BUS 239: BUSINESS APPLICATIONS SEMINAR

COURSE DESCRIPTION:
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.
Prerequisites: ACC 120, BUS 115, BUS 137, BUS 225, MKT 120, and either ECO 251 or ECO 252
Corequisites: None

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

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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 and other instructional materials will be determined by the instructor to insure that current and relevant concepts and theories are present.  

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 919-536-7208 or by visiting the Student Development Office in the Phail Wynn Jr. Student Services Center, room 10-209.