

Springfield Technical Community College
Academic Affairs

Course Number: BUS260 Class/Lect. Hours: 3 Lab Hours: _____ Credits: 3 Dept.: Business Admin.

Course Number Title: Business Capstone: Multimodal Engagement and Reflection Semester: Fall Year 2025

Course Description, Prerequisite, Corequisite:

This capstone course is designed for students in the Business Administration program to integrate and showcase the knowledge and skills they have acquired throughout their studies. Through a process of reflection, research, and creative problem-solving, students will engage with a culminating project that challenges their business skills and knowledge. Students will choose between developing a white paper, PowerPoint presentation, or Google Site as their final showcase piece, highlighting their selected project. The course emphasizes multimodal engagement, collaboration, and real-world application, preparing students for professional success. Students will be guided through critical thinking exercises, peer feedback, and interactive discussions to refine their work and reflect on their academic journey. **Prerequisites: BUS110, ACC260, MGT260 or MKT260**

OBJECTIVES/COMPETENCIES

OBJECTIVES	Competencies
<ol style="list-style-type: none"> 1. Facilitate students' ability to integrate knowledge from various areas of business administration and apply it to a focused, comprehensive project. 2. Develop students' proficiency in multimodal communication techniques, enabling them to create and present professional deliverables tailored to specific audiences. 3. Guide students through reflective exercises to assess personal and professional growth, linking their learning to career aspirations. 	<ol style="list-style-type: none"> 1a. Identify and synthesize concepts from marketing, management, accounting, and other business disciplines. 1b. Select a focused topic that integrates core business knowledge and addresses a real-world issue. 1c. Justify the relevance of selected concepts in the context of the final showcase piece. 2a. Design and produce a professional white paper, PowerPoint presentation, or Google Site that meets established criteria for clarity, professionalism, and creativity. 2b. Tailor communication to specific audiences, using tone, style, and format appropriate for business contexts. 2c. Utilize visual aids, data representations, and narrative techniques to effectively convey complex ideas. 3a. Participate in guided reflective exercises to evaluate personal growth and learning outcomes from the program. 3b. Develop a written or verbal narrative that connects academic achievements to future career goals. 3c. Incorporate feedback from peers and instructors to refine reflective practices and project deliverables.

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<p>4. Strengthen students' problem-solving and decision-making abilities through real-world case studies and project-based learning.</p> <p>5. Encourage collaboration through structured peer review and teamwork exercises, fostering essential workplace skills such as professionalism, leadership, and feedback integration.</p>	<p>4a. Conduct research to identify a current business issue or opportunity relevant to the focus of the project.</p> <p>4b. Apply evidence-based strategies to analyze the issue and propose actionable solutions.</p> <p>4c. Critically evaluate the feasibility and potential impact of proposed strategies.</p> <p>5a. Participate in peer-review sessions to provide and receive constructive feedback.</p> <p>5b. Demonstrate the ability to incorporate peer and instructor feedback into project revisions.</p> <p>5c. Collaborate effectively in group activities, displaying leadership, professionalism, and active participation.</p>