

WAYNE COMMUNITY COLLEGE
BUS 239-01: Business Applications Seminar
Spring 2005

Tuesday and Thursday at 10:00:00 – 11:15:00 in WLC 217

Instructor Information

Instructor: Norm Crumpacker
Office Location: Wayne Learning Center (WLC) 240
Telephone: (919) 735-5151 Extension 348
Office Hours: M, W & F: 12:00P – 1:00P; T & Th 9:00A - 10:00A; and by appointment
E-Mail Address: nrc@waynecc.edu
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Course Description (CCL) Class hours, 2; lab, 0, clinical/work experience, 0; semester hours, 2

This course is a capstone course for Business Administration majors. Emphasis is placed on decision making in the areas of management, marketing, production, purchasing, and finance. Upon completion of the course, the student should be able to apply the techniques, processes, and vital professional skills needed in the workplace.

Prerequisite(s)

ACC 120, BUS 115, BUS 137, MKT 120, and either ECO 251 or ECO 252

Co-requisite(s)

None

Program Learning Outcomes for Business Administration

The Associate of Applied Science Degree in Business Administration is designed to prepare students for employment and careers in today's global and technology based economy. Graduates of this program will develop skills in decision-making, communication, and technical applications.

1. Apply basic business, social, and ethical strategies for effectively managing and operating a business enterprise in a global and technology based economy.
2. Demonstrate an understanding of basic business law, its practices and principles, and the legal environment in which business operates.
3. Demonstrate the ability to use a personal computer in the workplace and have a basic understanding of computer hardware, software applications, Internet, and operating systems.
4. Apply mathematical concepts and methods to understand, analyze, and to solve mathematical problems necessary to perform job related tasks.
5. Apply general accounting and tax principles and practices that are necessary for recording, sorting, summarizing, and reporting financial and tax data related to business transactions and decision-making.
6. Apply basic principles, practices, strategies, and tactics in marketing, sales, advertising, insurance, and management as appropriate, in today's business environment.
7. Applying basic economic principles and concepts, and monetary theories, supply and demand models, and international trade policies to individual and business situations.
8. Communicate information effectively in today's technology oriented business environment using written, spoken, and/or visual methods.
9. Understand personal finances strategies, including asset management, the use of credit, saving and investing, individual retirement accounts, and debt management.

10. Demonstrate interpersonal skills that reflect an understanding of diversity and the need for teamwork.

Course Learning Outcomes

This course provides a survey of the business world. Upon successful completion of the course, the student will be knowledgeable of key business application concepts and tools vis-à-vis: project planning, research, data compilation and analysis, GAP analysis, working within a team, and application of theoretical/conceptual tools.

- Have a better understanding of how all the various parts of a business must function in an integrative manner in order for a business to meet its objectives and be successful.
- Have a better understanding of the impact of the strategic planning process and the impact the administrative, marketing, financial, production, and research and development functions have on the success of a business.
- Provide the opportunity for student interaction in organization teamwork and to give the students a better understanding of how to build an effective team and manage team conflict.
- Improve the student's skills in managing in a changing and/or turbulent environment.
- Improve the student's communication, presentation, leadership, and managerial and interpersonal relationship skills.
- Develop and improve logical and rational decision-making.
- Improve the student's skills in planning and analysis. Demonstrate the importance of such management tools as budgeting, forecasting, and long-range planning.
- Use multi-media/technology tools, (i.e. MS Office Power Point, Access, Internet, and e-mail).

Required Textbook(s)

1. Memory Jogger II: A Pocket Guide of Tools for Continuous Improvement and Effective Planning (1st Edition) by Michael Brassard and Dianne Ritter; Publisher: GOAL/QPC (Growth Opportunity Alliance of Lawrence); ISBN: 1879364441.
2. Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life by Spencer Johnson and Kenneth H. Blanchard; Publisher: Putnam Adult (Sept.1998); ISBN: 0399144463.

Other Required Materials/Software

Access and use of word processing software; e.g., MS Word or WordPerfect.

Learning/Teaching Methods

Assigned readings, lectures, student discussions, case materials, supplemental information, projects as assigned, Internet assignments, class participation, written assessment evaluations, and regular class attendance.

