University of Hawaii Maui College
Course Outline

1. Alpha   BUS   Number   495

    Course Title   ABIT Capstone I

    Credits   3

    Department   Business/Hospitality   Author Debasis Bhattacharya

    Date of Outline   10/14/2011   Effective Date   Fall 2012   5-year Review Date Fall 2017

2. Course Description: Provides students the skills necessary to utilize and demonstrate the tools and understanding developed during the ABIT program. Includes strategy formulation and implementation, competitive analysis, and e-commerce as models for problem solving and decision-making in an organizational setting. A comprehensive business and marketing plan is required.

    Cross-list   none

    Contact Hours/Type   3 hr. lecture

3. Pre-requisites   BUS 318, BUS 320, ICS 360 *and* ICS 385, all with a grade C or better

    Pre-requisite may be waived by consent ☒ yes   ☐ no

    Co-requisites   none

    Recommended Preparation   none

4. Function/Designation   ☐ AA Category   Additional Category

    ☐ AS   Program   Category   List Additional Programs and Category:

    ☐ AAS   Program   PR - Program Requirement   List Additional Programs and Category:

    ☒ BAS ABIT   IC - ABIT Information Technology Core   List Additional Programs and Category:

    ☐ Developmental/Remedial   ☐ Other/Additional: Explain:

_____
Chancellor

_____
Approval Date

See Curriculum Action Request (CAR) form for the college-wide general education student learning outcomes (SLOs) and/or the program learning outcomes (PLOs) this course supports.

☐ This course outline is standardized and/or the result of a community college or system-wide agreement. Responsible committee:

5. Student Learning Outcomes (SLOs): List one to four inclusive SLOs.
   For assessment, link these to #7 Recommended Course Content, and #9 Recommended Course Requirements & Evaluation. Use roman numerals (I., II., III.) to designate SLOs
   On successful completion of this course, students will be able to:

   I. Apply critical thinking skills to evaluate information, solve problems, and make decisions
   II. Demonstrate knowledge of principles of accounting, economics, finance, law, management and marketing
   III. Demonstrate knowledge of business research, creating business plans, strategies and decisions
   IV. Demonstrate basic knowledge of information technology

6. Competencies/Concepts/Issues/Skills
   For assessment, link these to #7 Recommended Course Content, and #9 Recommended Course Requirements & Evaluation. Use lower case letters (a., b. ...zz.)to designate competencies/skills/issues
   On successful completion of this course, students will be able to:

   a. apply knowledge of essential business disciplines including accounting, economics, finance, law, management, and marketing, and use business research methods to analyze information in order to develop solid business plans and strategies, and make effective and efficient business decisions;
   b. use leadership and interpersonal skills to promote business ethics, values, and integrity related to professional activities and personal relationships;
   c apply critical thinking skills to evaluate information, solve problems, and make decisions;
   d. apply quantitative reasoning to enhance independent or group decision-making skills; and
   e. communicate effectively with others utilizing appropriate forms of oral and written communication methods including multimedia presentations that applying information technologies and serve particular audiences and purposes.

7. Suggested Course Content and Approximate Time Spent on Each Topic
   Linked to #5. Student Learning Outcomes and # 6 Competencies/Skills/Issues

   Each project team is to do one of the following:
   a) find an existing business with an annual turnover of $100,000 or more with considerable upside potential, and develop a plan to grow that business to double its present size over the next 3–5 years. The business could be a stand-alone company or a business unit within a larger company;
   b) present a plan for new venture creation or "startup."
   c) present a Project Proposal of his/her choosing which will display the skills and attributes that are the SLO's of the program.

