

# Course Syllabus

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## Course Information

This course is offered collaboratively through the UW MBA Consortium.

**Course Title:** MBA 710 - MBA Program Capstone

**Course Section:** 840

**Credit Hours:** 1.0

**Course Term:** Fall 2023

**Delivery Mode:** Online

**Course Dates:** October 30, 2023 – December 17, 2023

*If you are considering dropping this course, having a conversation with your academic advisor is a good place to start. You should also let the instructor know what your plans are. Click the following links, based on your home campus, to learn more about dropping this course: [Consortium/UW-Eau ClaireLinks to an external site.](#) | [UW OshkoshLinks to an external site.](#) | [UW-ParksideLinks to an external site.](#)*

## Instructor Information

**Name:** John Muraski

**Home Campus:** University of Wisconsin Oshkosh

**Phone:** 920-606-8815

**Email:** [muraskij@uwosh.edu](mailto:muraskij@uwosh.edu)

## Course Description

In this course, students demonstrate that they can apply and integrate what they have learned in the MBA program by passing the MBA program assessment, completing a project in which they solve an organizational problem, and developing a plan for their post-MBA success. Students will also refine the personal and professional goals they set at the start of the program. In addition, students will explore strategies for advancing their careers by creating a personal brand, establishing a professional network, and enhancing their resumes.

## Course-Level Learning Outcomes

Like many other MBA programs, the Consortium MBA program requires students to complete a capstone course in which they apply their knowledge and skills to demonstrate what they have learned. Therefore, after completing this course, you will be able to:

- Create a career or professional development plan

- Using at least one MBA program goal, design a plan that solves an organizational problem or addresses an organizational need.
- Integrate knowledge from across the MBA core curriculum in a case analysis to demonstrate mastery of MBA program goals

## Required Course Materials

### Harvard Business Publishing Coursepack - Required Purchase

**Title:** Where's the Beef? Beyond Meat, Impossible Foods, and the Alternative Meat Industry

**Authors:** Kannan Ramaswamy

**Purchase online from:** [Harvard Business Publishing Coursepack for MBA 710](#)  
[Links to an external site.](#)

**Required Materials Cost:** \$4.25

All materials in this coursepack are required for the course, but are marked as optional so that you can pick where to purchase materials in the event that you would like to acquire the readings elsewhere. If you have an HBP subscription, you would only need to purchase the articles that aren't included in that subscription. Please note that purchases outside of the coursepack may vary in availability, accessibility, and printing limits.

*\*\*Please note that this ISBN may differ from what appears on the UWEC bookstore website. If ordering from a source other than the UWEC bookstore, be sure to use the ISBN provided here to ensure you get the correct text.\*\**

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## Technology Requirements

You must have access to a computer and high-speed Internet connection to access Canvas.

Additional minimum technology requirements and recommendations are provided in the **Online Course Resources** link in the left-hand Course Navigation menu. Please review them. To set yourself up for success, pay special attention to the sections in the document titled "Your Responsibilities," "Strategies for Success," "Tech Tips," and "Tech Support."

## Course Topical Outline

Course topics are as follows:

- Designing a plan for your life post-MBA: Goal setting, career planning, and professional development
- Using your MBA-level knowledge and skills to contribute meaningfully to important projects in the companies and/or civic organizations you belong to
- Integrating knowledge and skills you have learned across the program to address

## Assignments & Activities

This course is organized around three deliverables: a career development plan, an impact project, and program assessment. These deliverables (assignments) are weighted as follows:

Assignment point values		
Assignment	Points	Weight
Career Development Plan	100	20%
Impact Project	100	40%
Program Assessment	100	40%

**Career Development Plan (CDP):** Students will create a document outlining how they plan to achieve goals related to their careers and how they will position themselves to be successful in their field, industry, or organization. This assignment is an extension of the Individual Development Plan they created in MBA 700. Students will also attend a Résumé Bootcamp (or watch a video) taught by a professional résumé writer and update their résumé as part of their CDP. As part of developing their résumés, students will find someone to review their résumé and provide feedback.

