability topic. This is done by developing a substantial project for a client (of your choosing), creating a business plan, research study, white paper, training manual, survey/interview study, case study, strategic/long-range plan document, grant proposal, feasibility study, or campaign design (for marketing). The

instructor will assess your ability to determine an appropriate method for addressing a specific sustainability need; determine the process that you must perform in order to implement that method; manage your workflow and time as you implement your work plan through the semester; utilize the knowledge you have gained from the program in a real-world application; and, finally, create a professional quality written product.

The Module 1 Lecture presents the framework for the entire course. Be sure to watch it prior to beginning your project, as well as read the following outline for project development.

Capstone Project Types and Formats

The course centers on a specific Capstone project. The project will involve specific research methods that may include observation of the site in which the project solution will reside (client-based); interviewing community stakeholders to determine need, scope, and magnitude; researching, reading, writing, incorporating best practices/methods toward solution; or designing a project solution for the benefit of the identified community stakeholders. **In order for it to be approved, your project must result in the production of a significant final document**, such as a business plan, research study, white paper, training manual, survey/interviews, case study, strategic/long-range plan, grant proposal, feasibility study, or campaign design (such as for marketing) from which your work can be evaluated. If you have any questions about whether your proposed project will meet this requirement, please discuss this with the instructor in advance of preparing your proposal.

Client-Based Project
Students may opt to create a product for a client (either for wages or unpaid). Creating a client-based project takes approximately six weeks to arrange. The client must recognize that the project (or a part of it) is being submitted to the university for evaluation and credit. Students who chose this route **should have already made contact with the client prior to beginning SMGT 495** and have already started the discussions regarding the potential end product per the instructions given in SMGT 494 Capstone Orientation.

Note: Since the SMGT program often refers to Capstone projects during recruiting and public relations efforts, clients should be willing to be identified as having supported a student in SMGT 495. If a client is opposed to this, please let the instructor know. A student can still work for such a client, but the SMGT program administrators need to be aware of this so as not to publicly use client information.

Business Plan
Students may opt to write a business plan for a sustainable business s/he would like to start. If this option is selected, the Business Plan Template **must** be used.

Other Project Types
As discussed in SMGT 494 Capstone Orientation, students can undertake other types of projects, including case studies, long-range plans, feasibility studies, or training manuals. Examples of other project formats are listed under Project Types in the course. Please contact the instructor with questions regarding alternative formats.

Weekly Reports

Each week, students will be required to submit a report concerning their project progress. Project time requirements naturally ebb and flow from one week to the next. It is understood that some weeks students will undertake minimal writing, while during other weeks, large portions of the project will be completed. Regardless of the quantity completed, students must submit a report to the dropbox each week.

Project Submissions for Review

Students will be expected to submit a portion of their project for review every two weeks, beginning in Week 4. This written portion will be specified and predetermined during the proposal process as part of the timeline section. Project Submissions are submitted both to the appropriate dropbox *and* to the discussion board. The instructor will evaluate, edit, and comment on each written submission. Any corrections noted should be addressed quickly so that when you compile your written work for the draft (Week 14), you can minimize the amount of time spent reworking. Project Submissions are also submitted to the discussion board. This enables students to peer review each other's work and provide feedback and encouragement as appropriate. Fellow students have proved to be valuable resources for students in previous offerings of this course.

Note on privacy: In some cases, clients do not wish to have the entire class have access to a client-based project. In these cases, students submit written submittals *only* to the dropbox for instructor review.

Peer Review

Students are expected to support their peers by providing feedback and encouragement. A portion of each student's grade is based on the quantity and quality of the feedback provided over the course of the semester. While it may vary from week to week, it is suggested that students try to comment on at least two other students' work for each Project Submission.

Lectures and Quizzes

On weeks during which no written sections of the project are due for review, students are required to view a lecture related to the creation of their course document and complete a short quiz:

Week 1   Module 1 — Capstone Project Framework
Week 3   Module 2 — Institutional Review Board
Week 5   Module 3 — Interviewing Skills
Week 7   Module 4 — Copyright
Week 9   Module 5 — Document Design

Interviews

During the semester, students are required to perform 3 interviews with three different individuals who can contribute to the student's understanding of their project.

