

Capstone Experience

Student's Name

Institution

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## Capstone Experience

### Outcome 1

#### Real-world business problems

Some of the enormous real-life problems facing businesses include guarding the reputation of the business through corporate governance mechanisms, uncertainties due to an unpredictable customer and market trends and achieving sustainable business practices (Dowling, 2006). Businesses are also torn between satisfying the shareholder's duty of wealth maximization versus corporate social responsibilities. Other problems facing businesses include changing regulations, disruptive technologies from new start-ups that create the need for change and challenges relating to recruitment of the right staff that makes a difference to the firm. One of the ways of solving business problems is always being receptive to change. These include providing the employees with skills and training to develop an innovative mindset to increase their responsiveness to change. Expanding the research and development as well as market analytics of the firm to study market and customer trends can help to handle market uncertainties brought about by new disruptions. A business should also have reliable systems of corporate governance to increase its adherence to regulations and safeguard against abuses of power by the management.

#### Learning Statements:

I have learned that one of the contributing factors to the problems facing businesses is the lack of effective corporate governance

I have learned that business that succeeds embrace innovative and flexible systems

I have learned that businesses are always under constant threats and thus the need to scan the environment for emerging opportunities and threats.

Evidence Used to Support Learning Statements:

Table 1-1, Failure of Corporate Governance at Enron

Date	Event
Dec. 2, 2001	Failure of Corporate governance (Dowling, 2006). Induced share price appreciations Deliberate understatement of debts

Tab 1-2, Collapse of Eastman Kodak

Date	Event
Mid 1990's	Disruptive technologies in the film industries Eastman indecisiveness to change

## Outcome 2

### Strategic business analysis

The core business principles include principles of integrity, honesty, fairness, sustainability, concern for others and law abiding. A business should also be sustainable, maximize relationship with its employees and be mindful of customer needs (Diala-Nettles, 2014). Further, an organization should have efficient metrics for measuring performance, enter into effective alliances and acquisitions.

An application of the core business principles includes following financial accounting rules in presenting financial statements, honesty, providing truthful information in advertisements and offering high-quality products. A business can build a sustainable business by giving back to the society, controlling its activities against likely impacts of pollution and creating the right structures to support the growth of its employees.

#### Learning Statements:

I have learned that business that business that acts with integrity succeed for a long time in the market

I have learned that sustainable business practices enhance the reputation of the firm

I have appreciated the need for effective allowances in supporting the growth of the firm.

#### Evidence Used to Support Learning Statements:

- Tab 2-1, Apple and sustainability model

Date	Event
N/A	Apple manufactures high quality and innovative product and charges a premium price on the products

- Tab 2-2, Facebook winning model

Date	Event
N/A	Increase of the active account users  Advertising on its platform  Exciting user capabilities to increase time spent online.

### Outcome 3

#### Global business environment

The global business issues that affect business situations include changing customer beliefs and practices, attitudes towards consumption of foreign products and regulations such as those made by the European nations and individual county regulations (Inkster, 2016). Others are laws that affect imports such as import duties, import quotas and taxation of foreign goods, unstable political environments in other countries and effects of terrorism. These forces affect business situations by determining the ability of the business to operate in a given context and the laws it should abide by to ensure legal operations.

#### Learning Statements:

I have learned that business regulations have a significant impact on the conduct of the global business by either aiding or disrupting its operations.

I have learned that global business environment varies and this influences the geographical spread of multinational businesses.

I have learned that for a business to be a success in an international business environment, it must understand the forces prevalent in each market and plan accordingly.

#### Evidence to Support Learning Statements:

- Tab 3-1, Brexit and foreign business in the UK

Date	Event
June 23, 2016	Following the vote, stock prices fell as investors panicked.

Implementation March 2019	The exit will affect foreign businesses previously operating under the EU. (Inkster, 2016)
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- Tab 3-2,

Date	Event
N/A	Terrorism in countries such as Syria, Somalia, and Pakistan have scared away investors (Inkster, 2016)

#### Outcome 4

##### Quantitative methods

Quantitative aspects of the business relate to use of figures to analyze business situations. These include calculations of profitability ratios, liquidity ratios, capitalization levels and capital adequacy levels among others.

##### Learning Statements:

I have learned how to use financial ratios such as current ratios to analyze business situations.

I have learned that quantitative aspects of the business are useful in analyzing the trends in the performance of the firm.

I have learned that financial ratios are relied upon by investors to make individual decisions.

Evidence to Support Learning Statements:

- Tab 4-1, Apple Corporation Liquidity ratios (Case for current ratio)

Date	Ratio
2017	Current ratio=Current assets/current liabilities $\$ 128,645 \text{ M} / 100,814 = 1.28$ (Company can pay maturing obligations since it has higher amounts of current assets compared to current liabilities)

- Tab 4-2, Apple Corporation Profitability (Net profit margin)

Date	Ratio
2017	Net profit margin=Net profit/Sales $48,351 / 229,234 = 0.21$ (Company has positive profit margin hence profitable)

### Outcome 5

#### Business and society

An example of an ethical issue in a business problem is regarding presenting an unfavorable business performance (Diala-Nettles, 2014). A business is faced with an ethical problem on whether it should present the financial affairs as they are and lose potential investors or engage in accounting malpractices to present the business on a positive note.

