Course Policies and Syllabus

Course Number:  MAN4900 Capstone

Instructor:  Lee G. Kenyon, B.E.Sc., M.B.A., P.E.

Title:  Associate Professor

Office:  Daytona Beach Campus, Bldg. 200, Suite 419

Office Hrs:  Mon. & Tue. 12:00pm–3:00pm, Wed. 1:00pm-5:00pm EST.

Phone:  (386) 506-3557 (emergency or text (386) 473-1063)  Fax:  (386) 506-4492

Email:  Use the course email (backup: kenyonl@daytonastate.edu)

Department Homepage:  https://daytonastate.edu/dept_directory_bas/index.html

Course Description:  This course focuses on the integration of knowledge, skills, and abilities learned in the program through a capstone project. PR: Senior level status or permission of the chair. To be taken in the last semester of the program.

Minimum Technical Requirements:  Students are expected to be able to access Falcon Online to post discussion questions and submit files; create and submit files using Microsoft Word processing or Excel spreadsheet programs; create, edit, and present using programs such as PowerPoint or Prezi; and send and retrieve attachments by email.

Student Learning Outcomes (SLO):  Upon successful completion of the Capstone Project course, BAS students will be prepared to:

1. Identify a problem, conduct research, and identify and recommend solutions to the problem.
2. Synthesize knowledge and skill in a project specific to a particular business.
3. Demonstrate the ability to communicate a professional (affective) presentation and project paper by integrating concepts (cognitive) from course(s).
4. Integrate concepts from other Bachelor of Applied Science (BAS) courses.

BAS Mission Statement:  To provide access for students to earn a quality baccalaureate education that aligns with the program goals to meet local business and industry management workforce needs. Students will broaden their knowledge in management skills, be creative
thinkers in an applied business environment, practice behaviors in business that are centered in ethical and socially responsible relationships, and cultivate the entrepreneurial spirit that provides career choices and encourages lifelong learning.

**Learning Methodologies:** The instructor will lead the students in an active classroom-learning environment and each student is expected to follow this lead to influence other classmates in a positive manner.

Individually and through teamwork students will utilize all six levels of learning:

1. **Knowledge** - recall and memorization.
2. **Comprehension** - ability to paraphrase and interpret information in one’s own words.
3. **Application** – use knowledge in a new situation.
4. **Analysis** - break down knowledge into parts and show interrelationships.
5. **Synthesis** - bring together parts of knowledge to form a whole.
6. **Evaluation** - make judgments on the basis of given criteria.

These six-learning methods will create a framework for a learning environment that integrates student experiences, current events, and the instructor’s real-world experiences.

**Class Format:** This is a 100% online course. All assignments will be submitted via Falcon Online. The Falcon Online link is: http://daytonastate.edu/falcononline.

**Required Textbook(s):** All textbooks used in previous BAS courses will be used for reference purposes only. Reference copies are available at the Daytona State College library.

**Equipment and Supplies:** Students must have access to a personal computer and telephone. All assignments must be submitted in MS® Word, Excel, or RTF formats.

**Important Links:** See specific sections for all online links.

**Classroom Policies and Netiquette:**

1. **Disclaimer:**
   Teaching policies and regulations for this course are not open for discussion or negotiation. The syllabus is constructed to be as complete as possible, but it is by no means a binding document. The instructor reserves the right to alter policies, procedures, and the syllabus as needed. Please utilize the online course regularly as any changes to the syllabus will be posted there.

2. **How to proceed through the course:**
   Begin the course by reviewing the homepage of the online course, and then review the course material under the CONTENT tab. Please refer to the schedule of activities and assignments at the end of the syllabus for all due dates.

3. **Handling of assignments:**
All written assignments are submitted through the online course. Students will access the Dropbox in the online course and upload written assignments. Students may expect assignment grades within 72 hours of the assignment due date.

4. Communication:
The primary methods of communication for the class are the class discussions, discussion forums, emails, and the course home page. The instructor will post regular communication in the News Section in the online course. Students should check this area regularly. It is the student’s responsibility to ensure reliable access to the Falcon Online website. It is strongly recommended to complete assignments prior to the due date to avoid technical difficulties. The primary discussion forum is located under the “Discussion” tab in the online classroom. Students are expected to sign in and participate in the online discussion forum 3-5 days per week.

