

# BA1232, Bus Mgmt/Mkt Seminar II

**Credits 2 Lab Hours 3 Lecture Hours 0 Clinical Hours 0**

## **Course Description**

The course is specifically designed to identify business students, provide the coordinator an opportunity to give vocational counseling and individual personal assistance. Special attention will be given to such units of instruction as Enactus, competitive preparation, on-the-job problems, current business practices, and career planning. The student may take the seminar four times and apply a total of 8 credit hours toward graduation. For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

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## **Program and/or Department Mission Statement**

Prepare students to obtain a job in mid-management or marketing position, possessing the skills to make them successful employees and employers.

**Academic Year** AY2024-25

## **SCCC Outcomes**

Outcome #2: Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

Outcome #3: Communicate their ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations

Outcome #5: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information.

Outcome #6: Exhibit skills in information and technological literacy.

Outcome #7: Understand each other, moving beyond simple acceptance to embracing and celebrating the rich dimensions of diversity by working as a team to learn, engaging with community, exhibiting cultural awareness, and creating equity

Outcome #8: Show the ability to contribute to political, civic, and community responsibilities as an informed member of society

Outcome #9: Exhibit workplace skills to include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honest, positive attitude, judgment, responsibility.

## **Course Outcomes**

Develop leadership skills

Develop communication skills

Develop social skills

Demonstrate Work Behavior Attitudes

Apply Technology to Learning

Demonstrate Knowledge of Business Marketing Principles

## **Course Outline**

Each student will study on an individual basis in an area of their own expertise. Such subject areas will include:

1. Advertising
2. Entrepreneurship
3. Fashion Merchandising
4. Industrial Marketing
5. Management Decision Making
6. Sales Manager
7. Sales Promotion
8. Sales Representative
9. Finance & Credit Services
10. Food Marketing
11. Retailing
12. Restaurant Management
13. Hotel/Motel Management

### **Instructional Methods**

Group Discussion

Case Problems

Individual Study

Projects in assigned topic

### **Instructional Resources and Materials**

Student training guides

Teacher prepared handouts

Computer training guides

SIFE website

State and Local Constitution

### **Methods of Assessment**

SCCC Outcomes 2, 3, 4, 5, 6, 7, 8, & 9 will be measured by the following:

Attendance

Student participation in involvement exercises

Student participation in Competitive Events

In-class activities

## **SCCC Policy**

### **Academic Calendar**

[View the Academic Calendar](#)

### **Final Exams**

[View the Final Exam Schedule](#)

### **Academic Integrity**

[View the Honor Code Policy](#)

### **Technical Help**

Technical support is available by contacting the SCCC IT Department at [itech@sccc.edu](mailto:itech@sccc.edu)

Canvas Help: [canvashelp@sccc.edu](mailto:canvashelp@sccc.edu)

[View Computer Minimum Requirements](#)

**Americans with Disabilities Act (ADA) Statement**

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Mental Health Counselor at 620-417-1106 or go to the Student Success Center in the Hobble Academic building, room A149.