Description In the individual self-reflective essay, the student should (a) focus and examine 3 out of the 5 BBA generic learning outcomes that the student identifies as relatively weak, and provide supporting evidence (e.g. subject results and peer comments); (b) integrate and articulate how the work of Capstone Project will or will not help, or has or has not helped, to improve the student’s identified weaknesses, and (c) give justifications for entrepreneurship and creative thinking. The five BBA generic learning outcomes are: (a) Communicate effectively in English, Putonghua and written Chinese, at a level appropriate for business purposes and general conversation; (b) Demonstrate a global outlook and understand cultural diversity, globalization and their implications for business; (c) Apply creative thinking in the business setting; (d) Identify and respond appropriately to ethical issues as they arise generally and in the business setting; (e) Adopt an entrepreneurial perspective, identifying and evaluating business opportunities as they arise.