Contacting the instructor: There are three methods for contacting the instructor:
1. Students should email the instructor through the online course. (If at any time the online course portal is not available, students can email the instructor at kenyonl@daytonastate.edu)
2. Students can text the instructor for questions of a relatively simple nature.
3. Students can contact the instructor by phone or visit the instructor during the posted office hours.
4. All student inquiries are addressed within 24-48 hours. When students have questions regarding an assignment, it is suggested to contact the instructor at least 48 hours prior to the due date.

5. Interaction: All interaction, whether online or in person, should be professional in manner. Students are expected to address the instructor and one another in a respectful, professional manner.

6. Attendance, Participation, and Lateness Policy: Students are expected to attend all classes and be prepared to participate in all class activities including online discussions and weekly conference calls. Preparation for, and regular participation in, exercises, activities, and class discussions is essential for all BAS courses. This course involves a team-based project, so your participation grade will include a peer evaluation. In the Capstone course, students are expected to demonstrate strong leadership, communication and teamwork skills. Students will also complete a self-evaluation of their performance. Peer and self-evaluations will be administered at the mid-point and end of the course. Please see the CONTENT tab for the grading rubric. No social loafing is tolerated. If a situation occurs that would warrant an excused absence, contact your team members and the instructor via the class email. If it is an emergency, please leave the instructor a voice message explaining the situation. Participation is required in the weekly team conference calls and counts towards your Attendance grade.

7. Late Work and Exams: Missed or late work is not accepted.
8. **Classroom Etiquette:** All students should use a respectful tone in written or oral communication.

Traditional classroom: All students should be on time for class. Attend to your needs before entering the room. Students who come late or leave during the class are a distraction to both the instructor and other students. The use of cellular phones, MP3 players, and other electronic devices is also a distraction. Please ensure electronic devices are off (or on silent alert). If an emergency arises, please be courteous to your fellow students and leave quietly.

Online classroom: Students should use a professional, formal writing style when communicating in the discussions or through email.

9. **Academic Integrity Policy**
   In order to preserve academic excellence and integrity, the College expects you to know, understand, and comply with the Academic Integrity Policy, which prohibits academic dishonesty in any form, including, but not limited to, cheating and plagiarism. Grades conferred by instructors are intended to be, and must be, accurate and true reflections of the coursework actually produced and submitted by you.

   a. Daytona State College is committed to providing you with quality instruction, guidance, and opportunities for academic and career success by fostering academic excellence in a supportive and personalized learning environment. Maintaining high standards of academic honesty and integrity in higher education is a shared responsibility and an excellent foundation for assisting you in making honorable and ethical contributions to the profession for which you are preparing. In order to preserve academic excellence and integrity, the College expects you to know, understand, and comply with the Academic Integrity Policy, which prohibits academic dishonesty in any form, including, but not limited to, cheating and plagiarism. Grades conferred by instructors are intended to be, and must be, accurate and true reflections of the coursework actually produced and submitted by you.

   b. All cases of suspected violations of the Student Code of Conduct, including academic dishonesty, are reported to the Judicial Affairs Office for resolution.

   c. **Forms of Academic Dishonesty**
      - Cheating - Cheating can be defined as: receiving or giving unauthorized assistance on a quiz, test, exam, paper, or project or unauthorized use of materials to complete such; collaborating with another person(s) without authorization on a quiz, test, exam, paper, or project; taking a quiz, test, or exam for someone else or allowing someone else to do the same for you.
      - Plagiarism - Plagiarism can be defined as: submitting work in which words, facts, or ideas from another source are used without acknowledging that
the material is borrowed whether from a published or unpublished source. For specific information on how to document information from other sources, students should check with their instructors, academic departments, or a recognized writing manual, such as the MLA or APA.

