

BUS 239 Business Applications Seminar

COURSE DESCRIPTION:

Prerequisites: ACC 120, BUS 115, BUS 137, BUS 225, MKT 120, and either ECO 251 or ECO 252

Corequisites: None

This course is designed as 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, students should be able to apply the techniques, processes, and vital professional skills needed in the work place.

Course Hours Per Week: Class, 1 Lab, 2 Semester Hours Credit, 2.

LEARNING OUTCOMES:

Upon completing the requirements for this course, the student will be able to:

1. Demonstrate effective oral and written communication skills emphasizing business etiquette and through the utilization of office-related software.
2. Demonstrate the ability to research and propose sustainable organizational solutions that balance economical, legal, ethical and social factors through the use of a firm's resources.
3. Demonstrate an understanding of the importance of and how to stay abreast of changing trends among consumers and various industries.
4. Demonstrate personal and professional growth attained through the progression of their program of study.

OUTLINE OF INSTRUCTION:

- I. Business Strategy, Its Purpose & Make-Up
 - A. Business strategy defined
 - B. The importance of a company's vision & mission
 - C. The importance of a company's objectives & strategies
- II. Evaluation of a Firm's External Environment
 - A. The five forces model of competition:
 - i. Buyers
 - ii. New entrants
 - iii. Rival firms
 - iv. Substitute products
 - v. Suppliers
- III. Evaluation of a Firm's Internal Make-Up
 - A. Current strategy
 - B. Company resources
 - C. Company capabilities
 - D. Competitive strength in comparison to rivals

- IV. The Five Generic Competitive Strategies
 - A. Overall low-cost
 - B. Focused low-cost
 - C. Broad differentiation
 - D. Focused differentiation
 - E. Best-cost

- V. Other Competitive Strategies
 - A. Blue ocean strategy
 - B. Attacking weaknesses of rivals
 - C. Continuous innovation
 - D. First-to-market
 - E. Alliances
 - F. Diversification
 - G. Social responsibility & ethics

- VI. Competing in Foreign Markets
 - A. Reasons to compete in foreign markets
 - B. Factors that make a foreign investment sound
 - C. Strategies for entering foreign markets

REQUIRED TEXTBOOK AND MATERIALS:

The textbook is Essentials of Strategic Management: The Quest for Competitive Advantage with Connect 7th edition by Gamble, Peteraf & Thompson, Published by McGraw-Hill Irwin Publishing. The Business Strategy Simulation Game by McGraw-Hill Irwin Publishing will also be used for this course.