# Washtenaw Community College Comprehensive Report

## BMG 293 Business Enterprise Essentials Capstone
## Effective Term: Spring/Summer 2022

## Course Cover

**College:** Business and Computer Technologies
**Division:** Business and Computer Technologies
**Department:** Business
**Discipline:** Business Management
**Course Number:** 293
**Org Number:** 13210
**Full Course Title:** Business Enterprise Essentials Capstone
**Transcript Title:** Business Enterprise Capstone
**Is Consultation with other department(s) required:** No
**Publish in the Following:** College Catalog , Time Schedule , Web Page
**Reason for Submission:** Course Change
**Change Information:**
　　**Pre-requisite, co-requisite, or enrollment restrictions**
**Rationale:** Complete 15 credit hours of approved restricted electives and consent required.
**Proposed Start Semester:** Winter 2021
**Course Description:** In this course, students will apply business skills to a case study of a current business problem. The students will define the business problem, acquire appropriate industry research, and apply critical thinking to make appropriate recommendations to resolve the defined problem.

## Course Credit Hours

**Variable hours:** No
**Credits:** 1
**Lecture Hours: Instructor:** 15 **Student:** 15
**Lab: Instructor:** 0 **Student:** 0
**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 15 **Student:** 15
**Repeatable for Credit:** NO
**Grading Methods:** Letter Grades
Audit
**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

## College-Level Reading and Writing

College-level Reading & Writing

## College-Level Math

## Requisites

**Prerequisite**
Complete 15 credit hours of approved restricted electives
and
**Prerequisite**
consent required

## General Education

## Request Course Transfer
**Proposed For:**
　Other :

## Student Learning Outcomes

1. Define a business problem appropriate to the case study provided.
　　**Assessment 1**
　　　Assessment Tool: Course project
　　　Assessment Date: Fall 2022
　　　Assessment Cycle: Every Three Years
　　　Course section(s)/other population: All
　　　Number students to be assessed: All
　　　How the assessment will be scored: Outcome-related rubric
　　　Standard of success to be used for this assessment: 75% of students will score 70% or higher
　　　Who will score and analyze the data: Lead instructor

2. Acquire appropriate industry research.
　　**Assessment 1**
　　　Assessment Tool: Course project
　　　Assessment Date: Fall 2022
　　　Assessment Cycle: Every Three Years
　　　Course section(s)/other population: All
　　　Number students to be assessed: All
　　　How the assessment will be scored: Outcome-related rubric
　　　Standard of success to be used for this assessment: 75% of students will score 70% or higher
　　　Who will score and analyze the data: Lead instructor

3. Apply critical thinking and three business enterprise essential skills to the problem.
　　**Assessment 1**
　　　Assessment Tool: Course project
　　　Assessment Date: Fall 2022
　　　Assessment Cycle: Every Three Years
　　　Course section(s)/other population: All
　　　Number students to be assessed: All
　　　How the assessment will be scored: Outcome-related rubric
　　　Standard of success to be used for this assessment: 75% of students will score 70% or higher
　　　Who will score and analyze the data: Lead instructor

4. Make and explain a recommendation to solve the identified problem.
　　**Assessment 1**
　　　Assessment Tool: Course project
　　　Assessment Date: Fall 2022
　　　Assessment Cycle: Every Three Years
　　　Course section(s)/other population: All
　　　Number students to be assessed: All
　　　How the assessment will be scored: Outcome-related rubric
　　　Standard of success to be used for this assessment: 75% of students will score 70% or higher
　　　Who will score and analyze the data: Lead instructor

## Course Objectives
1. Evaluate a case study to identify and define a business problem.

2. Gather relevant internal and external data relating to the case facts, including analyzing the business environment.
3. Select identified business enterprise essential skills.
4. Apply selected business essentials skills to case facts.
5. Apply critical thinking to a business case problem as defined.
6. Identify alternative solutions to a business problem.
7. Evaluate alternative solutions.
8. Select the best solution to apply to a business problem.
9. Develop recommendation(s) to solve a business problem as defined.
10. Apply critical thinking to expected outcomes.
11. Consider and describe expected outcomes from recommendation(s).
12. Evaluate and select outcome measure(s).