- **Self-plagiarism** - Recently the idea that students can plagiarize themselves has surfaced. When students turn in the same assignment for two different classes, they are self-plagiarizing. This rule also applies to sections of an assignment. Not only does ‘repurposing’ assignments deny students the opportunity to learn, but also it is not fair according to the college’s standards. Because of this, self-plagiarizing is coined ‘double-dipping,’ which leads to devaluation of grades and therefore, a devaluation of the College. Daytona State College prohibits self-plagiarism.

- **Online Academic Integrity Violations** - These violations include, but are not limited to the following: sharing your Falcon Online password, working on an assignment with someone else when it is supposed to be done on your own, looking at someone else’s work while taking a quiz or exam, using a cell phone to share quiz or exam information, revising a paper that was found on the Internet, or submitting a paper purchased from a website.

- **Fabrication** - Fabrication can be defined as: listing sources in a bibliography that one did not actually use in a written assignment; presenting false, invented, or fictitious data/evidence in a written assignment.

- **Other Academic Misconduct**: Other Academic Misconduct might include, but is not limited to:
  - In a testing situation, conduct, such as, looking at a classmate’s test, talking to a classmate, or leaving the classroom without the instructor’s or proctor’s permission.
  - Obtaining help while taking online tests or quizzes in the form of another person consultation, Googling for answers, texting, or using other social media.
  - Obtaining by the theft/purchase OR selling/giving part or all of a test.
  - Soliciting someone to impersonate you online or in a classroom setting.
  - Entering an office or building for the purpose of changing a grade on a test, assignment, or in a grade book or for the purpose of obtaining a test.
  - Altering or attempting to alter academic records of the College which relate to grades; being an accessory to same.

**College Honor Pledge**: I, as a member of the DSC community, pledge that I will neither give nor receive unauthorized aid in my work nor will I present another’s work as my own, nor will I tolerate anyone who does.

e. **College Network Acceptable Use Policy**: The purpose of this policy is to outline the acceptable use of the network and resources provided by Daytona State
College and to establish a culture of openness, trust, and integrity. Please make yourself very aware of this policy by clicking these two links:

http://www.daytonastate.edu/current.html (see Student Handbook)

http://online.daytonastate.edu/docs/acceptable_use.pdf (Falcon Online)

The Division of Library and Academic Support provides the following free services to students:

**Academic Support Center:** The Academic Support Center (ASC) assists students to achieve their potential by providing the resources needed to become successful, independent learners. ASC centers are available on all campuses providing academic support in the form of tutoring, learning sessions, instructor assistance, supplemental instruction, and various workshops. For information, please go to http://www.daytonastate.edu/asc/ or email ASC@DaytonaState.edu.

**College Writing Center:** The College Writing Center (CWC) assists students, staff, and faculty to become better writers through face-to-face or virtual consultations (up to 45 minutes) and workshops. As the hub of writing at Daytona State College, staff work with all writers at any stage of the writing process—so whether you’re brainstorming ideas for a psychology paper you haven’t started yet, or you’ve revised a letter several times and you want a fresh perspective, you can bring it into the CWC. We recommend scheduling an appointment because we tend to book up quickly; call (386) 506-3297 or visit our website (www.daytonastate.edu/cwc) for more information.

**Library Services:** Daytona State College Library Services offers many types of resources to support your research needs. These resources include everything from thousands of e-books to online databases containing millions of full-text newspapers, magazines, and scholarly journals. Many of our resources can be accessed from the web 24/7 at http://go.daytonastate.edu/library/BAS.html or by visiting one of the on-campus libraries. We also have a dedicated BAS librarian, Rachel Owens. Students may contact the librarian via email at owensr@daytonastate.edu, or by phone at (386) 506-3842.

**Technical Support** is available for Falcon Online, Falconmail, or other related technical difficulties. Students may e-mail helpdesk@daytonastate.edu or call 386-506-3950. Local access numbers for your area are:

- DeLand     (386) 785-2000 ext. 3950
- Deltona    (386) 789-7241 ext. 3950
- Flagler/Palm Coast (386) 246-4800 ext. 3950
- New Smyrna (386) 423-6300 ext. 3950
- Ormond Beach/Daytona (386) 506-3950
Times may vary during holidays and special circumstances. Personalized assistance via walk-in may be obtained at the new FalconAid Student Help Desk Kiosk located on the Daytona Campus in J. Griffin Greene, building 300, room 109. For days and times, check out the Kiosk.

