

Capstone: Business Development Project

20E99904 (6 cr)

SYLLABUS for Fall 2020

(September 14, 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: Alexei Koveshnikov, Ari Kuismin, Perttu Kähäri, (Management & IB) Marja Luukkonen (Business Law) Gregory O'Shea (Entrepreneurship)</p> <p>Course assistant: Linyu Liu</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: All mandatory sessions are organized as Zoom meetings; Group meetings decided by the team members based on prevailing policies. The course can be completed completely virtually 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 three compulsory seminars, two at the beginning 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 4-5 students based on individual preferences and study backgrounds. The cases have been invited before the course starts.

At the **team kick-off meeting**, 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.). After this, the team will have **the first meeting with the client company**, in which the **project scope will be discussed**, and tasks defined.

Project planning session is held by Boston Consulting Group, in which the team learns BCG's approach to problem solving and project planning. **The second meeting with the client company** takes place after that. Also the faculty facilitator participates in this meeting, in which the purpose is to go over the project plan, confirm shared understanding of the direction and expectations and discuss the progress.

After that, the teams work independently on the assigned case. **The third meeting with the client company** is half way through the course in order to discuss progress and to get feedback. The team's faculty facilitator will also be present to give feedback.

Each team will 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 teams have to provide a well-designed and effectively communicated solution for the identified core problem for the case company.

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 five parts as follows:

1. Written team case report 50%
 - a. Progress report 1
 - b. Progress report 2
 - c. Progress report 3
 - d. Progress report 4
 - e. Final report
2. Oral team case presentation 30%
3. Individual student portfolio 20%
4. Student feedback survey 1%

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

Peer evaluation:

Capstone project is a team effort and all team members are expected to contribute evenly. In order to make the workload transparent among the team members, the team is expected to fill in the **contribution table** together **throughout the project**. You can find the template on MyCourses. Instructions: Fill in the tasks that you identify in your project plan and the names of all team members. Mark who has the *major responsibility* for the specific task. Also mark who made *some contribution* and *minor contribution* to the task. Evaluate also the total contribution per each student.

Submit the contribution table as a separate slide with the final presentation (one contribution table per team). If someone's individual contribution is significantly greater or lower than that of others in the team, individual student's final grade can be affected with one grade up or down).

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 2020

Session	Date	Topic	Assignment + Due Date
1	September 16 15.15-18.00	Opening seminar: Course introduction Presentations by client companies	
	September 16- 17	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 Sep 17
	September 22	Iiris will notify teams and companies about case selection	
	September 23 15.15-16.15 or 16.15-17.15 (or to be agreed separately)	Kick-off meeting with your team and faculty facilitator.	
	September 24 - 30 (exact time to be agreed with client company)	First meeting with client company	Together with the client company, your team needs to discuss, identify and define the scope of the project work
2	September 30 15.15-16.45	Project management seminar by Juuso Soinen, Boston Consulting Group	
	September 30	Progress report 1 due	A1a: Progress report 1 due; see <i>Capstone instructions and assignments 2020</i> document for specific instructions); upload to MyCourses by midnight
	October 1-7 (exact time to be agreed with facilitator and client company)	Second meeting with client company and facilitator (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.
	October 7	Progress report 2 due	A1b: Progress report 2 due; see <i>Capstone instructions and assignments 2020</i>

Session	Date	Topic	Assignment + Due Date
			document for specific instructions; upload to MyCourses by midnight
	October 21-28 (exact time to be agreed with facilitator and client company)	Third meeting with client company and facilitator (note: you are expected to contact the facilitator and case company well in advance to set up the meeting)	Discuss analysis and findings.
	October 28	Progress report 3 due	A1c: Progress report 3 due; see <i>Capstone instructions and assignments 2020</i> document for specific instructions; upload to MyCourses by midnight
	November 11	Progress report 4 due	A1d: Progress report 4 due; see <i>Capstone instructions and assignments 2020</i> document for specific instructions; upload to MyCourses by midnight
3	November 18 15.00-16.00 or 16:00-17.00 OR November 19-20 (exact time to be agreed with facilitator)	Presentation coaching session; each team has a separate one hour slot;	Presentation coaching session with faculty facilitator. Be prepared to present a completed presentation. The session will not be held if the presentation is not completed.
	November 23	Final report due	A1e Team final report due; upload to MyCourses by midnight and send to company representative.
4	November 25 15.00 – 18.00	Closing seminar: Team case presentations	A2: Team case presentation in class; upload the presentation and the contribution table on MyCourses by midnight
	December 2	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)	122 h
Classroom hours	10 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