   A. Planning should address all of the issues involved in this startup or transition, including: (3-7 weeks)
      1. Opportunity recognition, evaluation, and validation; SLOs - I to IV, Competencies - (a,b,c,d,e)

2. Resources that will be required, and when; SLOs - I to IV, Competencies - (a,b,c,d,e)
3. Management structure; SLOs - I to III, Competencies - (a,b,c,d,e)
4. People, skills and competencies, and how to acquire them; SLOs - I to III, Competencies - (a,b,c,d,e)
5. Financing and how to get it; SLOs - I to III, Competencies - (a,b,c,d,e)
6. Administrative infrastructure that will be required to successfully initiate and support rapid growth; SLOs - I to III, Competencies - (a,b,c,d,e)
7. Ownership and governance issues; SLOs - I to III, Competencies - (a,b,d,e)

B. Developing should address the business tools necessary for implementing the plan:
(4-7 weeks)
1. Marketing and Sales Plan; SLOs - I to III, Competencies - (a,b,c,d,e)
2. Business Plan, including Strategy, Management, Operations, Finance and Accouting; SLOs - I to III, Competencies - (a,b,c,d,e)
3. High level overview of the supporting technology

C. Evaluation - progress and feedback (spread throughout the semester).
(1-4 weeks)
1. Teams report on progress; SLOs - I to IV, Competencies - (b,c,d,e)
2. Class and instructors provide insight and suggestions; SLOs - I to IV, Competencies - (b,d,e)

D. Public validation processes
(1-3 weeks)
Students will do at least one of the following:
1. Receive funding for the project; SLOs - I to IV, Competencies - (a,b,c,d,e)
2. Obtain governmental approval for project; SLOs - I to IV, Competencies - (a,b,c,d,e)
3. Receive approval from stakeholders for project commencement; SLOs - I to IV, Competencies - (a,b,c,d,e)
4. Begin business operations; SLOs - I to IV, Competencies - (a,b,c,d)
5. Receive public recognition; SLOs - I to IV, Competencies - (a,c,b,d,e)

E. Presentation of completed projects; SLOs - I to IV, Competencies - (a - e)
(1-2 weeks)

F. Write reflection paper; SLOs - I to IV, Competencies - (a – e)
(0.5-1 week)

8. Text and Materials, Reference Materials, and Auxiliary Materials
Appropriate text(s) and materials will be chosen at the time the course is offered from those currently available in the field. Examples include: E-Commerce by Laudon, latest edition

Appropriate reference materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Internet references on business and information technology

Appropriate auxiliary materials will be chosen at the time the course is offered from those currently available in the field. Examples include: Internet tutorials on business and information technology

9. Suggested Course Requirements and Evaluation
Linked to #5. Student Learning Outcomes (SLOs) and #6 Competencies/Skills/Issues

Specific course requirements are at the discretion of the instructor at the time the course is being offered. Suggested requirements might include, but are not limited to:

20 – 40%	Participation in class discussions, group and individual oral reports
20 – 40 %	Projects, reports, demonstrations
30 – 60 %	Final project. The project may be evaluated by a cross-section of faculty, staff, and

community members to ensure student learning outcomes of the program have been satisfied.

10. Methods of Instruction

Instructional methods will vary considerably by instructor. Specific methods are at the discretion of the instructor teaching the course and might include, but are not limited to:

(a) lectures and class discussions;
(b) problem solving;
(c) narrated PowerPoint presentations;
(d) videos, DVDs, CD-ROMs with detailed viewing guide and discussion questions;
(e) field trips including field notes, activities, observations, and data collection;
(f) guest speakers and attendance at public lectures;
(g) study group activities;
(h) oral reports and other student presentations;
(i) homework assignments such as
- reading, or watching, and writing summaries and reactions to relevant
issues in the media including broadcast television, newspapers, video, magazines, journals, lectures, web-based material, and other sources;
- reading text and reference materials and answering discussion questions;
- researching business and technical issues and problems;
(j) web-based assignments and activities;
(k) reflective journals and/or study logs or papers;
(l) group and/ or individual research projects with reports or oral presentations;
(m) Service-Learning, community service, and/or civic engagement projects; and
(n) other contemporary learning techniques (such as problem-based learning, investigative case-based learning, co-op, internships, self-paced programs, etc.).

