

Capstone: Business Development Project

20E99904 (6 cr)

SYLLABUS for Spring 2019

(February 25, 2019)

| Instructors' contact information | Course information |
|---|---|
| <p>Teacher-in-charge: Iiris Saittakari E-mail: iiris.saittakari@aalto.fi Office: Y-208, School of Business, Ekonominaukio 1, Espoo (starting Feb 18)</p> <p>Faculty facilitators: Nina Granqvist, Perttu Kähäri (Management & IB) Laura Peni (Business Law) Ranajoy Choudhury (Entrepreneurship) Pekka Pälli (Corporate Communication)</p> | <p>Status of the course: Mandatory course in the Master's programs of Business Law, Corporate Communication, Entrepreneurship & Innovation Management and Management & International Business</p> <p>Academic year and period: 2018-19, I - II</p> <p>Location: February 27 at 15-18, T004 (Aalto Biz, Otaniemi); May 15, at 15-18, Room TBA (Aalto Biz, Otaniemi); other meetings agreed separately</p> <p>Language of instruction: English</p> <p>Course workspace: MyCourses https://mycourses.aalto.fi/course/search.php?search=20E99904</p> |

1. OVERVIEW

The course consists of an applied, real-life business **problem/case** that students **identify, analyze and solve** in multi-disciplinary teams. It also focuses on developing students' self-awareness of the key learnings during their studies in the Master's Program.

In the course, there are two compulsory three-hour seminars, one at the beginning and one at the end of the course, and an extensive team project in-between. After the opening seminar, student teams select three cases that best seem to fit their particular expertise, and they also justify their selections. Finally, the teacher-in charge and faculty facilitators confirm the matching of teams/companies. The cases have been invited before the course starts.

Then, students work in teams of 3-6 on the assigned case. In close collaboration with the case companies, the teams have to provide a well-designed and effectively communicated solution for the identified core problem. During the first week, the team will have its own kick-off meeting, choose the roles for the team members (e.g. chair, contact person for the company, contact for faculty etc.), and agree on **the first meeting with the case company**. In that meeting, the final **project scope will be identified** and tasks defined. After that, the teams work independently on the case and meet with the case company as agreed. In one of the meetings (about half way through the course), the team's faculty facilitator will also be present to give feedback.

The course ends with a closing seminar, in which each student team presents the case, its core challenges and main solutions. A few days before the final seminar, each team will participate in a **compulsory presentation rehearsal session**, where they get **guidance for their draft version** of the final presentation.

In order to complete the course, students also submit a written team report and an individual, reflective student portfolio by the given deadline (see Schedule below).

2. PREREQUISITES

Only degree students studying in the Master's Programs of Business Law, Corporate Communication, Entrepreneurship & Innovation Management or Management & International Business are eligible for the course. **Note that most Master's Program studies have to be completed before you can enroll on Capstone.**

3. LEARNING OUTCOMES

After completing the course, students will be able to

- identify, analyze and solve real-life business problems from a multi-disciplinary viewpoint
- apply the knowledge and skills gained during their studies to real-life business tasks and challenges
- manage complex projects and work in diverse teams
- present a case report both orally and in writing
- critically reflect on their learning process and outcomes.

4. ASSIGNMENTS, ASSESSMENT AND GRADING

The course consists of class sessions, meetings and three main assignments, the first of which is divided into three parts as follows:

1. Written team case report 50%
 - a. Progress report 1
 - b. Progress report 2
 - c. Final report
2. Oral team case presentation 30%

3. Individual student portfolio 20%

See a separate *Capstone instructions and assignments 2019* document for specific instructions on the assignments. All assignments must be completed to pass the course. Late assignments are not accepted.

Attendance in all class sessions and meetings is compulsory.

All the assignments are assessed on a 0-5 scale based on the following rubrics that will be available in the course workspace in MyCourses:

- The written team case report is assessed based on the Business writing and Capstone rubrics
- The oral team case report is assessed based on the Business presentations rubric
- The individual student portfolio is assessed based on the Business writing and Capstone rubrics

5. READINGS

With their team, students are expected to identify and use readings from several different sources such as textbooks, articles, newspapers, magazines, and the Internet.

6. SCHEDULE for Spring 2019

| Session | Date | Topic | Assignment + Due Date |
|---------|---|---|--|
| 1 | February 27 15.15-18.00 | Course introduction Focus on interactive team work skills Presentations by case companies | |
| | February 27- March 1 | Selection of case | In your team, decide on the three cases that best match your expertise and submit your preferences and justification at MyCourses by Fri March 1 |
| | March 4 | | Iiris will notify teams and companies about case selection |
| | March 5 – 14 (exact time to be agreed with facilitator) | Meeting with your Faculty facilitator | This meeting should take place before you meet with the case company |
| | March 5 – 14 (exact time to be agreed with case company) | Kick-off meeting with case company | Together with the case company, your team needs to discuss, identify and define the scope of the project work |

| Session | Date | Topic | Assignment + Due Date |
|---------|--|--|--|
| | March 20 | Progress report 1 due | A1a: Progress report 1 due; containing well-articulated aims for the team work, based on insights from meeting with the case company (see <i>Capstone instructions and assignments 2019</i> document for specific instructions); upload to MyCourses by midnight |
| 2 | March 21-April 1 (exact time to be agreed with facilitator and case company) | Team meeting with facilitator and case company (note: you are expected to contact the facilitator and case company well in advance to set up the meeting) | Discuss plan and progress (based on Progress Report 1). Confirm shared understanding of the direction and expectations. |
| | April 29 | Progress report 2 due | A1b: Progress report 2 due; see <i>Capstone instructions and assignments 2019</i> document for specific instructions; upload to MyCourses by midnight |
| | May 8-10 (exact time to be agreed with Christa Uusi-Rauva) | Presentation coaching session; each team has a separate one hour slot; detailed instructions for booking in the <i>Capstone instructions and assignments 2019</i> document | Presentation coaching session with Christa Uusi-Rauva. Be prepared to present a completed presentation. The session will not be held if the presentation is not completed. |
| 3 | May 15 15.00 – 18.00 | Closing seminar: Team case presentations | A2: Team case presentation in class; upload the presentation on MyCourses by midnight |
| | May 20 | Final report due | A1c Team final report due; upload to MyCourses by midnight and send to company representative. |
| | May 22 | Individual portfolio due | A3: Individual student portfolio due; upload to MyCourses by midnight |

7. COURSE WORKLOAD

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| Project work in teams | 130 h |
| Classroom hours | 6 h |
| Individual work | 21 h |
| Team meeting with facilitator and case company | 2 h |
| Presentation coaching session | 1 h |

8. ETHICAL RULES

Aalto University Code of Academic Integrity and Handling Thereof:

<https://into.aalto.fi/pages/viewpage.action?pageId=3772443>

9. OTHER ISSUES

- Attendance in all sessions is mandatory
- Registration to course via Weboodi
- Course workspace : MyCourses
- Evaluation rubrics available in course workspace