



# CAPSTONE: CASE INDUSTRY AND ANALYSIS

## CAP400 — Business Management Capstone, 3.0 hours

### PROFESSOR

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Dr. Michael Marticek

I have worked in the transportation industry for over 15 years and 8 years in academics. I have been an aviation analyst for an aviation engineering firm. I have worked as an operational supervisor for United Parcel Service and my third position was a senior operational manager for an airline. I also owned my own business for 3 years, which was website development and Internet dial-up services. I sold the company off in 2004 and have been dedicating my time to higher education. My teaching experience has been online at various universities. I teach the MBA and doctoral programs. I have earned a B.S from Robert Morris University (Pittsburgh, PA) and a MBA in Finance from Strayer University. I also have a certificate as a Six Sigma Green Belt / Lean. I have a doctorate (DBA) from Walden University with a concentration in Information Systems Management. I look forward to meeting each of you through our online environment.

Dr. Michael Marticek, DBA, MBA

### CONTACT INFORMATION

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E-mail: [mmarticek@lakewood.edu](mailto:mmarticek@lakewood.edu)  
Cell Phone: 800-517-0857 ext. 788

### ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

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All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing [info@lakewood.edu](mailto:info@lakewood.edu)

### BOOKS AND RESOURCES

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Contemporary Project Management 4th Edition 2019

### EVALUATION METHOD

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Graded work will receive a numeric score reflecting the quality of performance.  
Course Requirement Summary

- Assignments - Total of 150 Points
- Weekly discussion forums-Total of 160 Points
- Final Exam - 100 Points

# GRADING SCALE

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Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 410. To determine the final grade, the student's earned points are divided by 410.

Your overall course grade will be determined according to the following scale:

A = (90% - 100%)

B = (80% - 89%)

C = (70% - 79%)

F < (Below 70%)

# ACADEMIC INTEGRITY/ PLAGIARISM:

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Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

# DISABILITY ACCOMMODATIONS

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Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: [disabilityservices@lakewood.edu](mailto:disabilityservices@lakewood.edu)

# SUPPLEMENTAL TEXTS

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You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- [https://www.mylakewoodu.com/pluginfile.php/118179/mod\\_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf](https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf)

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: [https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_formatting\\_and\\_style\\_guide/general\\_format.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html)

# LIBRARY

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Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at [modell@lakewood.edu](mailto:modell@lakewood.edu) or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

# SUPPORT

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Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2  
[info@lakewood.edu](mailto:info@lakewood.edu)  
[studentservices@lakewood.edu](mailto:studentservices@lakewood.edu)

# CAREER SERVICES

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Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2  
[careerservices@lakewood.edu](mailto:careerservices@lakewood.edu)

# LESSONS

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TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #1	<ul style="list-style-type: none"><li>Final Project Introduction</li></ul>	Study Course Syllabus Participate in the Discussion Forum	
Lesson #2	<ul style="list-style-type: none"><li>Environmental Factors and Their Effect on Business</li></ul>	Participate in the Discussion Forum	Assignment 1 upon completion of the lesson
Lesson #3	<ul style="list-style-type: none"><li>Corporate Responsibility &amp; Stakeholders</li></ul>	Participate in the Discussion Forum	
Lesson #4	<ul style="list-style-type: none"><li>Business Structures</li></ul>	Participate in the Discussion Forum	Assignment 2 upon completion of the lesson

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	<ul style="list-style-type: none"> <li>Competition &amp; Making Your Business Stand Out</li> </ul>	Participate in the Discussion Forum		
Lesson #6	<ul style="list-style-type: none"> <li>Participative Leadership Styles</li> </ul>	Participate in the Discussion Forum	Assignment 3 upon completion of the lesson	Objective 4
Lesson #7	<ul style="list-style-type: none"> <li>Marketing and Budget Planning</li> </ul>	Assignment: Create a Marketing Plan and Budget		Objective 5
Lesson #8	<ul style="list-style-type: none"> <li>Final Project Due</li> </ul>	Participate in the Feedback Discussion Forum	Final Project upon completion of the lesson	Objective 5

## DESCRIPTION

Project management is the discipline of initiating, planning, performing, controlling, and closing the work of a team to attain specific goals and meet specific success criteria.

### Program Objectives

1. Assess the business environment.
2. Explain how economic conditions affect business
3. Assess corporate social responsibility
4. Examine the structure of an organization
5. Evaluate small business

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