

**BUS 239**  
**BUSINESS APPLICATIONS SEMINAR**

**COURSE DESCRIPTION:**

Prerequisites: ACC 120, BUS 115, BUS 137, 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 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.

**COURSE OBJECTIVES:**

At the completion of the course requirements, the student will be able to:

- a. fulfill the roles, responsibilities, and expectations required of the position;
- b. demonstrate the human relations skills necessary to function as a member of a work team;
- c. comprehend and apply the principles of the communication process, both as a sender and receiver of messages;
- d. demonstrate the ability to express oneself in clear and concise ways;
- e. determine the most appropriate form of communication to satisfy the intent of the message;
- f. demonstrate the ability to objectively identify and assess resources that can provide accurate information;
- g. apply planning techniques and monitor progress toward achievement;
- h. apply problem-solving techniques applicable to business decision making;
- i. recognize and comprehend the organization's goals and objectives;
- j. comprehend the meaning and application of legal terms and procedures in a business environment;
- k. model and promote behavior and work habits that the organization strives to attain;
- l. apply the principles of marketing and support the overall marketing strategy of the organization;
- m. apply standard and accepted accounting principles when reporting, recording, and projecting financial information;
- n. understand the structure of financial information;
- o. determine methods of financial business activities;
- p. analyze financial information;
- q. demonstrate an understanding of the basic principles of taxation relevant to business activities;
- r. project an image appropriate for business occupations;
- s. use a microcomputer and common business software as a tool for generating productivity/working efficiently;
- t. develop a credential portfolio for the purpose of securing appropriate business employment;
- u. make decisions that cross the functional lines in an organization including marketing, personnel, production, and finance;
- v. analyze the effects of decisions which cross functional lines within an organization;
- w. perform effectively as a member of an organizational skills;
- x. demonstrate appropriate oral and visual communication skills;
- y. exhibit effective leadership skills;
- z. demonstrate proficiency in the use of such management tools as budgeting, forecasting, decision-making, and long-range planning;
- aa. demonstrate proficiency with business terminology;

- bb. identify the effect upon business success of various ethical and social responsibility issues;
- cc. examine factors affecting success in business situations including attire, grooming, etiquette, and communications;
- dd. explore factors affecting success in the global economy;
- ee. review techniques for conducting effective business meetings.

## **OUTLINE OF INSTRUCTION:**

- I. Business success characteristics
  - A. Communications skills
  - B. Self-confidence
  - C. Initiative
  - D. Teamwork
  - E. Enthusiasm
  - F. Personal character
  
- II. Credential portfolio development and implementation
  - A. Analyzing the job market for potential opportunities
  - B. Completing application forms
  - C. Developing written employment-seeking communications
    - 1) Application letter
    - 2) Resume
    - 3) Follow-up letter
  - D. Interviewing for positions
    - 1) Tasks prior to the interview
      - (a) Learning about the organization
      - (b) Appearance and attire
    - 2) The critical first minute of the interview
      - (a) Overall appearance
      - (b) Handshake
      - (c) Verbal expression
      - (d) Nonverbal communication
    - 3) Types of interviews
      - (a) Direct
      - (b) Indirect
      - (c) Patterned
      - (d) Panel
      - (e) Stress
  
- III. Proficiency development in the use of such management tools as budgeting, forecasting, decision-making, and long-range planning utilizing the structure of a computer simulation
  
- IV. Examination of effective leadership skills
  
- V. Strategies for performing effectively as a member of an organizational team
  
- VI. Analysis, interpretation, and communication of organizational structures and business decisions utilizing a computer simulation
  - A. Structure for annual report to stockholders
    - 1) Cover
    - 2) Letter of transmittal

- 3) Table of contents
  - 4) Corporate background and history
  - 5) Summary of corporate holdings
  - 6) Corporate mission
  - 7) Corporate organizational chart
  - 8) Corporate goals and objectives
  - 9) Corporate strategies
  - 10) Corporate policies
  - 11) Executive summary for corporate structure
    - (a) Acquisitions, liquidations, divestitures
    - (b) Market position
    - (c) Financial position
  - 12) Executive summary for each subsidiary
    - (a) Organizational information
      - (1) Description of subsidiary
      - (2) Organizational chart
      - (3) Major milestones and accomplishment
    - (b) Marketing strategies and results
    - (c) Productivity analysis
    - (d) Financial position
  - 13) Corporate summary
    - (a) Economic forecast
    - (b) Market projections
    - (c) Corporate plans
  - 14) Appendices (including primarily supporting financial data)
- B. Structure for annual presentation to stockholders
- 1) Presentation content
    - (a) Opening remarks and introductions
    - (b) Corporate background and history
    - (c) Summary of corporate holdings
    - (d) Corporate mission
    - (e) Corporate organizational chart
    - (f) Corporate goals and objectives
    - (g) Corporate strategies
    - (h) Corporate policies
    - (i) Executive summary for corporate structure
      - (1) Acquisitions, liquidations, divestitures
      - (2) Market position
      - (3) Financial position
    - (j) Executive summary for each subsidiary
      - (1) Organizational information
        - (a) Description of subsidiary
        - (b) Organizational chart
        - (c) Major milestones and accomplishments
      - (2) Marketing strategies and results
      - (3) Productivity analysis
      - (4) Financial position
    - (k) Corporate summary
      - (1) Economic forecast
      - (2) Market projections
      - (3) Corporate plans

