

Instructor: Professor McCabe

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Aurora Page: <http://henry.wells.edu/~mmccabe/BUS402.htm>

Senior seminar in business. Students are required to develop a topic of interest in business or management, thoroughly research that topic, prepare a senior thesis on the selected topic, and defend that thesis. This course will also help prepare students for the Comprehensive Exams, tentatively scheduled for April 12, 2014.

This course will require a presentation regarding a topic of interest to you from any journal, 2012 or later, carried by the Wells College library. (See: <http://www.wells.edu/library/>). Journals that have been used in the past in the Economics department include *Business Horizons*, *Business and Society*, and the *Harvard Business Review*.

Class Session	Date	Topic	Problems & Other Assignments
1	1/23/2014	Course Introduction, Introduction to Research, Class Expectations	Select a Journal article concerning business and/or management, review the article, prepare a short summary, and be prepared to discuss the article in class next week.
2	1/30/2014	Discussion of Articles, Discuss possible topics for Senior Thesis paper	Select a company to research, find 4 articles discussing that company, outline findings, be prepared to discuss how different authors view that company; Select Topic for Senior Thesis
3	2/6/2014	Thesis Topic Due , discuss selected company, discuss how different authors of selected articles view that company	Prepare a SWOT analysis and a Porter's Five Forces analysis of your selected company using/relying upon Journal articles; write up the SWOT and Five Forces analysis; be prepared to discuss your analyses in class; Research Articles to Rely Upon for your Thesis
4	2/13/2014	Discuss SWOT and Five Forces analyses, discuss progress on Thesis	Research Articles to Rely Upon for your Thesis ; Prepare an annotated bibliography of works that you will be relying upon in preparing your thesis paper
5	2/20/2014	Turn in annotated bibliography, discuss issues in writing thesis paper, discuss approach to writing your thesis	Prepare an outline of your thesis paper, work on thesis
6	2/27/2014	Discuss your thesis paper outline, writing workshop	Prepare a rough draft of your thesis paper
7	3/6/2014	Turn in rough draft of thesis paper, discuss progress in thesis, writing workshop	Work on thesis
3/13/2014 SPRING BREAK: NO CLASS			
8	3/20/2014	Discussion of progress in thesis papers, review of material to prepare for comprehensive exam	Work on thesis paper, prepare second draft for discussion in class
9	3/27/2014	Discussion of second drafts and progress in thesis papers, review of material to prepare for comprehensive exam	Work on thesis paper
10	4/3/2014	Review of material to prepare for comprehensive exam	Work on thesis paper
11	4/10/2014	Review of material to prepare for comprehensive exam	Work on thesis paper, prepare final draft for class discussion
4/12/2014 Comprehensive Exams			
12	4/17/2014	Discuss final drafts of paper	Work on paper.
13	4/24/2014	Presentation of Original Research	
14	5/1/2014	Presentation of Original Research	

Grading & Course Policies

1 Course Goals (Borrowed in Part from Professor Klitgaard)

Business 402 is the capstone course for the business major. The purpose of the course is to accentuate the student's ability to do research. Students are expected to use a wide array of information available at Wells in both print and electronic form in order to develop a polished, defensible senior thesis. Senior Seminar is also the forum to prepare for the department's comprehensive examinations, tentatively scheduled for April 12, 2014. This is the first Senior Seminar for the Business major, so I will try to find relevant questions that you can use to prepare for the comprehensive exams. Four weeks will be devoted to preparing answers, and raising questions in class. Students should form study groups, to develop group work skills, and to augment class time devoted to the comprehensive exams.

One focal point of the course is the idea that research is a process, not merely an event. To explicate this idea you will face series of deadlines in turning in the components of your major research project (e.g paper topic, annotated bibliography, paper/thesis proposal, initial presentation, final defense).

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Class participation	33.33%
Assignments, Paper Drafts, Paper Defense	33.33%
Senior Thesis (Final)	33.33%
	<u>100%</u>

Class participation is graded from 0 to 3 as follows:

- 0: Absent from class
 - 1: In class
 - 2: In class and participated
 - 3: In class, significant participation
- Two lowest class participation grades are dropped from average for excused and unexcused absences.

Final grade scores (see above) will be converted to final letter grades using grading as explained on page 45 of the 2013-2014 College Catalog.

3 Office Hours

Office hours are by appointment. Please email me to set up a time to meet.

4 Electronics in the classroom

Cell phones, music players and other devices are to be turned off during class. There is to be no usage, including texting, during the class session. The only exception is the use of laptop computers for note taking and problem solving.

5 Honor Code

Community Honor shall be the basis of student government at Wells College. The principle of Community Honor is based upon the pledge of each member of the student body to be honest and trustworthy in the conduct of her or his collegiate life as it is defined or encompassed by the Collegiate Rules. Wells College students are under community obligation and pledge not to lie, cheat, steal, deceive or conceal in the conduct of their collegiate life as defined or encompassed by the Collegiate Rules. Each student is obligated to report violations of community honor involving herself or himself to a member of the faculty or member of the appropriate judicial body within 24 hours. A member of the student body, member of the faculty, or member of the administration or staff who is a witness to a violation (or an admission of a violation) of community honor has responsibility to urge the offender to report herself or himself. If the offender fails to do so, the obligation falls to the witness.

6 Students with Disabilities

Wells College makes reasonable accommodations for qualified students with documented disabilities. If you have a learning disability, a chronic illness, physical or mental health disability that may have some impact on your work for this class and for which you may need accommodations, please notify the Office of Student Achievement, located in the Learning Commons, Long Library by calling x3432 or emailing studentachievement@wells.edu.