This course is a rigorous course. It will demand considerable time and effort on your part both in class and outside of class. To be successful in this course, for each hour the class meets you should anticipate devoting 2 to 3 hours of study time outside of class. To enhance your learning and scholarly endeavors, students are strongly encouraged to:

1. Attend class regularly and take notes.
2. Use the learning resources (e.g. study guide, CD-ROM accompanying text, etc.) in conjunction with the text as well as the resources available in the library. Visit the Academic Skills Center for tutoring.
3. Complete all assignments given by your instructor. Turn in assignments as requested.
4. Take assessment opportunities (i.e. tests) as assigned by your instructor.

Course Requirements / Methods of Evaluation

To demonstrate achievement of learning outcomes and other objectives for this course, the student must achieve an overall average of 78.000, which is calculated as follows:

Method	Percent
Group Project Write-up Rough draft due by Thursday, April 14, 2005; Final draft due by Thursday, April 28, 2005)	40.0
B. Exam Opportunities (i.e. tests)	30.0
C. Class Attendance	7.0
D. Class Participation	3.0
E. Group evaluation (Due <i>between April 25 and April 28, 2005</i>)	9.0
F. Email to instructor (Due by Thursday, January 13, 2005)	1.0
G. Final Exam (<i>Oral Presentation of Paper: Tuesday, May 03, 2005</i>)	10.0

Exam Opportunities: All exam opportunities (method A) are equally weighted and announced in advance. Missed exam opportunities may be “made up,” however, in addition to not being eligible to receive any credit for the bonus questions (as applicable), a 20-point deduction will be assessed **for each 24-hour period or part thereof** that the opportunity is not attempted (a weekend, however, only results in a 40-point deduction with the next 24 hour period beginning at the due-time on the next college business day). Opportunities turned in after the due-time (generally the time by which the class is scheduled to conclude) are considered missed; consequently, deductions begin to accumulate once the due-time at which the opportunity is due has passed. The project write-up, oral presentation and email to instructor may not be made up; consequently, a zero will be recorded if the assignment is not turned in or completed, as appropriate, by the announced due date and time.

Project and associated write-up: each team of students is asked to research and write-up a team project. In short, the project is to explore the viability of a new **curriculum concentration** for Business Administration at Wayne Community College that encompasses **Human Resource Management**. Based on your research, submit a comprehensive write-up with the following parameters: (a) typed in 12-point Times New Roman font, (b) double-spaced, and (c) one-inch margins. Also, include in the final write-up relevant issues with regard to management, marketing, production, purchasing, and finance. The rough draft should include all work to date and plans for completing of the final draft by its due date.

These websites are excellent starting points for team projects:

Programs: <http://www.ncccs.cc.nc.us/Programs/docs/Education-Catalog/Education-Chart-May2004.pdf>

Map of Community Colleges (with links to homepages): http://www.ncccs.cc.nc.us/colleges_map.htm

NCCCS Curriculum Standards: <http://www.ncccs.cc.nc.us/Programs/business.htm>

NCCCS Common Course Library: http://www.ncccs.cc.nc.us/Programs/common_course_library.htm

Final Exam (i.e. oral presentation): Groups are asked to give an oral presentation of their project. To receive any credit for the final exam, group members must participate in the final exam (i.e. oral presentation); otherwise, a zero will be recorded for each group member not participating in the assignment.

Group Evaluation: The group evaluation is a formal and integral part of the final student grade whereby fellow group members evaluate each other. The instructor will provide the necessary format, forms and directions.

Class Attendance: Class attendance is calculated based on the maximum number of classes a student may miss before being withdrawn from the course, which for this course is seven (7). The formula used to calculate class attendance is: $((7 - \# \text{ absences} + 1) / 7) * 100\%$

Email instructor: In order to facilitate communication between the instructor and students, email your instructor. From your **CampusCruiser email account**, email your instructor at nrc@waynecc.edu. In order to receive credit for this assignment, (a) the email must have a time and date stamp that does not exceed the due date and (b) the subject line of the email should read: BUS 239: *MyFirst MyLast*; where *MyFirst* is the student's first name and *MyLast* is the student's last name. The instructor is not responsible for any misdirected emails!