**Impact Project:** Students will select a project topic that relates to one of the program's learning goals and create a plan to solve a problem or issue that is related to the goal. Students will gather research to support the steps in their plan and apply any relevant coursework from the program to their project. The plan can be created in any medium that makes sense for the audience the student chooses to present the plan to. **Healthcare Management Emphasis students** must choose a project related to healthcare within their own organizations or communities. HCM Emphasis-seeking students must also identify a general MBA program goal and a healthcare management program goal that apply to their project.

**Program Case Assessment:** The assessment integrates the content covered in all core courses in the MBA program. Students complete a case study to demonstrate how they apply the coursework they've completed throughout the program and show their level of mastery of the UW MBA Consortium's program learning goals. This assessment is a pass/fail assessment for students and is scored by independent reviewers from across the program. Students complete this portion of the course independently. Students can ask instructors for clarification regarding the logistics of completing the assessment, but instructors will not provide help in answering the assessment questions.

## Final Letter Grades Scale

The following grading scale applies in this course:

Final letter grades scale.		
Percentage	Consortium / UW-Parkside	UW-Oshkosh
93–100%	A	A
90–92.9%	A-	A-
87–89.9%	B+	B+
83–86.9%	B	B
80–82.9%	B-	B-
77–79.9%	C+	C+
73–76.9%	C	C
70–72.9%	C-	C
67–69.9%	D+	F
63–66.9%	D	F
60–62.9%	D-	F
0–59.9%	F	F

## Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

1. The student's home campus policy on excused absences will apply.

- [UW OshkoshLinks to an external site.](#)
- [UW-ParksideLinks to an external site.](#) (see page 31)
- UW MBA Consortium students will follow the [UW-Eau Claire Authorized Absence Policy](#).[Links to an external site.](#)

## Late Work Policy

This course contains only three deadlines, one for each of the three deliverables. The deadlines are provided in the course calendar. The rest of the deadlines in this course are just suggestions to help you keep on track with the work by distributing it evenly throughout the course. Because you have only three deadlines, you will want to plan a schedule that works for you submit your work on time.

Unless you have prior instructor consent, all work should be submitted on or prior to the due date.

Late work will be graded and then reduced by 50%.

Please note that all work submitted early may not be graded until after the due date.

## What You Can Expect from Me

I will do my utmost to respond to your questions within 24 hours. The same applies to questions you pose in the Ask the Class/Raise Your Hand discussion area (although a classmate may answer you before that). I will grade your assignments in a timely manner. If I can't, I'll let you know in an Announcement.

Please note that while I am sympathetic to the fact that most—if not all—of you are working professionals, and many of you prefer to work on assignments during the weekend, the Consortium administrators may not be able to reply to queries on assignments over the weekend.

## What I Expect from You

Log in at least once every day and check the Announcements for any updates.

While there is no required group work for this course, I encourage you to be active participants in the Ask the Class/Raise Your Hand, Watercooler, Impact Project, and Introductions discussion areas. Participating in these discussions will have many benefits:

- Getting answers to your questions quickly (if everyone participates)
- Feeling part of the community of learners in this course who are all engaged in the same activities
- Finding support when you're having challenges
- Celebrating successes

- Having a space to go to when you need a break, just to see what is going on with others in the course

Please contact me if you are having difficulty understanding any of the material or if you are having difficulty accessing it. I want you to succeed in this course and I can help you do so.

## Academic Conduct

To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course.

## Academic Integrity

Integrity is an important component of students' academic experience. The academic evaluation a student receives for a course becomes a permanent University student record and it is critical such records be accurate and consistent. In addition, the integrity students learn and exhibit at the University will be the model for the professional integrity they practice when they complete their academic work. The University believes unquestionable character and integrity are essential for successful careers. Whatever role you may play in an organization, be it publicly or privately owned, you will occupy a position of trust. High ethical standards, therefore, are not only necessary but are fundamentally part of all the University represents when it grants a degree.