## New Resources for Course

## Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

## Equipment/Facilities

| Reviewer | Action | Date |
|---|---|---|
| **Faculty Preparer:** | | |
| *Donna Rochester* | *Faculty Preparer* | *Sep 01, 2021* |
| **Department Chair/Area Director:** | | |
| *Douglas Waters* | *Recommend Approval* | *Sep 08, 2021* |
| **Dean:** | | |
| *Eva Samulski* | *Recommend Approval* | *Sep 13, 2021* |
| **Curriculum Committee Chair:** | | |
| *Randy Van Wagnen* | *Recommend Approval* | *Dec 07, 2021* |
| **Assessment Committee Chair:** | | |
| *Shawn Deron* | *Recommend Approval* | *Dec 08, 2021* |
| **Vice President for Instruction:** | | |
| *Kimberly Hurns* | *Approve* | *Dec 08, 2021* |

# Washtenaw Community College Comprehensive Report

## BMG 293 Business Enterprise Essentials Capstone
## Effective Term: Fall 2019

### Course Cover

**Division:** Business and Computer Technologies
**Department:** Business
**Discipline:** Business Management
**Course Number:** 293
**Org Number:** 13210
**Full Course Title:** Business Enterprise Essentials Capstone
**Transcript Title:** Business Enterprise Capstone
**Is Consultation with other department(s) required:** No
**Publish in the Following:** College Catalog , Time Schedule , Web Page
**Reason for Submission:** New Course
**Change Information:**
**Rationale:** This course is needed to complete the Business Enterprise Essentials certificate which is a new proposed advanced business skills certificate.
**Proposed Start Semester:** Fall 2019
**Course Description:** In this course, students will apply business skills to a case study of a current business problem. The students will define the business problem, acquire appropriate industry research, and apply critical thinking to make appropriate recommendations to resolve the defined problem.

### Course Credit Hours

**Variable hours:** No
**Credits:** 1
**Lecture Hours: Instructor:** 15 **Student:** 15
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**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

### College-Level Reading and Writing

College-level Reading & Writing

### College-Level Math

### Requisites

**Prerequisite**
consent required

### General Education

### Request Course Transfer

**Proposed For:**

Other :

## Student Learning Outcomes

1. Define a business problem appropriate to the case study provided.
   **Assessment 1**
       Assessment Tool: Course project
       Assessment Date: Fall 2022
       Assessment Cycle: Every Three Years
       Course section(s)/other population: All
       Number students to be assessed: All
       How the assessment will be scored: Rubric
       Standard of success to be used for this assessment: 75% of students will score 70% or higher
       Who will score and analyze the data: Lead instructor

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       Standard of success to be used for this assessment: 75% of students will score 70% or higher
       Who will score and analyze the data: Lead instructor

4. Make and explain a recommendation to solve the identified problem.
   **Assessment 1**
       Assessment Tool: Course project
       Assessment Date: Fall 2022
       Assessment Cycle: Every Three Years
       Course section(s)/other population: All
       Number students to be assessed: All
       How the assessment will be scored: Rubric
       Standard of success to be used for this assessment: 75% of students will score 70% or higher
       Who will score and analyze the data: Lead instructor

## Course Objectives

1. Evaluate case study to identify and define business problem.
2. Gather relevant internal and external data relating to the case facts including analyzing the environment in business.
3. Select identified business enterprise essential skills.
4. Apply selected business essentials skills to case facts.
5. Apply critical thinking to business case problem as defined.

6. Identify alternative solutions to business problem.
7. Evaluate alternative solutions.
8. Select best solution to apply to business problem.
9. Develop recommendation(s) to solve business problem as defined.
10. Apply critical thinking to expected outcomes.
11. Consider and describe expected outcomes from recommendation(s).
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## New Resources for Course

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Periodicals
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## Equipment/Facilities

| Reviewer | Action | Date |
|---|---|---|
| **Faculty Preparer:** | | |
| *Donna Rochester* | *Faculty Preparer* | *Oct 10, 2018* |
| **Department Chair/Area Director:** | | |
| *Douglas Waters* | *Recommend Approval* | *Oct 11, 2018* |
| **Dean:** | | |
| *Eva Samulski* | *Recommend Approval* | *Nov 01, 2018* |
| **Curriculum Committee Chair:** | | |
| *Lisa Veasey* | *Recommend Approval* | *Feb 07, 2019* |
| **Assessment Committee Chair:** | | |
| *Shawn Deron* | *Recommend Approval* | *Feb 18, 2019* |
| **Vice President for Instruction:** | | |
| *Kimberly Hurns* | *Approve* | *Mar 06, 2019* |