

MGMT 535
Final Capstone Report
Criteria and Checklist
(30% of grade)

Overview:

Your final report has **three overarching goals**, thereby providing you with the following opportunities, based on what you have learned in class:

1. To **illustrate** that you have a clear understanding of key communication management principles you have learned
2. To **apply** selected communication management principles and **synthesize/analyze** these concepts and theories
3. To holistically **reflect** upon the information (e.g., take a look at the “big picture”).

You have **two options**:

Option 1: Identify 1-2 key concepts/theories. As a “train the trainer” assignment, the purpose of this report is to **inform/educate** these concepts/theories by providing a thorough analysis. Think of yourself as a “reporter.”

Option 2: Identify 1-2 key concepts/theories. As an “application” assignment, the purpose of this report is to **synthesize/integrate** these concepts/theories to a specific organization (whether it be your own or some other one). Think of yourself as an “analyst.”

Check-list for both Options:

- Use APA style formatting only
- Length: 5-7 pages of copy (this excludes abstract, cover page, references, etc.)
- Abstract: no more than 500 words (serve as an “executive summary” – a short recap)
- Page numbering required (using “running head” APA style formatting)
- **Deadline:** due at the beginning of Module 9. Your instructor will post the day your report is due. Late submissions will incur a point reduction at the discretion of your instructor. No reports will be accepted beyond the last day of the term. **NO EXCEPTIONS!**
- Catchy title on cover page (don’t forget to use a strong verb)
- Start with an Introductory paragraph (to include a “purpose statement” so we know, up front, what you plan to discuss)
- Include at least (3) main points to substantiate this purpose in your body copy
- End with a short, clear and concise conclusion paragraph
- This is NOT an opinion paper
 - ALWAYS substantiate your claims with outside sources
 - Do not use personal pronouns (such as I, me, we, us, etc.)
- Points will be deducted for typographical and grammatical errors. Please proof, proof, then proof again before turning in your final submission

(See page 2 – for information related to CITATIONS)

Citations:

- Minimum of 5 outside references are required (this count does NOT include your textbook)
- A total of 2 of the 5 sources must be from **academic journals (refer to ERAU Library Guide at “Resources” Link)**
- In-text citations are required - using APA format only (ex: Fall, 2009; or in the case a direct quote: Fall, 2009, p. 56)
- Do **not** use footnotes as your citation formatting; use APA style only
- Any/all references cited in the reference section must be included in the body copy of your report ~ and vice versa

* Technically, if you don't cite your authors within your paper/text, this is a form of plagiarism – because you have acknowledged that you used these authors' materials, but then you failed to give them credit in the body of your copy / document! As such, failure to cite properly and appropriately will result in a **zero** for your final grade.

Upon submission, your report will automatically be evaluated through Blackboard's SafeAssign plagiarism detection tool. Your writing will be checked for originality against numerous databases of written works. SafeAssign generates an originality report you may view and download; however, you will not be permitted to submit your paper a second time. Ensure your work is entirely your own. Cite your sources! For more information on SafeAssign visit the course 'Resources' area.

Please refer to the following website, which serves as an excellent resource for APA-style formatting. I suggest that you bookmark this website; it is a valuable resource!

<http://owl.english.purdue.edu/owl/resource/560/01/>