

Spokane Falls Community College
COURSE LEARNING OUTCOMES AND OUTLINE

Prefix and Course Number
Course Title

BMGT 491
Capstone Project

Last Modified: Fall 2016

Course Learning Outcomes

By the end of this course, a student should be able to:

- Perform an internal and external analysis of a company.
- Identify strategic problems of a company.
- Analyze and evaluate a company's resources and competitive position.
- Integrate acquired skills to formulate strategic plans to improve an organization.

Course Outline

I. Introduction

- A. Identify Company
- B. Review Systems/Processes
- C. Isolate Critical Success Factors
- D. Recognize Problems & Opportunities
- E. Vision and Scope Documentation

II. Business Process Analysis

- A. Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis
 - 1. Internal Environment
 - 2. External Environment
- B. Company Analysis
 - 1. Financial
 - 2. Human Resources
 - 3. Information Systems
 - 4. Marketing/Advertising
 - 5. Logistics/Inventory/Operations

III. Implementing Change

- A. Making Recommendations
 - 1. Improving Business Processes
 - 2. Implementing Strategies
 - 3. Cost/Benefit/Impact Analysis

IV. Conclusion

- A. Weekly Progress Reports
- B. Final Paper
- C. Final Presentation