

Capstone Senior Project Syllabus

Course Information

Course Number/Section:	BPS 4395.001
Course Title:	Capstone Senior Project in Business Administration
Term:	Fall 2020
Days & Time:	Tuesday 1:00PM to 3:45PM

Instructor Contact Information

Instructor:	Thomas Henderson
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Office Hours:	Wednesday 1-5pm or by appointment
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Course Pre-requisites, Co-requisites and/or Other Restrictions

Pre-requisites:	Successfully completed a minimum of 90 semester credit hours and all core classes for the undergraduate major
Co-requisites:	None
Other Restrictions:	Course is open for JSOM undergraduate business students

Course Description

The purpose of this course is to complement theory and to provide an in-depth, hands-on experience in all aspects of a real business project. Students will work in a team environment on real-industry projects, interact and collaborate with faculty and industry advisors while analyzing the business problems and developing suitable solutions. The deliverables will include reports that document various aspects of the project (e.g., statement of work, project charter, project plan, schedule, and final presentation).

Students Learning Objectives/Outcomes

Upon successful completion of this course, students will be able to:

- Apply project management skills (e.g., planning, work breakdown structure, cost estimation, scheduling)
- Analyze requirement data, plan, make sound decisions and develop a solution to a real-world problem
- Communicate and work effectively in disciplinary or multi-disciplinary teams
- Document, produce managerial and project progress reports, present project progress and final results

Required Textbooks and Materials

No book is required. The instructor will provide all necessary material via eLearning platform. In most cases, students need to research and collect information from various sources relevant to their project.

Suggested Reading Textbooks and Materials

No textbook is required for this course. Students will need to research and collect information from sources relevant to their particular project. If necessary, the instructor may provide materials or presentations.

Required Tools

Tools will be determined with consultation of faculty advisor. However, students are encouraged to use Microsoft suite, particularly MS Excel for all the data and think-cell, a MS PowerPoint add-on that significantly decreases amount of working time, hence allowing to create professional presentation. The think-cell is available to all UTD students for free (see link below)

Useful Links

The following links might be useful for using EduSourced.

UTD think-cell software: <https://www.utdallas.edu/oit/howto/think-cell/>

UTD Library database tutorials: <https://libguides.utdallas.edu/jsom-video-tutorials>

EduSourced training: <https://edusourced.zendesk.com/hc/en-us>

EduSourced, companies submit projects to JSOM: <https://utsolv.edusourcedapp.com/submit>

EduSourced training: <https://edusourced.zendesk.com/hc/en-us>

UTDsSolv Support: utsolve@utdallas.edu

Tentative Schedule

The following is a **tentative schedule**, which will be followed as closely as possible. However, should any changes become necessary, it will be announced.

Week	Activities	Assignments & Due Dates
1	<ul style="list-style-type: none">• Course introduction and syllabus• EduSourced platform and templates• Kick-off meeting, agenda, etc.• Student team meeting, frequency and reporting• Working on team charter	Team charter due August 31
2	<ul style="list-style-type: none">• Weekly student team meeting• Student team building activity, getting to know each other• Working with faculty on project progress and deliverable• Finalizing team charter and selecting a team leader	Project charter due September 15
3	<ul style="list-style-type: none">• Finalize and submit project charter• Weekly team communication• Working with faculty on project progress and deliverable	
4	<ul style="list-style-type: none">• Monthly status report to faculty advisor• Weekly team communication• Working with faculty on project progress and deliverable	Project plan due September 30
5	<ul style="list-style-type: none">• Weekly team communication• Working with faculty on project progress and deliverable	
6	<ul style="list-style-type: none">• Finalize and submit project plan• Weekly team communication• Working with faculty on project progress and deliverable	
7	<ul style="list-style-type: none">• Weekly team communication	

Week	Activities	Assignments & Due Dates
	<ul style="list-style-type: none"> Working with faculty on project progress and deliverable 	
8	<ul style="list-style-type: none"> Weekly team communication Working with faculty on project progress and deliverable 	
9	<ul style="list-style-type: none"> Weekly team communication Working with faculty on project progress and deliverable 	
10	<ul style="list-style-type: none"> Weekly team communication Working with faculty on project progress and deliverable 	
11	<ul style="list-style-type: none"> Weekly team communication Working with faculty on project progress and deliverable 	
12	<ul style="list-style-type: none"> Weekly team communication Working with faculty on project progress and deliverable 	
13	<ul style="list-style-type: none"> Weekly team communication Working with faculty on project progress and deliverable 	
14	<ul style="list-style-type: none"> Weekly team communication Working with faculty on project progress and deliverable Submit project report 	Final project report due November 10
15	<ul style="list-style-type: none"> Weekly team communication Working with faculty on project progress and deliverable 	
15	<ul style="list-style-type: none"> Weekly team communication Final Presentation with client and faculty advisor Submit 360 evaluation survey 	Submit 360 evaluation survey due November 15
16	<ul style="list-style-type: none"> Work with faculty and student team and finalize project infographic and presentation Submit infographic and presentation slides 	Presentation and infographic due November 20

Grading Policy

The deliverables submitted by the team, all members of the team are typically assigned the same score. Note that overall course grades reflect performance in all aspects of the course (see below) and are more than just a measure of project outcome or individual effort.

