

Capstone: Business Development Project

20E99904 (6 cr)

SYLLABUS for Spring 2020

(February 24, 2020)

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: Nina Granqvist, Perttu Kähäri, Pekka Pälli (Management & IB) Marja Luukkonen (Business Law) Gregory O'Shea (Entrepreneurship)</p> <p>Course assistant: Priit Tinitis</p>	<p>Status of the course: Mandatory course in the Master's programs of Business Law, Entrepreneurship & Innovation Management and Management & International Business Academic year and period: 2019-20, IV – V Location: February 26 at 15-18, JENNY JA ANTTI WIHURIN RAHASTO; March 4 at 15-18, F102; April 20 at 9-12, F102; May 13 at 15-18, TBA; other meetings agreed separately Language of instruction: English 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 and skills obtained during their studies in the Master's Program.

In the course, there are four compulsory seminars, two at the beginning, one at halfway and one at the end of the course, and an extensive team project in-between. Case company representatives pitch their cases at the **opening seminar**. After this, students select three cases that best seem to fit their particular expertise and justify their selections. Finally, the teacher-in charge and faculty facilitators form the teams of 3-6 students based on individual preferences and study backgrounds. The cases have been invited before the course starts.

At the **second seminar**, the team will meet for the first time and choose the roles for the team members (e.g. chair, contact person for the company, contact for faculty etc.). Project planning and management, as well as teamwork skills will also be discussed in this seminar. After this, the team will have **the first meeting with the client company**, in which the **project scope will be discussed** and tasks defined. After that, the teams work independently on the assigned case and meet with the client company as agreed. The teams have to provide a well-designed and effectively communicated solution for the identified core problem for the case company. 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. Each team will also get **guidance for their draft version** of the final presentation in a **compulsory presentation rehearsal session** a few days before the closing seminar.

The course ends with a **closing seminar**, in which each student team presents the case, its core challenges and main solutions. The students will also get to network with case company representatives at the closing seminar in order to discuss career opportunities in these companies.

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, 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 and broaden 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 2020* 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
- 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 Spring 2020

Session	Date	Topic	Assignment + Due Date
1	February 26 15.15-18.00	Opening seminar: Course introduction Presentations by client companies	
	February 26-27	Selection of case	Decide on the three cases that best match your expertise and submit your preferences and short justification at MyCourses by midnight, Thu Feb 27

Session	Date	Topic	Assignment + Due Date
	March 3	liris will notify teams and companies about case selection	
2	March 4 15.15-18.00	Project management seminar: Project planning and management by Juuso Soininen, Boston Consulting Group; Teamwork skills by Merita Petäjä; Meeting with your team and faculty facilitator	
	March 5 – 13 (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
	March 18	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 2020</i> document for specific instructions); upload to MyCourses by midnight
	March 19 - 30 (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.
3	April 20 9.00-12.00	Presentation skills seminar	No preparation needed in advance
	April 28	Progress report 2 due	A1b: Progress report 2 due; see <i>Capstone instructions and assignments 2020</i> document for specific instructions; upload to MyCourses by midnight
	May 7 – 8 (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 2020</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.

Session	Date	Topic	Assignment + Due Date
	May 12	Presentation summary slide	Upload one slide summary of your project on MyCourses by midnight
4	May 13 15.00 – 18.00	Closing seminar: Team case presentations	A2: Team case presentation in class; upload the presentation on MyCourses by midnight
	May 18	Final report due	A1c Team final report due; upload to MyCourses by midnight and send to company representative.
	May 25	Individual portfolio due	A3: Individual student portfolio due; upload to MyCourses by midnight

7. COURSE WORKLOAD

Project work in teams (incl. team meetings with facilitator and client company)	120 h
Classroom hours	12 h
Individual work	27 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/display/ensaannot/Aalto+University+Code+of+Academic+Integrity+and+Handling+Violations+Thereof>

9. OTHER ISSUES

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