- 2) Presentation techniques
  - (a) Participation of team members
  - (b) Use of appropriate oral presentation skills
  - (c) Use of visual enhancements
  - (d) Use of nonverbal communications
  
- VII. Business terminology competence
  - A. Economics terminology
  - B. Management terminology
  - C. Personnel management terminology
  - D. Information management terminology
  - E. Finance terminology
  - F. Marketing terminology
  - G. Governmental legislation and agencies terminology
  
- VIII. Factors affecting success in business situations
  - A. Business dressing
  - B. Business etiquette
  - C. Business communications
  
- IX. The global economy
  - A. Domestic and international geography
  - B. Common customs in international business transactions
  - C. International business terminology
  
- X. Techniques for conducting effective business meetings
  - A. Meetings psychology
  - B. Parliamentary procedures

**REQUIRED COMPUTER SIMULATION:**

Smith, Jerald R., and Golden, Peggy A. *Cooperation: A Global Business Simulation*, Third Edition. Englewood Cliffs, N.J. Prentice-Hall, Inc., 1997.

**RECOMMENDED SUPPLEMENTARY MATERIALS:**

Kapron, Jill E., *Biz Plan Express, Academic Version*. Cincinnati, OH: South-Western College Publishing, 1998.

**PRINT REFERENCES:**

Aldag, Ramon J., and Timothy M. Stearns. Management. Second Edition. Cincinnati, OH: South-Western Publishing Co., 1991.

Carrell, Michael R., Frank E. Kuzmits, and Norbert F. Elbert. Personnel/Human Resources Management. Fourth Edition. New York: Macmillan, 1992.

DeCenzo, David A., and Stephen P. Robbins. Personnel/Human Resources Management. Third Edition. Englewood Cliffs, NJ: Prentice-Hall, 1988.

McCarthy, E. Jerome, and William D. Perreault, Jr. Essentials of Marketing. Fifth Edition. Homewood, IL: Irwin, 1991.

Plunkett, Warren R., and Raymond F. Attner. Introduction to Management. Fourth Edition. Boston: PWS-Kent Publishing Company, 1992.

Rachman, David J., Michael H. Mescon, Courtland L. Bovee, and John V. Thill. Business Today. Seventh Edition. New York: McGraw-Hill, 1993.

Wilkes, Mary, and C. Bruce Crosswait. Professional Development: The Dynamics of Success. Third Edition. San Diego: Harcourt Brace Jovanovich, 1997.

#### **COMPUTER SOFTWARE REFERENCES:**

Jackson, Tom, and Bill Buchingham, Resume Express. Madison, WI: Permax Systems, 1991.

“Power Letters.” Madison, WI: Permax System, 1991-92.

Ramey, Ardella R., and Ronald A. Mrozek, Personnel Policy: A Company Policy and Personnel Workbook. San Mateo, CA: Power Up Software Corporation, 1988.

#### **AUDIO-VISUAL REFERENCES:**

“Gaining the Competitive Edge with Business Etiquette, Tape I: Avoiding the 10 Most Commonly Made Business Etiquette Faus Pas.” At Ease, Inc., 1989.

“Gaining the Competitive Edge with Business Etiquette, Tape II: How to Conduct Yourself More Professionally During a Business Meal.” At Ease, Inc., 1989.

**PRINT HANDOUTS:**

Strategies for Effective Communications in Business  
Strategies for the Effective Utilization of Planning Techniques  
Strategies for the Successful Job Search  
Strategies for Successful Business Appearance  
Strategies for Conducting Effective Business Meetings  
Strategies for Working in a Global Economy  
Strategies for Practicing Effective Business Etiquette and Protocol  
Strategies for Proving Your Business Knowledge

**STATEMENT FOR STUDENTS WITH DISABILITIES:**

Students who require academic accommodations due to any physical, psychological, or learning disability are encouraged to request assistance from a disability services counselor within the first two weeks of class. Likewise, students who potentially require emergency medical attention due to any chronic health condition are encouraged to disclose this information to a disability services counselor within the first two weeks of class. Counselors can be contacted by calling 686-3652 or by visiting the Student Development Office in the Phail Wynn Jr. Student Services Center, room 1309.

