Nashville State Community College
Business & Applied Arts Division
Business Program
Master Course Syllabus

COURSE INFORMATION

COURSE NAME: BUSN 2395 – Business Applications
CREDIT HOURS: 3
ONGROUND HOURS: 3
ONLINE HOURS: 0

INSTRUCTOR INFORMATION

INSTRUCTOR: Cliff Rockstead
OFFICE PHONE: (615) 353-3403
E-MAIL: cliff.rockstead@nscc.edu
EMERGENCY: (615) 353-3400
OFFICE NUMBER: C-232H

OFFICE HOURS: See times posted below, in Contact & Help Information in the Content area of the course under “Getting Started” and on my office door.

COURSE DESCRIPTION
Integrates the student’s knowledge of the basic functional areas of business into a general strategic perspective for managing the entire organization. Topics include case studies and secondary research sources that will be utilized to analyze a broad range of business problems and managerial decision making.

**Required: A student must be completing the last semester of studies at Nashville State to enroll in this course. Instructor approval is required.**

**PREREQUISITES**

There are five prerequisite courses for this course. Students should have already completed or will complete during this semester the following courses:

- BUSN 1350 Sales & Service (formerly MKT 1400 Customer Service & Sales)
- BUSN 2350 Organizational Behavior (formerly BUS 2111 Organizational Behavior)
- BUSN 2370 Legal Environment of Business (formerly BUS 2650 Legal Environment of Business)
- BUSN 2380 Principles of Marketing (formerly MKT 2220 Marketing)
- ECON 2010 Macroeconomics or ECON 2020 Microeconomics

If you have not met these prerequisites or corequisites, please contact the instructor to enroll in the course.

It is also helpful, but not required, if you have completed the following courses:

- ACCT 1010 Principles of Accounting I
- ACCT 1020 Principles of Accounting II
- INFS 1010 Computer Applications

**COURSE OUTCOMES**

After completing BUSN 2395, students should be able to:

1. Summarize and explain the essentials of business law.
2. Identify and explain the foundation principles of economics.
3. Compare and contrast the fundamental concepts of customer service and sales.
4. Apply the basic principles of marketing.
5. Discuss various applications of organizational behavior concepts.

**COURSE COMPETENCIES**

The following are detailed course competencies intended to support the course outcomes:

1. Explain the differences between law, order, and justice.
2. Identify and explain the elements of negligence and the defenses to torts.
3. Describe and define the legal concepts of contracts.
4. Identify and explain the basic principles of economics.
5. Enumerate and explain the three economic choices.
6. State the Laws of Supply and Demand and explain the concept of equilibrium.
7. Develop a Personal Selling Philosophy that incorporates the marketing concept.
8. Develop a Relationship Strategy that creates customer value in an ethical context.
9. Develop a Product Strategy that incorporates creative product solutions that add value.
10. Develop a Customer Strategy that addresses buyer behavior.
11. Develop a Customer Presentation Strategy that adds value.
12. Explain the process of self-management and the management of others.
15. Define and demonstrate target marketing.
16. Evaluate and integrate marketing mix strategies.
17. Explain the importance of interpersonal skills to managerial effectiveness.
18. Describe the impact in the work place of globalization, cultural differences, workforce diversity, and ethics.
19. Discuss the role of leadership in achieving effective organizational performance.
20. Analyze various group dynamics and the impact on the organization.
21. Provide a critical analysis of the need for change and stress management in the workplace.

REQUIRED CASEBOOK:


COURSE COMMUNICATION

NS Online is the course management software program we will use this semester, and it has an internal email function. The instructor and class members should primarily utilize NS Online Email when communicating with one another in this course. Make sure you check your NS Online Email everyday. As an alternative, you can set NS Online Email to forward your incoming messages to your regular Internet email account. This could make it more convenient for you to know when you have received course email. To do this, first go to your My Home page. Click on “Preferences,” and enter your email account information under “Forwarding Options” on the Email tab.