Grading Policy (also see rubric)		Scale	
Team Charter and Evaluation*	15%	94 – 100 A	75 – 78 C+
Project Charter	15%	90 – 93 A-	69 – 74 C
Project Plan	20%	87 – 89 B+	Below 69 F
Final Project Report	30%	83 – 86 B	
Final Presentation and Infographic**	20%	79 – 82 B-	
Total	100%		
<p>* Input for the performance evaluation will be obtained from your teammates and JSOM project manager (if assigned). It is important to note that performance that is far below expectations may result in student's removal from a project team and/or an individual or team final course grade of "F" or "I" regardless of actual numerical grades. Such a grade could be assigned for reasons that include but not limited to the followings:</p>			

- Lack of meaningful participation in team activities or lack of meaningful contribution to the team's work
- Substantially unequal team member contributions
- Unprofessional or unethical conduct (including actions while on project-related travel)
- Misuse of client provided data or equipment for failure to return client supplied equipment (if any)
- Poor peer evaluation
- Actions that impedes or hinders the progress of the project team or
- Substantially unfinished project deliverables
- Unacceptable or incomplete final documentation/presentation

** Wikipedia defines infographic as a graphic visual representation of information, data, or knowledge intended to present information quickly and clearly.

Rubrics

The following rubrics will be used for assessing the overall quality of deliverables.

Team Charter Rubric

Team charter defines the purpose of the team, and sets ground rules for working together including expectations, communication frequency and methods, how decisions will be made, and how conflicts will be handled.

Measure	Poor (Score 0)	Fair (Score 1)	Good (Score 2-4)	Excellent (Score 5)	Score
Students will be able to define the mission and objectives of the team	Mission and objectives of the team are missing or not well defined	Mission and objectives of the team are lightly defined	Mission and objectives of the team are adequately defined	Mission and objectives of the team are thoroughly and clearly defined	
Students will be able to define the operating guidelines of the team	Operating guidelines of the team are missing or not well defined	Operating guidelines of the team are lightly defined	Operating guidelines of the team are adequately defined	Operating guidelines of the team are thoroughly and clearly defined	
Students will be able to define communication guidelines of the team	Communication guidelines of the team are missing or not well defined	Communication guidelines of the team are lightly defined	Communication guidelines of the team are adequately defined	Communication guidelines of the team are thoroughly and clearly defined	
Students will be able to define the roles and responsibilities of each member of the team	Roles and responsibilities of team members are missing or not well defined	Roles and responsibilities of team members are lightly defined	Roles and responsibilities of team members are adequately defined	Roles and responsibilities of team members are thoroughly and clearly defined	
Total Score					

Project Charter Rubric

Project Charter document provides a high-level of information about the business problem and related items such as deliverables, milestone, critical success factors, etc.

Measure	Poor (Score 0)	Fair (Score 1)	Good (Score 2-4)	Excellent (Score 5)	Score
Students will be able to describe the project background and the overall business needs.	Project background and overall business needs explanation is either missing or is not enough.	Project background and overall business needs are lightly explained.	Project background and overall business needs are adequately explained.	Project background and overall business needs are thoroughly and clearly explained.	
Students will be able to describe the preliminary project scope, milestones and assumptions.	Scope, milestones and assumptions are either missing or are not enough.	Scope, milestones and assumptions are lightly explained.	Scope, milestones and assumptions are adequately explained.	Scope, milestones and assumptions are thoroughly and clearly explained.	
Students will be able to describe the critical success factors and identify key stakeholders.	Critical success factors and key stakeholders are either missing or are not enough.	Critical success factors and key stakeholders are lightly explained.	Critical success factors and key stakeholders are adequately explained.	Critical success factors and key stakeholders are thoroughly and clearly explained.	
Students will be able to clearly define the acceptance criteria.	Acceptance criteria are either missing or are not sufficiently explained.	Acceptance criteria are lightly explained.	Acceptance criteria are adequately explained.	Acceptance criteria are thoroughly and clearly explained.	
Total Score					

Project Plan Rubric

Project Plan is a detailed document that explains the project, scope, milestones, management approaches and other important aspect of the project.