**Evaluation/Assessment Methods:** Student understanding and comprehension is assessed through: discussion forums, independent research, oral discussions, and written assignments. Each evaluation method is related to the Student Learning Outcomes (SLO).

**Grading Policy:** Grades are based on overall points accumulated on class participation, attendance, weekly written assignments, and a comprehensive written final applied project/presentation.

**Grade Weighting per Activity:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>30%</td>
</tr>
<tr>
<td>Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Weekly Homework Assignments</td>
<td>40%</td>
</tr>
<tr>
<td>Applied Project</td>
<td>20%</td>
</tr>
<tr>
<td><strong>TOTAL Available</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade Point Value</th>
<th>Percent</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0</td>
<td>90% - 100%</td>
<td>A</td>
</tr>
<tr>
<td>3.3</td>
<td>87% - 89%</td>
<td>B+</td>
</tr>
<tr>
<td>3.0</td>
<td>80% - 86%</td>
<td>B</td>
</tr>
<tr>
<td>2.3</td>
<td>77% - 79%</td>
<td>C+</td>
</tr>
<tr>
<td>2.0</td>
<td>70% - 76%</td>
<td>C</td>
</tr>
<tr>
<td>1.3</td>
<td>67% - 69%</td>
<td>D+</td>
</tr>
<tr>
<td>1.0</td>
<td>60% - 66%</td>
<td>D</td>
</tr>
<tr>
<td>0.0</td>
<td>0% - 59%</td>
<td>F</td>
</tr>
</tbody>
</table>

* Percent values rounded to the ones place value.

An incomplete grade will only be given if a request in writing is submitted to the instructor prior to the last three weeks of class, all prior work has been completed, and the student has a grade C or higher at that point in time.

Sample Grade Calculation: A student who received an 87% for participation, an Attendance grade of 100%, a Homework grade of 86%, and a Project grade of 88%, would receive an Overall Grade = (0.87x30 + 1.00x10 + 0.86x40 + 0.88x20) = 88.1% = B+

**Assignments and Final Applied Project:** Students will work in groups to apply team work processes and practices through collaboration to develop a comprehensive business plan from inception to successful conclusion with discussion questions for analysis.
Assignments: Weekly group assignments must be prepared in a professional manner, typewritten, single-spaced, and using APA writing style in Times New Roman Font 12, unless otherwise specified by the instructor. It is recommended that each weekly assignment (except the executive summary assignment) be at least seven pages to ensure thorough development and discussion of the topic; complete analysis of information and synthesis of findings, and demonstrate critical thinking. Each student will earn a group grade, and the grade will reflect not only the content, but also the presentation of the assignment. If a student does not contribute to the assignment then the student will receive a grade of ‘zero’. Include the cover-sheet at the beginning of each assignment. Copies of the Assignment Cover-sheet and an APA Citations guide have been included in the Course Materials section under the CONTENT tab of the online course. See the attached schedule for due dates for Homework Assignments.

Final Applied Project: The Final Applied Project involves developing a comprehensive business plan, which consists of a project paper (typically 35+ pages, excluding financial spreadsheets and appendices). Each student will earn a group grade, and the grade will reflect not only the content, but also the presentation of the project. Additional details on the project will be provided during class and via the online course and email. Do not provide the cover-sheet for the Final Applied Project.

Students should utilize the available resources (instructors, team members, co-workers, library resources, Writing Center, case studies, vignettes, self-assessments, electronic media, and BAS computer lab) throughout the BAS curriculum to meet student learning outcomes and program outcomes successfully.

Online Course Map: Please take a few minutes to read about the many features of our online classroom. Using all of these features will help you to succeed in the course.