11. Assessment of Intended Student Learning Outcomes Standards Grid attached

12. Additional Information:

University of Hawaii Maui College
Curriculum Action Request (CAR) Form
Course

1. Author(s): Debasis Bhattacharya

2. Department: Business/Hospitality

3. Date submitted to Curriculum Committee: 10/14/2011

4. Type of action:

   Addition:
   ☐ regular
   ☐ other; specify:

   Modification:
   ☐ alpha/number   ☒ pre-requisite
   ☒ title   ☐ co-requisite
   ☒ credits   ☐ recommended prep
   ☒ description   ☐ other; specify:

5. Existing course:
   Alpha: BUS Number:495 Title: ABIT Capstone I   Credits: 3

6. Proposed new/modified course:
   Alpha: Number: Title: Credits: credits

7. Reason for this curriculum action:
   Separate the final ABIT capstone into a two semester course, with 3 credits each. This will enable students to spend longer time on their project and go into more depth and detail.

8. New course description *(or year of catalog and page number of current course description, if unchanged)*:
   Catalog 2011-2012 page 23-34 and course description on page 102 -- new course description

9. Pre-requisite(s) – *see Prerequisite Style Sheet for samples*:
   BUS 318, BUS 320, ICS 360 & ICS 385, all with a grade C or better; or consent. ☐ no ☒ yes

10. Co-requisite(s): none

11. Recommended preparation: none

12. Cross listed: ☒ no   ☐ yes; cite course alpha & number:

13. Student contact hours per week:
    3 hr. lecture _____ hr. lab _____ hr. lecture/lab _____ hr. other; explain:

14. Grading: Letter grade only/No Audit   Explain, if not Standard grading:
    Capstone course requires a letter grade.

15. Repeatable for credit: ☒ no ☐ yes; maximum is _____ credit or ☐ unlimited.
(Most courses are not repeatable for additional credit; exceptions are courses such as internships and co-op courses.)

16. Special fees required: ☒ no ☐ yes; explain:

17. Proposed term of first offering: <u>Fall</u> semester of <u>2012</u> year.

18. List catalog used and then degrees, certificates, prerequisites, and catalog sections **and their page numbers** affected by this proposal: Catalog 2011-2012 page 23-34 and course description on page 102

19. Maximum enrollment: <u>24</u> Rationale, if less than 35: Current room capacity in KAA 219

20. Special resources *(personnel, supplies, etc.)* required: ☒ no ☐ yes; explain:

21. Course is restricted to particular room type: ☐ no   ☒ yes; explain: Computer lab room required

22. Special scheduling considerations: ☒ no   ☐ yes; explain:

23. Method(s) of delivery appropriate for this course: *(check all that apply)*
    ☒ Traditional   ☐ HITS/Interactive TV   ☐ Cable TV ☒ Online ☒ Hybrid
    ☐ Other, explain:

24. Mark all college-wide general education SLOs this course supports.

    ☒ Std 1 - Written Communications   ☒ Std 2 – Quantitative Reasoning
    ☒ Std 3 - Information Retrieval and Technology   ☒ Std 4 - Oral Communication
    ☒ Std 5 - Critical Reasoning   ☒ Std 6 – Creativity
    ☐ Other General Education SLOs, such as Ethics, Scientific Inquiry, or Service Learning.
      Explain:

25. List all program SLOs this course supports? *(Explain, if necessary)*

    Program SLO 1: Apply critical thinking skills to evaluate information, solve problems, and make
        decisions Explain:
    Program SLO 2: Demonstrate knowledge of principles of accounting, economics, finance, law,
        management and marketing Explain:
    Program SLO 3: Demonstrate knowledge of business research, creating business plans, strategies and
    decisions Explain:
    Program SLO 4: Demonstrate basic knowledge of information technology   Explain:
    Program SLO 5:   Explain:

26. ☐ Course fulfills the following general education elective (GE) for CTE (Career Technical Education)
       AS/AAS degrees (GE):
                ☐ English (EN)/Communication (CM) ☐ Quantitative Reasoning (QR)
                ☐ Humanities (HU) ☐ Natural Science (NS) ☐ Social Science (SS)
                ☐ Other:
       ☐ Course is a requirement for the AASprogram(s) AS/AAS degree or certificate
       ☐ Course is a program elective for the   program(s) AS/AAS degree or certificate

27. ☐ Course fulfills the following general education elective (GE) for the ABIT BAS degree:
    ☐ English (EN)/Communication (CM)   ☐ Quantitative Reasoning (QR)
    ☐ Humanities (HU) ☐ Natural Science (NS) ☐ Social Science (SS)
    ☐ Other:
  ☒ Course is a requirement for the ABIT BAS degree
  ☐ Course is a program elective for the ABIT BAS degree