If you need to communicate immediately, call (615) 353-3403 or email cliff.rockstead@nscc.edu.

RESPONSE STANDARD FOR EMAIL AND ASSIGNMENTS

Email messages sent to your instructor Monday through noon on Friday will be answered within 24 hours. Messages sent at other times will be answered within 48 hours.

Assignments and tests will be graded within one week of the due date.

GETTING STARTED

Go to: [http://elearn.nscc.edu/](http://elearn.nscc.edu/) to log into your personal NS Online course area. Your Username is your A' Number. The Password is your six-digit PIN. Contact the Help Desk at helpdesk@nscc.edu or (615) 353-3678 if you do not know your A' Number. Login to your course will be available on the official start date of the semester for which you have registered. Check out your computer system using the System Check link on the login screen before logging into your course the first time.
Please begin your course by clicking “Content” on the navigation bar at the top of the screen on the Course Home page and completing the instructions for “Getting Started.”

COLLEGE ATTENDANCE POLICY

The Nashville State Community College attendance policy is found at:

http://www.nscc.edu/content/resources/Student_Code_of_Conduct_Policy.pdf

INSTRUCTOR ATTENDANCE POLICY

WARNING: A student has violated my attendance policy in this course when he or she has not participated in two consecutive case assignments by the deadlines for each or when the project or Test 1 is 10 weekdays past due (7 weekdays during a 10-week summer term). Violation of this attendance policy is grounds for being given a "FA" or "FN" in accordance with the above NSCC Attendance Policy without additional warning.

COURSE CONTENT

This course covers fourteen units plus other pertinent modules. The lessons for these units and the other modules are found in the Content area of the course. You can begin working on the units after you have completed “Getting Started.” You are encouraged to progress through the course modules as rapidly as possible.

PROJECT (75)

Students will present the learning objectives of the course by developing a PowerPoint presentation covering one objective as a project. Your instructor will publish your presentation in the course to help the class study for Tests 1 & 2 and the Final Exam. Students will sign-up early in the semester for the different learning objectives. Please follow the following instructions:

1. During the first week of the semester submit a prioritized list to your instructor using NS Online Email of the top five learning objectives you would like to cover for your project. Select from Learning Objectives 3-28.
2. Your instructor will post the assignments during the following week in the Content area under "Resource Links." Unfortunately, some students may not get a desired learning objective.
3. For source material, primarily use the learning objective summaries in the course lessons found in the Content area. You may add to this using outside research from your old textbooks, etc.; but this is not necessary. Please don't leave key information found in the objectives summaries out of your presentation! Put particular emphasis on the Key Points listed in the lessons.
4. Please do not use animations, transitions, or sound in your presentation.
5. Try not to exceed 20 slides. You may be able to cover some learning objectives well with less than 10 slides. I prefer quality over quantity.

Please submit the project to your instructor using the Assignments tool on or before the deadline found on the Schedule.

CASES (375)
You will analyze (or report on) ten cases during the semester. Check the Schedule for unit deadlines. Case assignments are included in the units in the Content area. All individual cases are submitted to your instructor using the Assignments tool. Team cases are posted and discussed in the Discussions area.

**Case Assignments**

You may choose which case you want to do for individual assignments according to the Case Assignments table. A link to this table, which lists both individual and team assignments is found in the Content area under “Resource Links.” Detailed instructions for individual cases are also found in the Assignments area. You have no choice for team cases.

Cases will normally be analyzed using the **Case Analysis Guidelines**. A link to the guidelines is found under “Resource Links” in the Content area. Three cases, *The Offshore Drilling Industry, Kyocera Corp., and Managing Conflict*, should not be analyzed. Instead you should report use the Case Report form if these cases are chosen. Instructions for reports are given on the **Case Report** file template. Always use the appropriate file template to submit your case assignments. You will find a link to the file templates under “Resource Links” as well.

