American Public University System

The Ultimate Advantage is an Educated Mind

School: Business
Course Number: BUSN499
Course Name: Senior Seminar in Business Administration
Credit Hours: None
Length of Course: 8 weeks
Prerequisite: Completion of Program Coursework

Please see the Lessons area in the classroom for additional course specific information

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Course Description (Catalog)

The Capstone course is a senior level course designed to allow the student to review, analyze and integrate the work the student has completed toward a degree in Business Administration. The student will complete an approved academic electronic portfolio that demonstrates mastery of their program of study in a meaningful culmination of their learning and to assess their level of mastery of the stated outcomes of their degree requirements.

NOTE: All required, core, and major courses must be completed prior to the enrollment in this course.

Course Scope

This course will help the student to design and develop an electronic portfolio, which encompasses the following learning assignments to help build this final undergraduate project.

1. Business Plan
2. Company Brochure
3. Webpage for Organization
4. Resume
5. Cover Letter
6. Reflective Essay
STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Each student will be required to construct each element of their electronic portfolio, based on the content knowledge gained from the core requirements of their program of study. Each core requirement will be cross-referenced with the course learning objectives to help ensure that all core requirements are linked with this final course in the student’s program of study. Discussions will be held to help the student explore how to evaluate and critique their work in progress as they prepare each segment of their electronic portfolio.

### Course Materials

Students are not required to purchase books for this course. All materials will be supplied by instructors. These materials, without being limited to, may include supplemental documents/examples, as well as electronic references.

### Web Sites

In addition to the required course texts, the following public domain web sites are useful. Please abide by the university’s academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Web Site URL/Address</th>
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<tbody>
<tr>
<td>E-Portfolios for Learning</td>
<td><a href="http://electronicportfolios.org/blog/labels/portfolios.html">http://electronicportfolios.org/blog/labels/portfolios.html</a></td>
</tr>
<tr>
<td>The Next Big Thing? The Promise of e-Portfolios at NYU and Beyond</td>
<td><a href="http://www.nyu.edu/its/pubs/connect/spring03/pdfs/adams_eport.pdf">http://www.nyu.edu/its/pubs/connect/spring03/pdfs/adams_eport.pdf</a></td>
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### Course Objectives

After successfully completing this course, you will be able to

1. Identify essential elements for a successful business plan, as well as design and develop a functional business plan.
2. Design and develop a marketable business brochure for an organization.
3. Create a webpage for advertising possible services.
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4. Design and develop a functional or chronological resume, along with an appropriate cover letter to be sent to potential employers
5. Reflect and discuss key issues and topics in a reflective essay on the overall process of capstone experience.

### Course Outline

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<th>Wk</th>
<th>Topic(s)</th>
<th>Learning Objective(s)</th>
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<tbody>
<tr>
<td>1</td>
<td>Comprehensive Exam</td>
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| 2  | Interviewing Materials Resume/Cover Letter | • To describe and discuss various interviewing tools and materials.  
• To identify and discuss various types of resumes and cover letters.  
• To construct and evaluate the appropriate resume and cover letter for a particular job in industry. |
| 3  | Company Organization Company Brochure | • To develop and design a potential company brochure or personal brochure advertising one’s skills and/or services. |
| 4  | Development and Creation of Webpage | • To identify and discuss various elements of a webpage.  
• To distinguish between a personal homepage and a professional webpage.  
• To develop and design a professional webpage. |
| 5  | Business Plan                      | • To examine and review various types of business plans.  
• To create a potential business plan that could be used for a new start-up business that could be used in securing financial assistance from external sources. |
| 6  | Business Plan                      | • To examine and review various types of business plans.  
• To create a potential business plan that could be used for a new start-up business that could be used in securing financial assistance from external sources. |
| 7  | Electronic Portfolio               | • To examine and review various types of electronic portfolio formats.  
• To create an electronic portfolio that includes all assignments from this course for review by potential employers. |
| 8  | Reflective Essay                  | • To reflect upon the various aspects of one’s program of study to analyze elements which were beneficial to the student’s academic performance, as well as |
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<tr>
<th>Preparation for intended career path (appreciative inquiry).</th>
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<tr>
<td>To examine and discuss the importance of appreciative inquiry in the academic and workplace environments.</td>
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**Course Delivery Method**

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

**Policies**

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

- Drop/Withdrawal Policy
- Plagiarism Policy
- Extension Process and Policy
- Disability Accommodations

**Grading Scale**

Please see the Student Handbook to reference the University’s grading scale.

**Citation and Reference Style**

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

**Late Assignments**
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Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that “life happens” but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

Netiquette
Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- Technology Limitations: While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- Humor Note: Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), ☺

Disclaimer Statement
Course content may vary from the outline to meet the needs of this particular group.

Academic Services
The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning
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resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.

- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.

- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.

- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.

- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

**Turnitin.com**

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.