All class materials are the intellectual property of the instructor and may not be shared outside of this course (e.g., to commercial "study sites") without my permission.

Unless I specify otherwise, all work that you turn in to me should be an individual effort. The sentence structure, wording, and content for your assignments and discussions must be your original work. Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. All quotes and direct references must include citations. Remember to use APA format for citations. See the [OWL website from PurdueLinks to an external site.](#) for APA citation guidelines.
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.

- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.
- Helping someone else engage in academically dishonest behavior, including posting course materials online.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. Likewise, if you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).

The UW MBA Consortium Program does use Tunitin to check the originality of assignments.

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents ([UWS Chapter 14Links to an external site.](#)). Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

## Generative AI Use

To create a shared understanding regarding the use of generative AI in this course, this course's policy on the "Generative AI Use" page is available in the [Course Information](#) module. Keep in mind that other instructors may have different expectations based on their course outcomes, so be sure you always check before you use generative AI in your classes.

Please note that the UW MBA Consortium owns the copyright to all course and program materials. You may not share program or course materials in any way in any generative AI platform. Likewise, this course will not require you to share program or course content or your work in a generative AI platform. You are encouraged to ask any questions you have regarding the policy.

## Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility InitiativeLinks to an external site.](#) and with [Section 508Links to an external site.](#) guidelines. Additionally, Canvas was certified as a [substantially conformant LMSLinks to an external site.](#) by WebAIM, a third-party authority in web accessibility. If you find that course materials are not posted in a format that meets your needs, or you need testing accommodations, please contact Online Course Support at [BIZHelp@uwec.edu](mailto:BIZHelp@uwec.edu) and we will work with you to find a reasonable accommodation.

# Course Summary:

Date	Details	Due
Mon Oct 30, 2023	Calendar Event Complete the Code of Conduct	12am
	Page <a href="#">Required Résumé Bootcamp</a>	to do: 11am
Fri Nov 3, 2023	Page <a href="#">CDP – Week 1: Participate in the Résumé Bootcamp or watch the recording</a>	to do: 11:59pm
	Page <a href="#">Impact Project – Week 1: Develop a topic for your Impact Project and begin a list of resources you will need</a>	to do: 11:59pm
Fri Nov 10, 2023	Page <a href="#">Impact Project – Week 2: Continue refining your Impact Project topic and resources</a>	to do: 11:59pm
	Page <a href="#">Program Assessment – Week 2: Complete one question</a>	to do: 11:59pm
Fri Nov 17, 2023	Page <a href="#">Impact Project – Week 3: Develop an outline for your Impact Project</a>	to do: 11:59pm
	Page <a href="#">Program Assessment – Week 3: Complete one question</a>	to do: 11:59pm
Sun Nov 19, 2023	Assignment <a href="#">Career Development Plan &amp; Résumé</a>	due by 11:59pm
	Page <a href="#">Impact Project – Week 4: Continue working on your Impact Project</a>	to do: 11:59pm
Fri Nov 24, 2023	Page <a href="#">Midterm Course Evaluation</a>	to do: 11:59pm
	Page <a href="#">Program Assessment – Week 4: Complete one question</a>	to do: 11:59pm

Date	Details	Due
Fri Dec 1, 2023	Page <a href="#">Impact Project – Week 5: Complete a rough draft for your Impact Project</a>	to do: 11:59pm
	Page <a href="#">Program Assessment – Week 5: Complete one question</a>	to do: 11:59pm
Fri Dec 8, 2023	Page <a href="#">Program Assessment – Week 6: Complete one question</a>	to do: 11:59pm
Sun Dec 10, 2023	Assignment <a href="#">Impact Project</a>	due by 11:59pm
Fri Dec 15, 2023	Page <a href="#">Program Assessment – Week 7: Review your responses before submitting your Program Assessment</a>	to do: 11:59pm
Sun Dec 17, 2023	Assignment <a href="#">Program Assessment</a>	due by 11:59pm
	Page <a href="#">Final Course Evaluation</a>	to do: 11:59pm
	Assignment <a href="#">Final Grade</a>	