

## COURSE SYLLABUS

<b>COURSE TITLE:</b>	COMPANY CASE CHALLENGE	<b>COURSE CODE:</b>	BUSI390
<b>PREREQUISITES:</b>	MKTG210, FINC215, MGMT230	<b>SEMESTER:</b>	SPRING
<b>INSTRUCTOR:</b>	Pascale GINET & ABS Paris Tutor	<b>CREDITS:</b>	2

### COURSE DESCRIPTION:

This capstone activity is designed to bring students into the real world in partnership with local companies. Company partners submit questions (“challenges”) for students to work on in groups over 8 weeks. Students must develop solutions to the challenge based on hands-on research, interviews with company representatives, and creative business thinking. Students deliver a 15-minute video explaining their solutions directly to the company representatives at the end of the exercise.

### COURSE OBJECTIVES:

The primary objective is to put students in front of real companies, facing real challenges. Students must pull from their academic learnings, company interviews, and on-the-ground research to develop solutions to real world problems. Their deliverable must be brief, directed, and based in facts and objective research. Companies give constructive criticism back to the students focusing on the relevance of the suggested solutions and the professional behavior of the students.

### EXPECTED LEARNING OUTCOMES:

Upon completion of this course students will be able to:

- Understand how their academic learnings drive them to be productive future employees
- Focus on real world problems and use innovative thinking to develop solutions
- Have access to a partner company’s inner workings, with face-to-face interviews and behind-the-scenes access to key players
- Develop their professional behavior in front of potential future employers

### EVALUATIONS:

The final grade will be determined as follows:

- 1/3 Peer Review
- 1/3 ABS Paris tutor feedback
- 1/3 Company feedback