Measure	Poor (Score 0)	Fair (Score 1)	Good (Score 2-4)	Excellent (Score 5)	Score
Students will be able to explain both the project background and business needs in detail.	Project background and overall business needs explanation is either missing or is not enough.	Project background and overall business needs are lightly explained.	Project background and overall business needs are adequately explained.	Project background and overall business needs are thoroughly and clearly explained.	
Students will be able to explain	Scope, WBS, milestones and	Scope, WBS, milestones and	Scope, WBS, milestones and	Scope, WBS, milestones and	

Measure	Poor (Score 0)	Fair (Score 1)	Good (Score 2-4)	Excellent (Score 5)	Score
scope, WBS, milestones and assumption in detail.	assumptions are either missing or are not defined correctly.	assumptions are lightly defined and explained.	assumptions are adequately defined and explained.	assumptions are thoroughly defined and clearly explained.	
Students will be able to explain assumptions, constraints, dependencies, and critical success factors in detail.	Assumptions, constraints, dependencies and critical success factors are either missing or are not defined correctly.	Assumptions, constraints, dependencies and critical success factors are lightly defined and explained.	Assumptions, constraints, dependencies and critical success factors are adequately defined and explained.	Assumptions, constraints, dependencies and critical success factors are thoroughly defined and clearly explained.	
Students will be able to explain in detail how various aspects of the project will be managed, including risks, actions, issues, HR, conflicts, communication and acceptance criteria.	The explanation of how various aspects of the project will be managed throughout the lifecycle are either missing or not defined properly or are not relevant.	The explanation of how the various aspects of the project will be managed throughout the lifecycle are lightly defined and explained.	The explanation of how the various aspects of the project will be managed throughout the lifecycle are adequately defined and explained.	The explanation of how the various aspects of the project will be managed throughout the lifecycle are thoroughly defined and clearly explained.	
Total Score					

Final Report Rubric

The Final Report is a document that explains the business problem, the developed business solution with a series of relevant recommendations.

Measure	Poor (Score 0)	Fair (Score 2-5)	Good (Score 6-9)	Excellent (Score 10)	Score
Students will be able to give a clear explanation of the business problem and its underlying reasons.	Report lacks a clear description of the business problem and underlying reasons.	Report lightly describes the business problem and underlying reasons but lacks clarity.	Report describes the business problem and underlying reasons adequately and with sufficient clarity.	Report describes the business problem and underlying reasons thoroughly, and with great clarity.	
Students will be able to organize and structure their research data in a	Research data is poorly organized, lacks explanation, and a clear structure.	Research data has basic structure but still lacks clarity and coherence.	Research data is organized well, and the structure is described adequately and	Research data is greatly organized and presented well in a very clear and	

Measure	Poor (Score 0)	Fair (Score 2-5)	Good (Score 6-9)	Excellent (Score 10)	Score
clear and coherent fashion.			in a clear and coherent fashion.	coherent fashion.	
Students will be able to report relevant solutions to the business problem that comply to the client's specifications.	Report lacks explanation of the business solutions and is very vague.	Report lightly explains the business solution and still lacks details.	Report has adequate explanation of business solution with clear and relevant details.	Report has a great explanation of the business solution and provides great clarity with great details.	
Students will be able to give several solid recommendations to the client.	Report lacks solid recommendations or are not relevant or are very vague.	Report provides several recommendations, which are not clear and seem very high-level.	Report has several recommendations, which are relevant and explained clearly.	Report has several solid and very detailed recommendations, which are very clearly explained.	
Total Score					

Final Presentation Rubric

Final Presentation is a series of slides that students present to the company at the end of the semester that capsule the business problem and the developed solution with its related business recommendations.

Measure	Poor (Score 0)	Fair (Score 1)	Good (Score 2-4)	Excellent (Score 5)	Score
Students will be able to create an executive summary slide.	Executive summary slide is either missing or very vaguely explains the overall project and its overall solution.	Executive summary slide lightly addresses the project and its overall solution.	Executive summary slide adequately addresses the project and its overall solution.	Executive summary slide thoroughly and clearly addresses the project and its overall solution.	
Students will be able to create a series of slides that explain the business problem.	A series of slides to address the business problem are either missing, not enough or vaguely explain the business problem or are not relevant.	A series of slides to address the business problem lightly explain the business problem and seem lightly relevant.	A series of slides to address the business problem are relevant and explain the business problem adequately.	A series of slides to address the business problem, are relevant and thorough and clearly explain the business problem.	
Students will be able to create a series of slides that	The slides to address the overall solution	The slides to address the overall solution	The slides to address the overall solution	The slides to address the overall solution	