Grading Policy/Criteria

Earned grades will be based on the weighted average of the evaluation (re: previous section). The following seven-point scale that meets division policy is in effect, as follows:

<u>Scale</u>	<u>Seven-Point</u>
A	93.000 or greater
B	greater than or equal to 85.000 and below 93.000
C	greater than or equal to 78.000 and below 85.000
D	greater than or equal to 70.000 and below 78.000
F	Below 70.000

Academic Integrity Statement

See Student Code of Conduct in the WCC Student Handbook, which is available on-line [http://www.waynecc.edu/catalog_schedule/default.htm]. Any student caught violating the WCC Code of Student Academic Integrity Policy, (i.e., academic dishonesty such as cheating, plagiarizing, or other dishonorable acts), in academic work is subject to disciplinary action.

The faculty of Wayne Community College recognizes that academic honesty is an integral factor in developing and sharing knowledge. We support the concept of academic honesty, practice academic honesty in our classes, and require academic honesty from our students. WCC students are expected to maintain total honesty and integrity while completing and presenting all academic assignments and examinations. Any student caught violating the WCC Code of Student Academic Integrity Policy, (i.e., cheating, plagiarizing, or other dishonorable acts), in academic work is subject to disciplinary action. Such action may include, but is not limited to, entry of the incident in the records of the Office of Student Development; reduced grades; and dismissal from the College classes, programs, and activities.

Students with Disabilities

WCC is committed to seeing that students with disabilities have equal access to and participation in all programs of study. For further explanation, please note the Students with Disabilities policy in the WCC catalog or the Student Handbook; both of which are available on-line [http://www.waynecc.edu/catalog_schedule/default.htm]. Students with disabilities can contact the Disability Services Counselor via phone at (919) 735-5151, extension 223, or via TTY (919) 583-8544.

Non-Discriminatory Statement

Wayne Community College is dedicated to equality of opportunity in all areas of education and employment. Accordingly, Wayne Community College does not practice or condone discrimination against students, employees, or applicants on the basis of race, color, national origin, religion, sex, age, or disability. WCC's non-discriminatory statement may be found in its General Catalog, which is available on-line [http://www.waynecc.edu/catalog_schedule/default.htm].

Student Attendance Policy

WCC Attendance Policy is available in its General Catalog, which is available on-line: [http://www.waynecc.edu/catalog_schedule/default.htm].

We expect students at Wayne Community College to gain skills, competencies and an awareness of a workplace ethic, which emphasizes responsibility and commitment. The college believes students demonstrate responsibility for and commitment to their educational goals through regular attendance; therefore, students must attend 80% of the total hours of any class to receive a passing grade. Instructors will excuse no absences under this policy. If students miss more than 20 percent (i.e. seven, 7) of the class meetings before the last date for dropping a course, the student will receive a grade of "W." Students missing more than 20 percent (i.e. seven, 7) of the class meetings after the last date to drop, instructors will assign the grade of "WF." Instructors expect students to make up missed work, but students cannot make up absences. Moreover, class attendance and participation could mean the difference in a letter grade (see Course Requirements / Methods of Evaluation).

* Note: Programs in Allied Health, Aviation, BLET, Cosmetology and developmental classes have stricter attendance policies than that stated here. Students who do not attend any of the first 10% of the total class meetings will be dropped from the class.

TARDY/LEAVING EARLY POLICY: For this course, students and the instructor are expected to arrive to class on time, which is specified on the first page of this syllabus, as displayed via the college clock, which is located in the classroom, that's properly working and synchronized. If the aforementioned clock is not working properly, not synchronized, or both, then the instructor's timepiece will be used to determine class start and dismissal time. A *tardy* will be recorded for a student when the student is between 0:00:01 (i.e. one second) and 00:03:00 minutes (i.e. 3 minutes) late to class. Each tardy equals one-half of an absence; that is, two tardies equates to one absence. Other than the timeframe that constitutes a tardy, an absence will be recorded if the student is not present during **any** portion of instructional class time, e.g., more than 3 minutes late to class or leaving class prior to class dismissal. Leaving and returning during a class period equals a tardy.

Additional Information From the Instructor/Miscellaneous

Phones/Pagers/Beepers Cell phones, beepers, and walkie-talkies cause unnecessary disruption to the learning/teaching process in the classroom, lab or library setting. Out of courtesy to others, all systems of communication should be in quiet position during instructional, lab or library time.

