

Capstone: Business Development Project (6 cr)

SYLLABUS

(FINAL, August 28, 2015)

Instructors' contact information	Course information
Teacher-in charge: Leena Louhiala-Salminen E-mail: leena.louhiala-salminen@aalto.fi Office: A-411 (main building) Faculty facilitators: Irina Mihailova (Mgment & IB) Matti Rudanko (Business Law) Ewald Kibler, Ainomaija Haarla (Entrepreneursh.) Leena Louhiala-Salminen (Corporate Communication)	Status of the course: Mandatory course in the Master's programs of Business Law, Corporate Communication, Entrepreneurship and Management & International Business Academic Year, Period: 2015-16, I-II Location: Sept 16 : A401 (Main Building); Dec 2: A401 and A407 (Main Building); Language of Instruction: English Course workspace: MyCourses

1. OVERVIEW

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

In the course, there are two 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, students select three cases that they most prefer, and the faculty facilitators confirm the final matching of teams/companies. (the cases have been invited before the course starts by faculty).

Then, students work in teams of 4 or 5 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. Followed by a compulsory presentation rehearsal session, each student team presents the case, its core challenges and main solutions in the final closing seminar. During the course, each team attends a meeting where both the facilitator and case company are present, in order to report on their progress and to receive constructive feedback. In order to complete the course, students have to submit a written team report and an individual self-reflection by the given deadline (see instructions below).

2. PREREQUISITES

Only degree students studying in the Master's Programs of Business Law, Corporate Communication, Entrepreneurship or Management & International Business are eligible for the course. 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% |

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

Session	Date	Topic	Assignment + Due Date
1	Sept 16, 2015 15.00-18.00	Course introduction Project management & team work skills Presentations by case companies	
	16- 18 Sept	Selection of case	In your team, decide on the three cases that interest you most and email your preferences to leena.louhiala-salminen@aalto.fi by Fri 18 Sept
	22 Sept		Leena will notify teams and companies about selection
	23 Sept – 2 Oct	Meeting with case company	Together with the case company, your team needs to discuss, identify and refine some of the main challenges for the project work
	Oct 12 , 2015 4 pm	Progress report 1 due	A1a: Progress report 1 due; containing well-articulated aims for the team work, based on insights from the previous meeting with the case company; email the group's facilitator by 4 pm
2	Oct 19-30 , 2015 (exact time to be agreed with facilitator and case	Team meeting with facilitator and case company (note: you are expected to contact the facilitator and case	Discuss plan and progress (based on Progress Report 1). Confirm shared understanding of the direction and

Session	Date	Topic	Assignment + Due Date
	company)	company well in advance to set up the meeting)	expectations.
	Nov 12, 2015 4 pm	Progress report 2 due	A1b: Progress report 2 due; email the group's facilitator by 4 pm
	Nov 23-30, 2015	Presentation coaching session with Christa Uusi-Rauva (each team has a separate time; email christa.uusi-rauva@aalto.fi to set up a time)	Presentation coaching session
3	Dec 2, 2015 15.00-18.00	Closing seminar: Team case presentations	A2: Team case presentation in class
	Dec 4, 2015 4 pm	Final report due	A1c Team final report due; upload to MyCourses by 4 pm
	Dec 9, 2015 4 pm	Individual portfolio due	A3: Individual student portfolio due; upload to MyCourses by 4 pm

7. COURSE WORKLOAD

Project work in teams	132 h
Classroom hours	6 h
Individual work	20 h
Team meeting with facilitator and case company	1 h
Presentation coaching session	1 h
Total	160 h (6 cr)

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