Measure	Poor (Score 0)	Fair (Score 1)	Good (Score 2-4)	Excellent (Score 5)	Score
describe the overall developed solution.	and recommendation s are either missing or are very weak.	and recommendation s are lightly done and appears to be weak.	and recommendation s adequately explain the overall solution and recommendation s appear to be relevant and interesting.	and business recommendation s are excellent, relevant, and very interesting.	
Students will be able to wrap up the slide deck appropriately.	The conclusion slide is either missing or is very weak.	The conclusion slide slightly wraps up the presentation and is not strong enough.	The conclusion slide adequately wraps up the presentation and is strong.	The conclusion slide is detailed and very strongly wraps up the presentation.	
Total Score					

Infographic Rubric

Wikipedia defines infographic as a graphic visual representation of information, data, or knowledge intended to present information quickly and clearly.

Measure	Poor (Score 0)	Fair (Score 1)	Good (Score 2-4)	Excellent (Score 5)	Score
Students will be able to create an aesthetically pleasing graphical poster					
Students will be able to articulate the business problem graphically					
Students will be able to show the overall developed solution graphically. The graphic should be aesthetically pleasing and should flow in a logical manner					
Total Score					

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same: *“As a Comet, I pledge honesty, integrity, and service in all that I do.”*

Course Policy:

1. General

- a. This course will require you to work on realistic and challenging business problems. Consequently, you should expect to spend a considerable amount of time outside of class working on your project. As a guideline, at least 10 hours of project work per week from each student is typically required for successful project completion. Be aware of this requirement and plan your schedule accordingly. Team members with significant extra-curricular obligations (especially jobs) should be aware that they will need to be available to meet with their team and fully participate in all course activities.
- b. Students are expected to attend and participate in all meetings with your instructor, client and project team.
- c. Announcements or changes will be through the eLearning and/or UT Dallas email and it is your responsibility to log into eLearning periodically (e.g., weekly, daily) and review the provided materials.
- d. Read the syllabus thoroughly and get familiar with course policy, assignments, due dates and expectations.
- e. You will be assigned a team (normally 3-5 students) with a team lead who submits the reports/assignments before the due dates.
- f. Without exception, you **MUST** communicate with your official UTD email account only. Do not use a personal email account, it will not be answered.
- g. Any student who is found responsible for committing an act of academic dishonesty will receive a grade of “F” or “0” (zero) on that quiz, exam, assignment, project or course.
- h. Projects in this course may involve meeting at the client’s office or other location for meetings, presentations, site visits, etc. Students are expected to comply with all university policies related to off-campus travel (check the link to UTD syllabus and policy at the end of this document for more information). Students are expected to conduct themselves with professionalism and comply with all university regulations when traveling or participating in activities at a client’s site. Under no circumstances is a student obligated to participate in any off-campus activity which, in their judgment, is unsafe or violates their moral or ethical beliefs. In such circumstances, the student should politely state their preference to not participate. Also, clients are expected to treat all students equally and respectfully. Students should feel free to report any concerns to their instructor.
- i. The instructor reserves the right to:
 - i. Change the grading policy without any notice due to unforeseen circumstances such as dishonesty, cheating, etc.

- ii. Change the already published grades on eLearning and/or Galaxy if there has been a miscalculation.

2. Deliverables/Reports/Documents

- a. This course will use a web-based system called EduSourced that is designed for the activities in project-based courses. All key course documents or materials will be available through EduSourced. Assignments (deliverables) will be submitted through this system as well.
- b. It is your responsibility to ensure you have internet access in order to submit deliverables by the scheduled due dates. Deliverables must only be submitted via EduSourced. Email submission of any assignment, deliverable or document to instructor receives a grade of zero, no exception. You will receive a grade of zero or “F” for any missed deliverable, and there will be no make-up.
- c. A late team deliverable submission is not accepted for grading (no exception) and will result in no credit for all team members. This policy is strictly enforced because it is an integral part of the developing skills expected in the professional community. Teams are advised to have a procedure in place to make sure that team deliverables are submitted on time.
- d. Computer problems, lack of network access, and extended upload times for large documents are not acceptable excuses for late submissions. Do not submit documents a few minutes before the deadline, instead, allow yourself enough time in case there is an issue with your system, internet or document. Submitting deliverables well ahead of deadlines is the best way to avoid complications due to unexpected, last-minute problems.
- e. It is your responsibility to ensure submitted documents have been uploaded properly and are available online to stakeholders. If you have a difficulty to upload your documents to EduSourced, then try changing the browser, clearing cookies and cache and turning off pop-up blockers. If still unable to upload your documents, then contact JSOM helpdesk at 972-883-5800. Lastly, you may want to ask one of your team members to upload the document on-time.
- f. Due to diversity of projects and activities in this course, team members are expected to communicate to their instructor any issues which they feel may affect their performance in this course (e.g., difficulties/issues with team members).
- g. Students are expected to complete related surveys as part of a course assignment. The results of the survey will be used to help improve the course. Once data is collected, student names will be disassociated from the results.

