

Capstone: Business Development Project

20E99904 (6 cr)

SYLLABUS for Fall 2019

(September 16, 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</p> <p>Faculty facilitators: Perttu Kähäri (Management & IB) Marja Luukkonen (Business Law) Ranajoy Choudhury (Entrepreneurship) Pekka Pälli (Corporate Communication)</p> <p>Teaching assistant: Priit Tinitis</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: 2019-20, I - II</p> <p>Location: September 18 at 15-18, V001 JENNY JA ANTTI WIHURIN RAHASTO; October 30, at 9-12, T003; November 27 at 15-18, SAASTAMOISEN SÄÄTIÖ; 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 three compulsory three-hour seminars, one at the beginning, one at halfway and one at the end of the course, and an extensive team project in-between. After the opening seminar, students 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 form the teams based on individual preferences and study backgrounds. The cases have been invited before the course starts.

Then, students work in teams of 3-5 on the assigned case. The teams have to provide a well-designed and effectively communicated solution for the identified core problem for the case company. 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 client 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 client 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.

Halfway through the course there is a presentation skills seminar, in which the students learn to create an effective presentation structure and deliver **impactful presentations**. Presentation skills are an important skill to master in the working life and thus this seminar not only prepares the students to the final presentation of the Capstone course but also to the working life after that.

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
- handle uncertainty associated with real life projects
- 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 team members are expected to contribute evenly to the project. The students will be asked to vote in MyCourses whether they want to take individual participation into account when grades are assigned. If the majority of the students vote 'yes', the grade for the written team case report may be decreased up to 2 grade points in case an individual has not been sufficiently contributing to the project according to the other team members.

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
- Peer assessment is assessed by other team members based on the Teamwork 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 Fall 2019

Session	Date	Topic	Assignment + Due Date
1	September 18 15.15-18.00	Course introduction Presentations by client companies	
	September 18-19	Selection of case Vote for 'Peer assessment and grading' survey	Decide on the three cases that best match your expertise and submit your preferences and short justification at MyCourses by midnight, Thu Sep 19 Also, vote for the 'Peer assessment and grading' survey at MyCourses by midnight, Thu Sep 19
	September 23		liris will notify teams and companies about case selection
	September 24 – October 2 (exact time to be agreed with facilitator)	Meeting with your Faculty facilitator (note: contact the facilitator as soon as the teams have been assigned to set up the meeting)	This meeting should take place before you meet with the client company
	September 24 – October 2 (exact time to be agreed with client company)	Kick-off meeting with client company	Together with the client company, your team needs to discuss, identify and define the scope of the project work
	October 9	Progress report 1 due	A1a: Progress report 1 due; containing well-articulated aims for the team work, based on insights from meeting with the client company (see <i>Capstone instructions and assignments 2019</i> document for specific instructions); upload to MyCourses by midnight
	October 10 - 21 (exact time to be agreed with facilitator and client company)	Team meeting with facilitator and client 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.

Session	Date	Topic	Assignment + Due Date
2	October 30 9.00-12.00	Presentation skills seminar	No preparation needed in advance
	November 11	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
	November 20-22 (exact time to be booked via MyCourses)	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.
	November 26	Presentation summary slide	Upload one slide summary of your findings on MyCourses by midnight
3	November 27 15.00 – 18.00	Closing seminar: Team case presentations	A2: Team case presentation in class; upload the presentation on MyCourses by midnight
	December 2	Final report due	A1c Team final report due; upload to MyCourses by midnight and send to company representative.
	December 4	Individual portfolio due	A3: Individual student portfolio due; upload to MyCourses by midnight

7. COURSE WORKLOAD

Project work in teams	120 h
Classroom hours	9 h
Individual work	28 h
Team meeting with facilitator and client company	2 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