Smoking, eating, and drinking in classrooms, laboratories, and shops are prohibited. Any exceptions must be requested in writing (WCC Room Reservation Form) and pre-approved by the President or the Vice President for Educational Support Services. **Note:** Food and drink containers may be carried, but must be placed away from any equipment and remain closed with no intent of consumption. Reference: WCC's Student Code of Conduct, which may be found in the General Catalog or on-line:

[http://www.waynecc.edu/catalog_schedule/default.htm]

Spring 2005 Semester (<http://www.waynec.edu/calendar/default.htm>)

January	4	8:00 a.m. - 7:00 p.m. Registration
	5	8:00 a.m. - 4:00 p.m. Registration
	6	7:00 a.m. - Classes Begin
	17	Martin Luther King Holiday
March	1	Midterm
	8-11	Spring Break
	24	Last Day to Drop Classes
	25	Easter Holiday
*April	TBA	Pre-registration for Students Enrolled in Spring 2005 (contact departments for pre-registration schedule)
May	3	Last Day of Classes
	3	8:00 a.m. - 5:00 p.m. Drop-Add for Pre-registered Students
	4	Reading Day
	4	1:00 p.m. - 7:00 p.m. New Student Registration
	5, 6	8:00 a.m. - 6:00 p.m. Exams
	6	TBA Graduation

Wayne Community College
Measurement of College-Wide and Program Student Learning Outcomes

A25120 BUSINESS ADMINISTRATION	College Student Learning Outcomes:										Program Outcomes:		
	1. Demonstrate speaking, writing, and reading skills necessary to communicate effectively.	2. Demonstrate mathematical skills necessary to solve problems appropriate to the area of study.	3. Use principles of critical thinking to analyze problems and make logical decisions.	4. Use computers and other technologies to achieve academic, work-related, and personal goals.	5. Apply the principles and concepts of the natural and social sciences.	6. Use positive interpersonal skills to interact with individuals in diverse groups.	7. Recognize the importance of globalization in developing a broadened world view.	8. Explore the fine arts and humanities from cultural and historical perspectives.	1. Apply basic business, social, and ethical strategies for effectively managing and operating a business enterprise in a global and technology based economy.	2. Demonstrate an understanding of basic business law, its practices and principles, and the legal environment in which business operates.	3. Demonstrate the ability to use a personal computer in the workplace and have a basic understanding of computer hardware, software applications, Internet, and operating systems.		
ACA 111	ADGHJLO		ADHLO			GHO	ACHLO	ADJO					
ACC 120	ADCH	ACH	ACDH			CH	CH			ACH			
ACC 121	ACDEH	ACDEH	ACDH			CH	CH			ACH			
ACC 129	ACDH	ACDH	ACDEH			CH	CH			ACH			
BUS 110	ABDGHE	ADGH	ADGH				ADGH			ABDGHE	ABDE	ADGH	
BUS 115	ABDE		ABDE			ABDE	ADGH			ABDE	ABDE		
BUS 125	ABCDEHL	ABCH	ABCDEHL	ABCDEHL		ABCDEHL	ABCDEHL	ABCDEHL		ABDHU	AB	DH	
BUS 135	ADG		ADG	G		A	AG			ADG	AD	DG	
BUS 137	ABDHGUL		ABDHGUL	ABDHGUL		ABDHU	ABDHGU			ADG	AD	DG	
BUS 147	ABDE		ADGH			CH	ADGH			ABDE	ABDE		
BUS 116	ABDE		ADGH			CH	ADGH			ABDE	ABDE		
BUS 239	CEGHPO	CEGHPO	CEGHPO	CEGHPO		CH	CEGHPO			CEGHPO	CEGHPO	CEGHPO	
BUS 240	ABDE		ADGH			CH	ADGH			ABDE	ADGH		
BUS 260	ABCDEH			ABCDEH		ABCDEH		DC					
CIS 110	ABG	G	ABG	G			AB			ABG	ABG		
COE 110	ADE		H										
ECO 252	ABDE					AE		AE		ABDE			
ENG 111	ACDEGHIJK MNO		ACDEGHKL MNO	CDGHKMNO	ACDHLK	CDEGHIKL MNO	DEGHJL	DEGHJMO					
ENG 114	ACDEGHILM O	GHO	ACDEGHIL MO	ACDGHMNO	ACDEGH LO	CDELNO	DEHLMNO	JO					
MAT 115	AGH	AGH	AGH	AGH									
MKT 120	ADG	A	ADG	G		A	AG			ADG	AD	DG	
MKT 123	ABDHGUL		ABDHG	ABDHGUL		ABDHUL	A	ABDHG		ADG	AD	DG	
MKT 220	ADG		ADG	G		A	AG			ADG		DG	
CO-OP Education Options													
COE 111	ADE		IO			I				I		I	
COE 112	ADE		IO			I				I		I	
COE 113	ADE		IO			I				I		I	
COE 121	ADE		IO			I				I		I	
COE 122	ADE		IO			I				I		I	
COE 123	ADE		IO			I				I		I	
COE 131	ADE		IO			I				I		I	
COE 132	ADE		IO			I				I		I	
COE 221	ADE		IO			I				I		I	
COE 231	ADE		IO			I				I		I	