28. ☐ Course fulfills a requirement for a proposed BAS   degree:
    ☐ Pre- requisite course   ☐ Core
    ☐ Capstone Course (CC)   ☐ Other:
  ☐ Course is a program elective for a proposed BAS   degree
  ☐ Course fulfills the following general education elective (GE) for the proposed BAS   degree:
    ☐ English (EN)/Communication (CM)   ☐ Quantitative Reasoning (QR)
    ☐ Humanities (HU) ☐ Natural Science (NS) ☐ Social Science (SS)
    ☐ Other:
  ☐ Course is applicable to the following additional BAS degrees:

29. ☐ Course satisfies the following category for the AA degree*:
  ☐ Category I: Foundations/Skills: Foundations I
    ☐ Written Communication in English (FW)
    ☐ Global and Multicultural Perspectives (FG)
      ☐ Group A (before 1500 CE)
      ☐ Group B (since 1500 CE)
      ☐ Group C (pre-history to present)
    ☐ Symbolic Reasoning (FS)
  ☐ Category I: Foundations/Skills: Foundations II
    ☐ Numeracy (FN)
    ☐ Oral Communication in English (FO)
    ☐ Computer/Information Processing and Retrieval (FI)
  ☐ Category II: Breadth of Understanding and Experience
    ☐ Human Understanding
      ☐ The Individual (IN)
      ☐ The Community (CO)
        ☐ The Community – Global Perspective (CG)
    ☐ Human Expression (HE)
    ☐ Environmental Awareness (EA)
      ☐ Environmental Awareness – Global Perspective (EG)
    ☐ Asia/Pacific Perspective (AP)
  ☐ Category III Focus/Specialization/Area of Interest
    ☐ Interest Area Discipline/Alpha:
    ☐ Elective (LE)
  ☐ Other Graduation Requirements
    ☐ Writing Intensive (is appropriate for WI)
    ☐ Environmental Awareness Lab/course with lab (EL)
    ☐ Hawaii Emphasis (HI)

* Submit the appropriate form(s) to have the course placed in the requested category (ies). Submit a course outline, CAR, and appropriate forms to both the Curriculum Committee and the Foundations Board, if the course satisfies Category I: Foundations/Skills: Foundations I or II.

30. Course ☐ increases ☐ decreases ☒ makes no change to number of credits required for program(s) affected by this action. Explain, if necessary:

31. Course is taught at another UH campus *(see Sections 5 and 6 above):*
    ☒ no Explain why this course is proposed for UHMC:
    ☐ yes Specify college(s), course, alpha, and number where same or similar course is taught:

32. Course is:
    ☒ Not appropriate for articulation.

    ☐ Appropriate* for articulation as a general education course at:
       ☐UHCC ☐UH Manoa ☐UH Hilo ☐UHWO
    ☐ Previously articulated* as a general education course at:
       ☐UHCC ☐UH Manoa ☐UH Hilo ☐UHWO

    Note: Submit Course Articulation Form if course is already articulated, or is appropriate for articulation, as a general education (100-, 200-level) course.

    ☐ Standardized and/or appropriate for articulation by PCC or other UH system agreement at:
       ☐UHCC ☐UH Manoa ☐UH Hilo ☐UHWO Explain:

    ☐ Appropriate for articulation or has previously been articulated to a specific department or institution:
       ☐UHCC ☐UH Manoa ☐UH Hilo ☐UHWO ☐ Outside UH system Explain:

33. Additional Information *(add additional pages if needed):*

University of Hawaii Maui College
Curriculum Action Request (CAR) Signature Page

Proposed by: Author or Program Coordinator   10/14/11   _Date_

Checked by: Academic Subject Area Representative to Curriculum Committee Date   10/14/2011

Requested by Department: Department Chair   10/14/11   _Date_

Recommended by: Curriculum Chair   1-30-12   _Date_

Approved by Academic Senate: Academic Senate Chair   2-1-12   _Date_

Endorsed by: Chief Academic Officer   2-4-12   _Date_

Approved by: Chancellor   2/8/12   _Date_