**Bermuda College  
Business Department Capstone Course to Date**

**Capstone Course:**

MGN 2210 Introduction to Marketing 1: In this course, students participate in a semester long capstone project which sums up the skills and competencies, including critical and analytical thinking in a business operation. The project includes a Marketing case study report and oral presentation. The aim of the presentation is to improve public speaking skills and help students clearly express their analysis. Students must submit a portfolio which includes their research analysis, case analysis report and their presentation papers. Students are graded on the content and the quality of their ability to think strategically and to substantiate their conclusions. A peer review is used during the presentation and the final exam includes a question about the conclusions from one of the case studies presented.

MGN 2210 Introduction to Marketing 2: A capstone project is required in the course which highlights the knowledge and skills students obtained during the course and demonstrates their ability to apply marketing concepts in a practical workplace scenario. The format is a development of a Marketing Plan for an existing business or charity and a final presentation of their plan. The aim of the presentation is to improve public speaking skills and help students clearly communicate their ideas. Along with a presentation, students must submit a portfolio which includes their research documents and final Marketing Plan and their presentation papers. Students are graded on the content and the quality of their ability to perform a situation analysis of their chosen company or charity and substantiate their recommendations in their Marketing Plan.

MGN 2250 Introduction to International Business: A capstone project is required in the course which sums up the skills and competencies the students have gained during the course. The format is the submission and presentation of a Market Entry Strategy Project which includes three modules: A Market Intelligence Report, a Business Environment Analysis Report and a Market Entry Strategy Analysis. Students must demonstrate their ability; to think strategically; apply theory and concepts discussed in the course; to interpret research results and; to practice decision-making in a business operation. Along with the oral presentation, students must submit a portfolio which includes their final report and their presentation papers.

MGN 2217 Business Analysis and Communication: A final project is required in this course that includes a case strategy report and presentation that requires students to demonstrate their business analytic skills and competencies and the ability to think strategically gained in the course. Students are graded on the content and the quality of their ability to perform an analysis of a company case and their ability to substantiate their recommendations. A peer review is used during the presentation and the final exam includes a question about the conclusions from one of the case study analysis presented.

MGN 2222 Organizational Behaviour: A capstone research paper is required in this course which requires students to research in detail a particular subject in OB that interests them and that is of significance in OB research in workplace environments. In a detailed paper, students must apply course OB theories and concepts discussed in the course, demonstrate how to interpret research results and analyse decision-making in a business operation. Students are encouraged to choose topics that are indicative of their workplace environment if applicable.

HMT 2260 Food and Beverage Management - A detailed research paper and oral presentation is required at the end of the course. The aim of the research paper is to explore a significant hospitality food and beverage topic that identifies with the student’s area of hospitality specialization and demonstrates food and beverage principles and concepts discussed in the course. The aim of the oral presentation is to improve public speaking skills and help students clearly express the findings of their research topic. Students must submit a portfolio which includes their Research Paper and their presentation documents.