

Module Title:	Capstone Project	
Module No.: MBCP	Semester / Term: --	Duration: 1 Semester
Module Type(s): Pflicht	Regularly offered in: WS, SS	
Workload: 750 h	Credit Points: 25	
Admission Requirements: <ul style="list-style-type: none"> • Capstone Thesis: Completion of modules totaling a minimum of 50 ECTS • Capstone Thesis Defense: Submission of the Capstone Thesis 	Language of Instruction: Deutsch / Englisch	
Contributing Courses to Module: <ul style="list-style-type: none"> • Capstone Thesis (MBCP02) • Capstone Thesis Defense (MBCP03) 	Workload: Capstone Thesis: 675 h Capstone Thesis Defence: 75 h	
Course Coordinator(s) / Tutor(s): Please see the current list of tutors on the Learning Management System.	Module Director: Prof. Dr. Holger Sommerfeldt	
References to Other Programs: All MBA Programs in Distance Learning	References to Other Modules in the Program: All modules in the MBA programs	
Qualification and Educational Objectives of the Module: <p>A capstone project is a culminating activity that allows MBA students to demonstrate the knowledge and skills they have acquired during their MBA studies. It engages students in a project that focuses on an interest, career path, or academic pursuit that synthesizes different components of their master studies and applies them to a real life management perspective. It can take the form of a business plan or consulting project. The module capstone project consists of two components: a capstone thesis and a capstone thesis defense. Students will indicate that they are capable of applying their key knowledge and skills to one or more area(s) of personal interest and/or managerial issues, by planning, completing, and presenting a capstone thesis under the supervision of an academic supervisor. Students should be able to critically analyze and solve practical problems by applying academic research methods which strongly support the real life management decision processes.</p> <p>During the capstone thesis defense students have to present their project findings and demonstrate that they are not only capable of independently producing a capstone thesis but also that they can justify their findings and recommendations in accordance with academic and managerial requirements.</p>		
Course Content of the Module:		

<ul style="list-style-type: none"> • Capstone Thesis • Capstone Thesis Defense 		
Teaching Methods:	See the contributing course outline(s)	
Literature:	See the contributing course outline(s)	
Percentage of the Module Grade Relative to the Final Grade for the Program: --	Prerequisites to Qualify for Assessment:	Assessment:
	none	<p>MBCP02: Capstone thesis (90%), approx. 60 pages</p> <p>MBCP03: Capstone thesis defense (10%), 45 minutes</p>

Course No.: MBCP02	Course Title: Capstone Thesis	Hours Total: 675 h Credit Points: 22,5 ECTS
Course Type: Pflicht Course Availability: Course Duration: 1 Semester		Admission Requirements: Completion of modules totaling a minimum of 50 ECTS
Course Coordinator / Instructor: See current list of tutors in the Learning Management System		References to Other Modules: Please see module description
<p>Course Description:</p> <p>The students independently prepare the written capstone thesis.</p> <p>The aim of the capstone thesis is to effectively apply the knowledge acquired throughout the MBA course to an academic paper that has a thematic reference to the MBA course. The thesis can consist of a business plan or a consulting report. The thesis is an independent piece of work, that, with the guidance of a supervisor, seeks to scientifically analyze and critically discuss a chosen issue, and suggest possible solutions. The topic should be chosen from the student's area of specialization and the thesis should demonstrate their acquired competence in this area, whilst also enriching and rounding out the student's academic knowledge. Completion of this course is designed to prepare the student for the needs of their future career path.</p> <p>Course Objectives and Outcome:</p> <p>In producing an academic paper, the students should demonstrate competencies acquired during their MBA studies as well as provide evidence of their acquired knowledge of a specific problem.</p> <p>The capstone thesis should follow the following criteria:</p> <ul style="list-style-type: none"> • The capstone thesis has to reflect the current academic knowledge regarding the chosen topic. • The capstone thesis has to make use of respective theoretical knowledge specific to the chosen practical case, and should culminate in a number of recommendations regarding practical courses of action. <p>Teaching Methods:</p> <p>Individual support from the tutors and supervisors during the preparation of the capstone project is provided.</p> <p>Course Content:</p> <p>The content of the capstone project shall be decided upon by the MBA student, together with their supervisor. However, supervisors have the right to recommend specific topics for students.</p> <p>The capstone thesis can take the format of a business plan or consulting report.</p> <p>A business plan should include, at least, the following points (Note: this is not a compulsory structure):</p> <ol style="list-style-type: none"> 1. Summary 2. Description of the planned product/the service offer 3. Founding team 		

4. Market analysis
5. Marketing and sales planning
6. Company and organization
7. Financial planning
8. Literature

A **consulting report** should include, at least, the following points (Note: this is not a compulsory structure):

1. Summary
2. Problem description and circumstances
3. Advisory tasks:
 - 3.1. Goal setting and challenge
 - 3.2. Method
 - 3.3. Analysis
 - 3.4. Recommendation
4. Literature

Literature:

- Bailey, S. (2011). Academic writing for international students of business (3rd ed.). Abingdon: Routledge.
- Bender, S. L. (2003). Producing the capstone project. Dubuque, IA: Kendall Hunt Publishing.
- Swales, J. M., & Feak, C. R. (2012). Academic writing for graduate students: Essential tasks and skills (3rd ed.). Ann Arbor, MI: Michigan Series in English for Academic & Professional Purposes.

Examinations:

Written assessment: Capstone thesis (approx. 60 A4 pages)

Student Workload (in hours): 675

Research academic writing: 675

Course No.: MBCP03	Course Title: Capstone Thesis Defense	Hours Total: 75 h
		Credit Points: 2,5 ECTS
Course Type: Pflicht Course Availability: Course Duration: 1 Semester	Admission Requirements: Submission of the Capstone Thesis	
Course Coordinator / Instructor: See current list of tutors in the Learning Management System	References to Other Modules: Please see module description	
<p>Course Description:</p> <p>The thesis defense is undertaken after handing in the capstone thesis. It will take place at the invitation of the supervisor. A second examiner will also be present alongside the supervisor. The students have to prove that they have independently produced the content in the capstone thesis by providing a detailed presentation of their project.</p> <p>The thesis defense should consist of the most relevant information from the report (including methodology, research, project outcomes, and recommendations), followed by a question-and-answer round led by the supervisor.</p> <p>Course Objectives and Outcome:</p> <p>The main goal of the thesis defense is for students to provide evidence of their ability to transfer professional and methodological expertise to a practical case. In addition, student should demonstrate that he/she can actively take part in a thematically oriented discussion with a subject area expert. Last but not least, the thesis defense serves to provide students with the opportunity to display presentation-specific communication techniques in the context of a goal-oriented, academic interaction.</p> <p>Teaching Methods:</p> <p>The students need a laptop and will be provided with the appropriate technical materials for their presentation.</p> <p>Course Content:</p> <p>The capstone thesis defense consists of a presentation of the most important results of the capstone project followed by the student answering questions from the examiners/experts.</p>		
<p>Literature:</p> <p>Subject specific chosen by the student</p>		

Examinations:

Oral Assessment: Capstone Thesis Defense

- Presentation (15 minutes)
- Oral examination (30 minutes)

The examiners of the capstone thesis defense evaluate the quality of the examination results according to the following evaluation criteria:

- Understanding and application of a scientifically sound analysis
- Structure and content of the presentation
- Successful transfer of knowledge from the MBA to the practical case selected in the capstone project
- Quality of answers to the examination questions

Student Workload (in hours): 75

Preparation: 74

Oral Exam: 1

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