Pros of presenting the accounting affair as it is will enable the firm to avoid potential litigations and damaged reputation if such information is discovered to be false. The cons are that the business will be unable to attract investors on account of the poor performance given in the business report.

An appropriate course of action in such a case is to present the business performance affairs as they are and inform potential investors of any efforts by the management to overcome the poor performance. An evidence case is when Enron tried to engage in accounting malpractices that led to the collapse of the organization.

#### Learning Statements:

I have learned that business ethics cannot be compromised for whatever situation that a business finds itself.

I have learned that unethical business is a source of litigation.

I have appreciated the need for having business policies that emphasize on ethical conduct.

#### Evidence to Support Learning Statements:

- Tab 5-1, Apple Fined \$ 14.5 Billion

Date	Event
August 2016	Apple fined \$ 14.5 billion over Ireland tax arrears

- Tab 5-2, Coca-Cola deceptive advertising

Date	Event
January 2017	Praxis Project, a non-profit group, sued Coca-Cola for unethical and



	deceptive advertising of health benefits of sweetened beverages.
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### Outcome 6

#### Communication

Effective communication entails understanding the topic, the information to be communicated and the target audience.

Learning Statements:

I have learned how to write persuasive essays, reports, CVs, presentation pitches among others

I have that each piece of writing differs and one should tune the writing to the needs of the audience and the objectives to be achieved.

I have appreciated the need to conduct adequate research in writing to know how to approach each topic in a unique and stimulating way.

Evidence to Support Learning Statements:

- Tab 6-1, CV Writing

Date	Mechanics
N/A	Emphasize on strengths and achievement free from grammatical errors, should be neat, brief and elaborate

- Tab 6-2, Report Writing

Date	Mechanics
N/A	Should be precise, accurate, simple language, reader-oriented and relevant to the issues at hand.

## Outcome 7

### Team Collaboration

Working in groups has been one of the most exciting and challenging tasks that I have undertaken through this course. Exciting in that we got an opportunity to acquire new ideas and challenging in that group conflicts and diverse ideas were common.

#### Learning Statements:

I have learned team-work and ability to work in groups to share ideas and collaborate on projects.

I have learned how to settle conflicting ideas emanating from group discussions.

I have improved my interpersonal and communication skills as result of working in groups.

#### Evidence Used to Support Learning Statements:

- Tab 7-1, Role assignment in group

Date	Event/Milestone
N/A	1 <sup>st</sup> day assigned the role of group leader.  Had poor communication skills

- Tab 8-2, Personal improvements

Date	Event/Milestone
N/A	Lead discussions on an ongoing basis  Communication skills score improved by 4 points

## Outcome 8

### Project management

The key steps in the development of a business project plan include first agreeing on the project baselines such as performance expectations against which the project should be measured. The second step is to assign and clarify the roles of stakeholders in the project. Thirdly, state the scope of the project which outlines the business need to be addressed, approach to be used in meeting the stated objectives, deliverables and key milestones such as the intermediate results to be attained. Fourth, come up with baseline management plans that include matters relating to timelines, costs, communications, quality, risks, procurement and other aspects that should be managed to deliver the expected outcomes. Finally, communicate the plan to ensure that all stakeholders understand what is expected of them to deliver the project objectives.

My recommendation to business problems is that they should be identified early through effective data analytics and market scans. An action plan would include rallying the organization members through support and training to handle business problems as they emerge.

#### Learning Statements:

I have learned that an effective project plan should be one that is understood by all stakeholders

I have appreciated the need to increase awareness of business problems to ensure they are addressed as soon as possible

I have acquired the skills to carry out my independent project planning by applying all the critical steps.

## Evidence that Supports Learning Statements:

- Tab 8-1, Personal Development

Date	Milestone
N/A	Learned how to collaborate with my team members to assign duties and deliver outcomes

- Tab 8-2, Leadership

Date	Milestone
N/A	Effectively guided my team members to set project dates and deliverables

### Outcome 9

#### Ethical implications of actions for diverse stakeholders

An example of a case giving ethical implication for stakeholders is management's pursuit of short-term gains as opposed to long-term shareholder wealth maximization.

The shareholders are affected in that it lowers the ability of the firm to build on sustainable business practices that increase stock price in the future (Diala-Nettles, 2014).

A recommendation would require a collaboration between the management and firm to implement policies that cater to shareholder needs.

## Learning Statements:

I have learned the importance of the management acting ethically in the interest of the firm affairs

I have appreciated the need for effective corporate governance to guard against corporate unethical decision making

I have understood how to recognize ethical and unethical decision making

## Evidence to Support Learning Statements:

- Tab 9-1, Enron Affair

Date	Milestone
Dec. 2, 2001	Enron collapse due to unethical short-term share price appreciations (Dowling, 2006).

- Tab 9-2, Personal Development

Date	Milestone
N/A	I always consider how my actions affect other when making decisions.

## References

Diala-Nettles, I. S. (2014). Ethical Business Decision making Considering Stakeholder Interest.

*International Journal of Marketing and Technology*, 4(1), 215.

Dowling, G. R. (2006). Communicating corporate reputation through stories. *California*

*Management Review*, 49(1), 82-100.

Inkster, N. (2016). Brexit, intelligence, and terrorism. *Survival*, 58(3), 23-30.

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