The interviews/meetings must be **at least 20 minutes in length and no longer than 60 minutes**. Each interview/meeting should be digitally recorded and submitted to the appropriate dropbox. If you are unable to record an interview, you may submit a document that includes your questions and the answers you receive. This document must also include the name of the person interviewed, their title, the date, why this individual was selected and the length of the interview.

Before you can perform any of your interviews, you must complete the Interviewing Skills lecture and the associated quiz. These will help you prepare for your interview process and ensure you follow the required steps.

If you plan on doing interviews early in the semester, view the lecture and take the quiz prior to your first interview.

An interview can be research-oriented, or might be a normal business meeting in which you substantially participate. Where actual "interviews" are inappropriate for a student's project, students should submit recordings of meetings between themselves and their client. The purpose of the interviews/meetings is to allow the instructor to experience the student functioning as a sustainable management professional.

The interviews will be graded for:

- Professional conduct
- Knowledge (ability to ask the right questions and have proper responses)
- Skills (this is dependent on the interview topics)

Students should have each person who is interviewed sign an Informed Consent form (provided in course) and follow the procedures outlined therein depending on whether the person interviewed wishes to remain anonymous or not. All signed consent forms are included in the project Final Documentation.

Document Draft

Students are required to submit a draft of their final document by the end of Week 14. This draft document is the compilation of all previous written material, updated and corrected from individual submissions throughout the semester. The instructor will review the draft, leave comments, assign a grade, and provide the final feedback of the semester before the student submits the project document in its final form. Feedback, corrections, and necessary changes must be addressed prior to submitting the final written project document in Week 15.

Final Documentation

At the end of the semester, students will be asked to document their entire Capstone experience. This will include everything completed since the beginning of the semester, starting with the proposal, the weekly reports, professional bio, contacts and resources consulted during research (bibliography), and your written document, complete with citations and a Literature Cited section. The Final Documentation also includes a written self-evaluation of your project work and Capstone experience as well as an evaluation of the SMGT program. This will be shared with the SMGT program administration and potentially used in presentations regarding the program.

The Final Documentation will be reviewed as follows:

Methods	20
Sustainability Knowledge	20
Research Aspects	20
Analysis Skills and Conclusions	20
Contribution or Effectiveness	20
Organization and Structure	10
Formatting/Layout/Design	10
Professional Writing Quality	15
References and Resources Cited	15
Overall	<u>50</u>
Total Possible	200

Grading Policy

Week	Assignment	Points
	14 Weekly Reports (5 points each)	70
1	Introduction	10
1	Project Idea	10
2	Project Proposal	50
3	IRB Lecture and Quiz	10
4	Project Submission 1	20
5	Interviewing Lecture and Quiz	15
6	Project Submission 2	20
7	Copyright Lecture and Quiz	10
8	Project Submission 3	20
9	Document Design Lecture and Quiz	15
10	Project Submission 4	20
12	Project Submission 5	20
14	Draft	50
15	Final Project	200
	Interview (3; 20 points each)	60
	Peer Review	30
	Telephone Contact with Instructor	15
	Total	**645**

The final letter grade is based on the following scale:

A	94 - 100%
A-	89 - 93%
B+	84 - 88%
B	79 - 83%
B-	74 - 78%
C+	69 - 73%
C	64 - 68%
C-	59 - 63%
D+	54 - 58%
D	49 - 53%
D-	44- 48%
F	< 43 %

Late assignments with acceptable non-academic reasons will be considered. Determination of the acceptability of the reason will be according to University policy and the instructor.

Unexcused late assignments will be handled as follows:

- *Proposal:* arrangements must be made with the instructor if the proposal will not be submitted on time
- *Weekly reports***:** will be docked 1 point for each day late
- *Project submissions***:** will be docked 1 point for each day late
- *Draft document***:** no late drafts will be accepted, unless an emergency situation arises and the instructor is notified in a timely manner
- *Final documentation***:** no late final documentation will be accepted