Course Home – The Course Home page is the first page you will see when you logon. It contains the News Section, and you should always check this area for any course news or updates.
Content – This is where you will find the Syllabus and Course Schedule, Reference Materials, and Course Documents. There are help guides, rubrics, peer & self evaluation forms, and a frequently asked questions (FAQ) section. Print a copy of your Syllabus as it will serve as your outline and guide to all the requirements of the course. Review it weekly and enter important dates on your personal course calendar.
Discussion – This is where we meet to exchange ideas, report research findings, and add value to the scope of the project. In essence, your team’s discussion forum will act as a focal point and a diary of your communications. You should check the discussion forum several times a week and read all new posts. Remember, the discussion forum takes the place of our in-class time.
Chat – Each team will be provided a Chat room where they can conduct live discussions pertaining to the project.
Dropbox – Use the Dropbox to submit assignments and the Final Applied Project report.
E-mail – Use the email function to communicate with the instructor or your fellow classmates.
Quizzes – There are no quizzes for MAN 4900.
Groups – Email your team members directly from the Groups tab.
Grades – Check your progress in the course.
**Withdrawal Process:** Although it is not necessary to have approval from the instructor to withdraw from the course, you should discuss the situation with the instructor. Many times the issue can be resolved with communication. You should also check with the Financial Aid office to determine how this withdrawal might affect your current and future funding. If the decision has been made to withdraw, you should:

1. Go to FalconNet and login
2. Go to the Registration and Records Menu
3. Go to Class Registration and continue to the next page
4. Select the term you are registered for
5. Select the class you want to withdraw from and select the Drop button

The last day to change schedules during the add/drop period is 8/29/2017. **The last day to withdraw from the course is 9/29/2017.**

- **Students who stop attending this class will be withdrawn from the class and receive a final grade of W1 (Withdrawn).** Attendance includes participating in online or face-to-face environments.

**Financial Aid:** Please refer to your Falcon Mail account periodically for up-to-date information regarding your financial aid. If you have any financial aid questions, contact the Financial Aid office for assistance.

**Students with Disabilities:** The Student Disability Services (SDS) Office provides tools and resources to students with documented disabilities. Students who self-disclose a documented disability and provide the required documentation to the SDS Office can receive confidential and reasonable accommodations to assist in their academic success. If you need accommodations, please contact the SDS Office at (386) 506-3238. To call Florida Relay dial 7-1-1, or the appropriate toll free number: 1-800-955-8771 (TTY), 1-800-955-8770 (Voice). You can also find more information at http://www.daytonastate.edu/sds/.

**Veterans:** If you are currently serving or have ever served in the U.S. Military, please feel free to visit the Veterans Center in the Lenholt Student Center (Bldg. 130, room 124) for any assistance, phone 386-506-3065, or visit https://www.daytonastate.edu/admsvet/.

**Safety on Campus:** Daytona State College has partnered with Rave Mobile Safety to provide Rave Alert, an emergency alert system that can deliver text and voice messages to your cell phone and voice messages to your home phone, as well as email messages to your FalconMail account or personal email account of your choosing. Daytona State College Rave Alert is also capable of posting emergency messages to the College’s official Facebook and Twitter accounts and to the Falcon Central page. Check your FalconMail after you register for information on accessing and updating your free Daytona State College Rave Alert account. You can also visit https://www.getrave.com/login/daytonastate. In addition, the first few weeks of class you
should note the door exits and stairwell locations in case of emergency situations. For more information concerning campus safety, go to http://www.daytonastate.edu/campus_safety/.
## Course Schedule

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>Assignments/Assessments</th>
</tr>
</thead>
<tbody>
<tr>
<td>(8/28/17 to 9/4/17)</td>
<td>DUE DATE: Monday, September 4th 11:59PM</td>
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</table>

**Course Introduction & Orientation**
1. Download Syllabus, Grading Criteria Guideline for Students sheet, and familiarize yourself with the course website content.
2. Organize and plan your time for the next seven weeks and mark your Student Calendar with due dates.
4. Review previous BAS coursework and the Ernst & Young Business Plan Outline (located under the CONTENT tab).
5. Work as Self-directed Work Group to determine customer and business plan focus.

