

Common Course Outline
MNGT 216
Capstone in Business Management & Entrepreneurship
3 Credits
Community College of Baltimore County

Description

MNGT 216 – Capstone in Business Management & Entrepreneurship develops skills students need to build a viable business. The course examines case studies, business scenarios and realistic challenges requiring application of established business and financial theories and concepts. Students apply management skills in a consultative, controlled environment while working with new or established entrepreneurial ventures.

3 Credits

Prerequisites: ACCT 101, MNGT 105, MNGT 140, and MNGT 150; or consent of the program coordinator.

Overall Course Objectives

Upon completion of this course students will be able to:

1. assess the critical steps associated with the development and implementation of a business plan;
2. identify basic business and financial challenges in new business ventures;
3. apply established management theories and concepts in the analysis of entrepreneurial challenges and development of solutions;
4. perform market research such as a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), environmental scan, and competitive analysis using real-world situations;
5. devise effective management strategies in an ethical and socially responsible manner;
6. select marketing strategies, research plans, financial plans and promotional materials to launch business ventures;
7. evaluate how well existing businesses are operating in the marketplace;
8. propose well-developed and practical solutions to business challenges; and
9. support findings competently in both oral and written reports.

Major Topics

- I. Market research
 - A. SWOT analysis
 - B. Environmental scan
 - C. Competitive analysis
 - D. Customer research surveys
- II. Business plans
 - A. Feasibility analysis

- B. Mission, vision, values
- C. Marketing strategy and planning
- D. Management and operations
- E. Financial analysis and projections
- III. Organizational structure and design
- IV. Leadership
 - A. Managing for growth
 - B. Ethical and social responsibility
- V. Teambuilding and group decision making
- VI. Marketing and advertising
 - A. Branding
 - B. Developing the marketing mix
 - C. Pricing and credit strategies
 - D. Integrated marketing communications
 - E. Selling
 - F. Customer service
- VII. Accounting and financial management
 - A. Start-up, fixed and variable cost structuring
 - B. Projecting cash flow
- VIII. Human resources
 - A. Recruiting & hiring
 - B. Employee development
 - C. Employee retention

Course Requirements

Grading procedures will be determined by the individual faculty member but will include the following:

Grading/assignments

Case Studies

Students will be required to submit a minimum of six case studies related to business scenarios that are relevant to the entrepreneurial venture with which they will be working. Topics may include: market segmentation analysis, pricing, entering new markets, competitive analysis, etc.

Cumulative Written Group Report and Oral Presentation Assignment:

Three evaluations are required that include the following assessments:

- student self-evaluation
- peer evaluation
- instructor evaluation

Three deliverables are required which may include but are not limited to:

- website
- marketing brochures
- graphic designs
- financial statement analysis

- profit and loss analysis
- cost and pricing analysis
- sales flyers
- promotion campaigns
- advertising
- financial plans
- video scripts, and
- social media activities as related to the business' needs

Written Assignments: Students are required to use appropriate academic resources.

Other Course Information

This course is an elective in Business Administration and a requirement in Business Management.

Date Revised: 05/03/16