

**SEWARD COUNTY COMMUNITY COLLEGE  
COURSE SYLLABUS**

**I. TITLE OF COURSE:** BA1252- Business Management Marketing Seminar IV

**II. COURSE DESCRIPTION: 2 credit hours  
0 credit hours of lecture and 2 credit hours of lab per week.**

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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Pre-requisite: Instructor Permission

**III. 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.

**IV. TEXTBOOK AND MATERIALS:**

No text required for this course.

**V. SCCC OUTCOMES**

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

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

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

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

6: Exhibit skills in information and technological literacy

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.

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

9: Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility

**VI. 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

## **VII. 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

## **VIII. INSTRUCTIONAL METHODS:**

Group Discussion  
Case Problems  
Individual Study  
Projects in assigned topic

## **IX. INSTRUCTIONAL AND RESOURCE MATERIALS:**

Student training guides  
Teacher prepared handouts  
Computer training guides  
SIFE website  
State and Local Constitution

## **X. METHODS OF ASSESSMENT:**

SCCC/ATS 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

## **XI. 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 Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobbie Academic building, room 149 A.

Syllabus Reviewed: 11/07/2018 21:08:10