University of Cincinnati

I. Course Information:

Title: MS Capstone  
Course #: BANA8084-001  
Credit Hours: 1  
Term: Fall 2017

II. Instructor Information:

Name: Dr. Edward P. Winkofsky  
Title: Adjunct Professor  
Office Information: Lindner 524  
Office: (513)556-7179  
Email: edward.winkofsky@uc.edu  
Office Hours: By appointment.  
Communication Policy: Students are encouraged to contact the instructor via email. A response will generally be given within 24 hours.

III. Course Description:

This course is associated with the required MS Business Analytics Capstone. The Capstone essay describes the student’s contribution to a project completed during a one or two semester internship. The content demonstrate the student’s knowledge of Business Analytics concepts and the student’s ability to implement those concepts.

IV. Student Learning Outcomes:

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

1. Demonstrate significant knowledge of Business Analytics concepts and tools.
2. Show the ability to implement these concepts and tools in an internship.

V. Capstone Requirements:

1. Academic Integrity: By admission to or attendance at U.C., a student accepts the responsibility to comply with the SCOC (Student Code of Conduct) and the rules and
policies of the University of Cincinnati. Every student is bound by the academic misconduct provisions of the SCOC which are enforced, in part, to assure academic integrity. Academic misconduct includes: aiding and abetting academic misconduct, cheating, fabricating information, plagiarizing, and violating ethical or professional standards. Any violation of these regulations will be dealt with on an individual basis according to the severity of the misconduct. For the capstone, students must be very careful that all references are correct. Any information that is copied from another source or document whether written by the capstone author or another person must be referenced. A student’s capstone could be rejected and the student’s graduation could be put in jeopardy for failure to follow referencing standards. Students are encouraged to discuss proper referencing with their capstone readers. Additional information on Academic Integrity can be found at: http://www.uc.edu/conduct/Code_of_Conduct.html. Note that instructors are required to report any incident of academic misconduct to the college review process which could result in severe consequences, including potential dismissal from the college based on the colleges “Two Strike Policy”. http://business.uc.edu/resources/academic-resources/advising/resources.html

2. **Readers:** The student must ask two professionals to serve as readers. The first reader must be a member of the OBAIS graduate faculty. The OBAIS graduate faculty are tenure-track professors with the formal title of Assistant Professor, Associate Professor, or Professor. Usually the second reader is the student’s supervisor during the internship. The readers will work closely and regularly with the student to provide guidance during the capstone development, and the first reader will ensure that the capstone meets the department’s quality standards.

3. **Structure:** The capstone must have a cover page with the title of the capstone, the names of the student and the readers. Neither the names nor the title should be in all capital letters. The cover page is followed by an abstract of 100-250 words, and a table of contents. The capstone, including the title page, abstract and table of contents should be between 8 and 15 pages (12-point font, single spaced, 1-inch margins). The content of the capstone should include an introduction, a problem description, a solution narrative, conclusions and references. Figures and tables may be included in the body of the capstone or in appendices. Appendices are not counted against the 15-page limit. Professional standards are expected with respect to rigor, content, organization, English writing, citations, and attention to detail.

4. **Content:** The content must demonstrate the student’s knowledge of Business Analytics concepts and the student’s ability to implement those concepts. It is understood that for proprietary reasons, the essay may not contain the level of detail expected in a Research Project or Case Analysis essay.

5. **Process:** Capstone development is an iterative process. The student is expected to communicate frequently with the readers during capstone development and allow sufficient time for the revisions needed to bring the capstone to completion. Failure to communicate often may result in the capstone being rejected.

6. **Grading Scale:** P or F
VI. Submission Schedule:

1. Submit the topic in Blackboard no later than one month after the beginning of the semester (September 17).
2. Submit the name of the first-reader in Blackboard at the same time as the topic is submitted (September 17).
3. Submit the name of the second-reader in Blackboard no later than two months after the beginning of the semester (October 15).
4. Submit a final draft of the capstone to the first-reader no later than one month before the end of the semester (November 5).
5. Submit a revised final draft to the second-reader no later than three weeks before the end of the semester (November 12).
6. Send the Internship Evaluation forms to the Program Director not later than one week before the semester ends (November 26).
7. Send a copy of the approved capstone to the Program Director no later than one week before the semester ends (November 26).
8. Complete the top of the Capstone Evaluation Form and send a copy to each reader. The readers should submit the completed forms to the Program Director no later than one week before the semester ends (November 26).

Note that readers may establish different dates for Steps 3, 4 and 5. Students should discuss these dates with their readers.