3. Confidentiality & Intellectual Property

- a. Before the start of the project, students may need to sign a memorandum of understanding (MOU), non-disclosure agreements (NDA) and/or intellectual property (IP) agreement with the client/sponsoring companies. Consult with the instructor and determine if a MOU, NDA or IP has already been signed by JSOM.
- b. You should always treat sponsor information with care, regardless of the existence of an NDA. In particular, students should make confidentiality requirements a priority when using computer resources (email, file storage, social media, etc.). Additionally, all publicly presented materials must be cleared by the client first. If you have any doubts about these matters, then consult with your instructor immediately.
- c. Student teams use EduSourced platform for secure storage of documents related to the project. Web-based storage service such as Google Drive, Dropbox, etc. should NOT be used without the client’s approval.

Deliverables and Project Details

The following guidelines are designed to ensure all files/documents are properly named, formatted, and all submitted documents follow proper templates. Adherence to guidelines below are required and **one point will be deducted for each non-compliance (no exception)**. Be advised that point deduction can grow very quickly.

A. File Naming Convention

Use the following guideline to name your files properly before submission.

1. JSOM
2. Company Name
3. Document Description (e.g., charter, plan)
4. Version Number (preceded by the letter “v” in lower case)

Example: JSOM-Pepsico-Charter-V1.docx

B. Formatting Your Documents (MS Files)

Throughout the semester, you will be utilizing several predefined templates to prepare specific deliverables such as project charter or project scope. Microsoft Office products such as Word, Excel, PowerPoint and MS Project are required for completing such assignments. Adherence to guidelines below are required and **one point will be deducted for each non-compliance (no exception)**.

Note: you MUST maintain the format of each template and name your files according to the naming convention scheme.

- a. **NO PDF, RAR, Zip or a graphic file is acceptable (automatic zero if submitted, no exceptions).** Always submit original Microsoft files only (Word, Excel, PowerPoint, or Project).
- b. DO NOT change the format of the templates (fonts, headers, size, etc.)
- c. If you use “Google Docs” for collaboration between your team members, then be advised that when you download your file, typically, the formatting will be stripped and your document will not have the same formatting as the original template. In that case, you need to copy the content and paste them back into the template. If you submit the “google docs” version, your entire deliverable will receive a grade of Zero.
- d. Templates have headings such as “Project Scope” or “Project Risks”. Make sure you write at least a paragraph before you begin listing your bullets or adding a table, or a graphic or a chart.
- e. All tables, diagrams, charts, and graphics are numbered sequentially. Each table should have a number and you need to refer to it within your content area. For example, in your paragraph, you should not have “see table below”, instead you should have “see Table 1” or “see Diagram 1” or “Table 1 indicates that...” or “Diagram 1 indicates that...” and the letter “T” or “D” of each word should be capitalized.
- f. Your deliverable may require the use of Microsoft Excel. So, always use “print preview” and visually inspect the formatting of your data to ensure that for example, your tables are not broken into several pieces or span on to several pages. Sometimes, you may need to change the font size

or margins or select a landscape rather than portrait format so tables appear correctly and preferably in one page (use your best judgment for formatting).

C. PowerPoint Slide Presentation

You have been assigned a project in which you need to plan, execute and complete the project. At the end of the semester, you will be presenting your recommended solution to the client (company's senior management). Use the following guidelines to develop your slide presentation. Adherence to guidelines below is required and one point will be deducted for each non-compliance (no exception).

- a. Make sure your slides are numbered sequentially.
- b. Keep the overall look and feel of slides professional.
- c. Presentation should start with an Executive Summary slide. This is a very important slide. You may want to research it on Google and find out more about developing an effective executive summary slide.
- d. Then add as many slides as necessary to showcase your developed solution. **This is the HEART of your presentation.**
- e. A typical slide presentation for such deliverable is about 20+ slides (use your judgement).
- f. Submit your slides (PowerPoint file) to EduSourced.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.