**Week 1 Assignment Question:** Based on your business idea, you will be conducting a Market Analysis. Topics to address include: Who is your target customer? Why? What are the demographics of your target segments, buying characteristics, and trends? What type of business activity can you provide that will provide value to the selected customer? Provide a SWOT analysis and describe the macro and industry environmental factors affecting your industry?

1. Use the discussion forum labeled “Introduction” and class email to solicit team members and form your team (6 people per team recommended). Email the instructor your team member names so a team discussion forum can be setup.
2. Use the discussion forum to exchange contact information, get to know your team members, and identify your business idea.
3. Work as a self-directed team to identify your project needs, assign a leader for Week 1, establish roles and responsibilities, and begin working on the Week 1 assignment.
4. Submit answer to Week1 Homework Question & Attendance sheet in the ASSIGNMENTS Dropbox. Note: All assignments are group assignments. Only one member submits the assignment on behalf of the team. (Activity supports Student Learning Outcomes 1, 2, 3, & 4)

<table>
<thead>
<tr>
<th>WEEK 2</th>
<th>Assignments/Assessments</th>
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</thead>
<tbody>
<tr>
<td>(9/5/17 to 9/11/17)</td>
<td>DUE DATE: Monday, September 11th 11:59PM</td>
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</table>

**Begin development of business plan elements.**

**Week 2 Question:** Now that you have identified your customer (Who) and you can provide value to that target customer, you will develop a Marketing Plan. Your plan will include: HOW do you market your

1. Use Discussion forum, Conference calls, and Chat room to interact and respond to project needs.
2. Identify resources and major milestones to effectively manage your business plan from
product/service to that customer? Remember Product, Place, Price, Promotion, and Positioning. Your marketing approach will evolve over the term, but this week, I want to know the What, Where, When, and Why of your marketing plan and customer relations techniques. Include examples of your marketing brochures and social media webpages. Pay particular attention to market share and competition.

3. Submit answer to Week2 Homework Question & Attendance sheet in the ASSIGNMENTS Dropbox. (Activity supports Student Learning Outcomes 1, 2, 3, & 4)

<table>
<thead>
<tr>
<th>WEEK 3</th>
<th>Assignments/Assessments</th>
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<tbody>
<tr>
<td>(9/12/17 to 9/18/17)</td>
<td>DUE DATE: Monday, September 18th 11:59PM</td>
</tr>
<tr>
<td>Continue development of business plan elements.</td>
<td>1. Use Discussion forum, Conference calls, and Chat room to interact and respond to project needs.</td>
</tr>
<tr>
<td></td>
<td>2. Submit answer to Week3 Homework Question &amp; Attendance sheet in the ASSIGNMENTS Dropbox. (Activity supports Student Learning Outcomes 1, 2, 3, &amp; 4)</td>
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<tr>
<td></td>
<td>3. Submit your Mid-Term Peer &amp; Self Evaluation in the ASSIGNMENTS Dropbox. (See the Peer evaluation form in the Course)</td>
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<table>
<thead>
<tr>
<th>WEEK 4</th>
<th>Assignments/Assessments</th>
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<tbody>
<tr>
<td>(9/19/17 to 9/25/17)</td>
<td>DUE DATE: Monday, September 25th 11:59PM</td>
</tr>
<tr>
<td>Continue development of business plan elements.</td>
<td>1. Use Discussion forum, Conference calls, and Chat room to interact and continue organization of project.</td>
</tr>
<tr>
<td></td>
<td>2. Submit answers to Week4 Part A &amp; B Homework Questions &amp; Attendance sheet in the ASSIGNMENTS Dropbox. (Activity supports Student Learning Outcomes 1, 2, 3, &amp; 4)</td>
</tr>
<tr>
<td></td>
<td>3. Submit your Mid-Term Peer &amp; Self Evaluation in the ASSIGNMENTS Dropbox. (See the Peer evaluation form in the Course)</td>
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</table>
much Cost of Goods/Services is without understanding the process from step a to z.

Week 4 Question Part B: You should be preparing draft financial reporting and analysis to know the impact of each decision you make on the viability and profitability of your business. Here you will use the Financial Statements template under the CONTENT tab. Note: Part B will not be graded.