Wayne Community College
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A25120 BUSINESS ADMINISTRATION	College Student Learning Outcomes:	1. Demonstrate speaking, writing, and reading skills necessary to communicate effectively.	2. Demonstrate mathematical skills necessary to solve problems appropriate to the area of study.	3. Use principles of critical thinking to analyze problems and make logical decisions.	4. Use computers and other technologies to achieve academic, work-related, and personal goals.	5. Apply the principles and concepts of the natural and social sciences.	6. Use positive interpersonal skills to interact with individuals in diverse groups.	7. Recognize the importance of globalization in developing a broadened world view.	8. Explore the fine arts and humanities from cultural and historical perspectives.	Program Outcomes:	1. Apply basic business, social, and ethical strategies for effectively managing and operating a business enterprise in a global and technology based economy.	2. Demonstrate an understanding of basic business law, its practices and principles, and the legal environment in which business operates.	3. Demonstrate the ability to use a personal computer in the workplace and have a basic understanding of computer hardware, software applications, Internet, and operating systems.
Humanities/Fine Arts Electives Learning Outcomes Matrices													
ART 111		A,D		A,D,J	D	A,D	D	A,D	A,D,J				
ART 114		A,D		A,D,J	D	A,D	D	A,D	A,D,J				
ART 115		A,D		A,D,J	D	A,D	D	A,D	A,D,J				
ART 131		D	A,D	A,D		D	D						
DRA 111		A,E,J			E				A,E,J				
ENG 231		AD		ADE		AD	AD		AD				
ENG 232		ADEI		ADE	D	AD	EHIN	ADEJ	ADIJ				
ENG 241		AD		AD		AD	AD		AD				
ENG 242		ACDEHIMNO		ADEHNO		ADFI	ADE		ADENO				
FRE 112		AD		AD		AD	AD		AD				
FRE 181		AD		AD		AD	AD		AD				
FRE 182		AD		AD		AD	AD		AD				
FRE 211		AD		AD		AD	AD		AD				
HUM 110		A		H			H		J	A			
HUM 115		A		H			H		J	A			
HUM 121		A		H	N		H	N	J	A		ACG	
HUM 211		A		H			H		J	A			
MUS 110		A		A					A,J				
MUS 111		A	A	A					A				
MUS 121		J,C							J,C				
REL 211		ACDENH		ACDENH	D		CEHJL	DEH	CDEH				
REL 212		ACDENH		ACDENH	D	AD	CEHJL	DEH	CDEHJ				
REL 110		ACDENH		ACDENH	D		CEHJL	DEH	CDEHJ				
SPA 111		AD		AD		AD	AD		AD				
SPA 112		AD		AD		AD	AD		AD				
SPA 182		AD		AD		AD	AD		AD				
SPA 211		AD		AD		AD	AD		AD				
Social/Behavioral Science Electives Learning Outcomes Matrices													
ECO 251		AD	A	AD	D	A		AD		AD			D
ECO 252		ABDE				AE		AE		ABDE			
HIS 111		A,D		A	D, H	A, B, D	D, H	A					
HIS 112		A,D		A	D, H	A, B, D	D, H	A					
HIS 131		A,D		A	D, H	A, B, D	D, H	A					
HIS 132		A,D,L		A	D, H	A, B, D	D, H	A					
HIS 121		A, D		A	D, H	A, B, D	D, H	A					
HIS 122		A, D		A	D, H	A, B, D	D, H	A					
HIS 162		A, D		A	D, H	A, D	D, H	A					
HIS 221		A,D,L		A	D, H	A, D	D, H						
POL 120		A,B,D		A									A
PSY 150		B, D, E		B	D, H	B, D	D, H	B					B
SOC 210						B,G							B,G
SOC 213						B,D							B,D
SOC 220						B,H							B,H
SOC 225						B							B