## BUSINESS APPLICATIONS SEMINAR

### STRUCTURAL CONTENT FOR ANNUAL REPORT TO STOCKHOLDERS

1. Cover
2. Letter of transmittal
3. Table of contents
4. Corporate background and history
5. Summary of corporate holdings
6. Corporate mission
7. Corporate organizational chart
8. Corporate goals and objectives
9. Corporate strategies
10. Corporate policies
11. Executive summary for corporate structure
  - Acquisitions, liquidations, divestitures
  - Market position
  - Financial position
- Executive summary for each subsidiary
  - Organizational information
  - Description of subsidiary
  - Organizational chart
  - Major milestones and accomplishments
  - Marketing strategies and results
  - Productivity analysis
  - Financial position
- Corporate summary
  - Economic forecast
  - Market projections
  - Corporate plans
- Appendices (including primarily supporting financial data)

## BUSINESS APPLICATIONS SEMINAR

### STRUCTURAL CONTENT FOR ANNUAL PRESENTATION TO STOCKHOLDERS

Presentation content

- Opening remarks and introductions
- Corporate background and history
- Summary of corporate holdings
- Corporate mission
- Corporate organizational chart
- Corporate goals and objectives
- Corporate strategies
- Corporate policies
- Executive summary for corporate structure
- Acquisitions, liquidations, divestitures
- Market position
- Financial position
- Executive summary for each subsidiary
- Organizational information
- Description of subsidiary
- Organizational chart
- Major milestones and accomplishments
- Marketing strategies and results
- Productivity analysis
- Financial position
- Corporate summary
- Economic forecast
- Market projections
- Corporate plans

Presentation techniques

- Participation of team members
- Use of appropriate oral presentation skills
- Use of visual enhancements
- Use on nonverbal communication

## BUSINESS APPLICATIONS SEMINAR

### **RATING SHEET FOR ANNUAL REPORT TO STOCKHOLDERS**

Points awarded may range from zero to maximum number indicated

#### **CONTENT OF REPORT**

##### **Section I: Introduction Information**

\_\_\_\_\_5

Cover (2)

Letter of transmittal (2)

Table of contents (1)

##### **Section II: Corporate Information**

\_\_\_\_\_20

Corporate background and history (2)

Summary of corporate holdings (1)

Corporate mission (2)

Corporate organizational chart (2)

Corporate goals and objectives (2)

Corporate strategies (2)

Corporate policies (1)

Executive summary for corporate structure (8)

Acquisitions, liquidations, divestitures

Market position

Financial position

##### **Section III: Executive Summaries for Subsidiaries**

\_\_\_\_\_40

Organizational information

Description of subsidiary (4)

Organizational chart (4)

Major milestones and accomplishments (6)

Marketing strategies and results (8)

Productivity analysis (8)

Financial position (10)

##### **Section VI: Corporate Summary**

\_\_\_\_\_5

Economic forecast (1)

Market projections (2)

Corporate plans (2)

##### **Section V: Supporting Appendices**

\_\_\_\_\_5

(including primarily supporting financial data (5))

#### **FORMAT OF REPORT**

Clear and concise presentation with logical arrangement of information

\_\_\_\_\_5

Correct grammar, punctuation, spelling, and acceptable business style

\_\_\_\_\_10

Creativity of written presentation

\_\_\_\_\_5

Design and graphics

\_\_\_\_\_5

**TOTAL SCORE** \_\_\_\_\_

## BUSINESS APPLICATIONS SEMINAR

### **RATING SHEET FOR ANNUAL STOCKHOLDERS PRESENTATION**

Points awarded may range from zero to maximum number indicated

#### **PRESENTATION CONTENT**

##### **Section I: Introductory Information**

\_\_\_\_\_5

(including opening remarks, introductions, and purpose of meeting)

##### **Section II: Corporate Information**

\_\_\_\_\_20

Corporate background and history (2)

Summary of corporate holdings (1)

Corporate mission (2)

Corporate organizational chart (2)

Corporate goals and objectives (2)

Corporate strategies (2)

Corporate policies (10)

Executive summary for corporate structure (8)

Acquisitions, liquidations, divestitures

Market position

Financial position

##### **Section III: Executive Summaries for Subsidiaries**

\_\_\_\_\_30

Organizational information

Description of subsidiary (4)

Organizational chart (4)

Major milestones and accomplishments (5)

Marketing strategies and results (6)

Productivity analysis (6)

Financial position (5)

##### **Section IV: Corporate Summary**

\_\_\_\_\_5

Economic forecast (1)

Market projections (2)

Corporate plans (2)

#### **PRESENTATION DELIVERY**

Thoughts and statements are well organized and clearly stated:

\_\_\_\_\_10

(appropriate business language is used)

Attention is given to nonverbal communication signals including appearance, gestures, and courtesy techniques

\_\_\_\_\_5

Oral presentation is forceful, shows self-confidence, poise, and good voice projection

\_\_\_\_\_10

All team members participate actively during the presentation

\_\_\_\_\_5

Visuals appropriately utilized to enhance presentation

\_\_\_\_\_10

**TOTAL SCORE** \_\_\_\_\_