<table>
<thead>
<tr>
<th>WEEK 5</th>
<th>Assignments/Assessments</th>
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<tbody>
<tr>
<td>(9/26/17 to 10/2/17)</td>
<td>DUE DATE: Monday, October 2nd 11:59PM</td>
</tr>
<tr>
<td><strong>Continue development of business plan elements.</strong></td>
<td>1. Use Discussion forum, Conference calls, and Chat room to interact and continue organization of project.</td>
</tr>
<tr>
<td></td>
<td>2. Submit answers to Week5 Part A &amp; B Homework Questions &amp; Attendance sheet in the ASSIGNMENTS Dropbox. (Activity supports Student Learning Outcomes 1,2,3, &amp; 4)</td>
</tr>
<tr>
<td>Week 5 Question Part A: Financial Plan. Show me the Money? What are your business plan pro forma financial statements including Balance Sheets, Income Statements, Revenue projections, Wages, Operating Expenses, Start-up Funds, Break Even analysis, Ratios, Budgets, and Cash Flow statements for the first 3 years.</td>
<td></td>
</tr>
<tr>
<td>Week 5 Question Part B: Executive Summary. What is your business strategy, including mission, vision, major objectives, and strategic plan for ensuring business success? You probably thought about mission, vision, etc. earlier, but now it is time to rethink when you have the whole picture in view. The two to three pages Executive Summary is the last element of your business plan, and the first thing a bank representative, potential investor, or potential buyer will read. It must summarize the key elements of the plan, be crisp and concise, yet comprehensive.</td>
<td></td>
</tr>
<tr>
<td>(Tip: You should also be researching and revisiting previous topic areas to make sure they are consistent with the current direction of your plan.)</td>
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<thead>
<tr>
<th>WEEK 6</th>
<th>Assignments/Assessments</th>
</tr>
</thead>
<tbody>
<tr>
<td>(10/3/17 to 10/9/17)</td>
<td>DUE DATE: Monday, October 9th 1:59PM</td>
</tr>
<tr>
<td><strong>Organize business plan elements.</strong></td>
<td>1. Use Discussion forum, Conference calls, and Chat room to interact and continue organization of project.</td>
</tr>
<tr>
<td></td>
<td>2. Submit answer to Week6 Homework</td>
</tr>
<tr>
<td>Week 6 Question: Prepare a draft of your plan. Assembling your business plan will involve a combination of facts and analysis that tells the banker/investor/client all they want to know about the</td>
<td></td>
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</tbody>
</table>
Who, What, Where, When, and Why of your business. You have much of the basics, now you need to put them into a piece that flows and explains why you are passionate about this business. It is kind of like telling people about your child. Why should they "buy in" to your business? Make sure you cover all the elements in the E&Y Outline. You should also discuss the risks that you will face and how they are addressed through contingency plans.

<table>
<thead>
<tr>
<th>WEEK 7</th>
<th>Assignments/Assessments</th>
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<tbody>
<tr>
<td>(10/10/17 to 10/16/17)</td>
<td>DUE DATE: Monday, October 16th 11:59PM</td>
</tr>
<tr>
<td>Ensure completeness and thoroughness of project.</td>
<td>1. Use Discussion forum, Conference calls, and Chat room to finalize project.</td>
</tr>
<tr>
<td>Final Project Submission.</td>
<td>2. Submit Final Project Business Plan &amp; Attendance sheet in the ASSIGNMENTS Dropbox. (Activity supports Student Learning Outcomes 1,2,3, &amp; 4)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEEK 8</th>
<th>Assignments/Assessments</th>
</tr>
</thead>
<tbody>
<tr>
<td>(10/17/17 to 10/20/17)</td>
<td>DUE DATE: Wednesday, October 18th 11:59PM</td>
</tr>
<tr>
<td>(** Last day to access the online course is Friday, October 20th)</td>
<td>1. Submit your Final Peer &amp; Self Evaluation in the ASSIGNMENTS Dropbox. (See the Peer evaluation form in the Course Materials section under the CONTENT tab.) (Activity supports Student Learning Outcome 4)</td>
</tr>
</tbody>
</table>