**Individual Cases**

Every individual case, both case report and case analysis, should be submitted using the Assignments tool. You should use the standard file template for both types of case assignments. Please follow these instructions:

- Read the case in the casebook.
- Review the **Case Analysis Guidelines** and **Case Analysis Grading Criteria** (see “Resource Links”) (for analyses only)
- Use the standard template (report or analysis).
  - Save the template to your computer first.
  - Then, simply fill it out on your computer; save the report or analysis, and submit the file using the Assignments tool.
  - No handwritten submissions will be accepted.

**You are encouraged to go ahead and submit all individual cases before the deadlines found in the Schedule.**

**Team Cases**

When you have completed the Individual Case 3 analysis and submitted it to your instructor, you will be assigned to a team for collaboration in analyzing five cases. Teams will be formed on a first come, first served basis. Your instructor will put you into the next available slot. A link to a listing of team members is found under “Resource Links” in the Content area. If you work rapidly through your individual cases, you will be able to begin this portion of the course early with like-minded students.

**As an alternative, students may contact the instructor early in the semester with requests to be on a team with other named classmates.** Your instructor will attempt to grant your wishes.

Team case assignments are found on the Case Assignments table under “Resource Links” on the Content screen. Team cases will be analyzed using the **Case Analysis Guidelines**. A link to the guidelines is found in the Content area under “Resource Links” as well. Always use the
Case Analysis file template to submit your team case assignments. You will also find a link to the file templates under "Resource Links."

Everyone on a team receives the same grade for a case--as long as each team member has posted his/her individual analysis in the team's topic area for a particular case at least 24 hours before the due date. If someone posts his/her analysis less than 24 hours before the deadline but more than 12 hours before the deadline, he/she will only get 50% of the team's grade. If posted less than 12 hours before the team deadline or after the deadline, the student will not get any credit for the case. The ONLY exception to the above is if all of a student's teammates who posted for a particular case on time agree to the exception. The late-posting student will need to ask his/her teammates to contact the instructor indicating their agreement to the exception. Teams have until midnight of the due date to submit the final team analysis. Further assessment of participation in team case analyses will be captured in the "Teamwork" grade explained below. The Teamwork grade represents how each team member contributed to team case analyses during the semester. This grade is determined at least in part by team members anonymously.

Each student should follow these instructions:

1. Read the case in the casebook.
2. Review the Case Analysis Guidelines and Case Analysis Grading Criteria.
3. Analyze the case individually using the six-step method.
4. Fill out the standard case analysis template after you have saved it to your computer. Keep an electronic copy of your analysis in case you lose it when putting it on the discussions board.
5. Post your individual analysis in the appropriate case topic area 2 days or more before the deadline so your teammates can read it. (Though 2 days or more before the deadline is the recommended time period, credit will be given for cases posted at least 1 day before. Those posted less than 24 hours before the deadline will be appreciated, but full credit will not be given. See above.)
6. It is recommended that you copy and paste the rtf text directly into the discussion message window. Do not post as a file attachment. Your analysis will maintain much of its formatting if you paste into the HTML editor, insert, and submit. (see pencil and paper icon)
7. Make sure you are in the correct case topic area.
8. You must first post your complete, individual analysis in the Discussions area before collaborating on the team case.
9. Next, team members collaborate using any form of communication they agree upon. This can be done in person, on the phone, in the Discussions area, instant messaging, etc.
10. Make your contribution to your team's case analysis.
11. Before midnight of the due date, the team must post a team analysis in the same area where the individual analyses were posted. This analysis should be designated as the team analysis so your instructor will know which analysis to grade.
12. When the whole team is "satisfied" with the analysis, notify your instructor so he can grade it.
13. If the case deadline has passed and your instructor hasn't yet been asked to grade the case, the instructor will go ahead and grade it.
14. Don't expect credit for submitting a case after the deadline.

As with individual cases, teams are encouraged to complete all case analyses before
the deadlines.

TEAMWORK (125)

At the end of the semester, each student will be required to take a survey regarding teamwork during his/her team's five team cases.

1. Your evaluation of your and your teammates’ efforts on the team cases should reflect an overall assessment of how well each person participated.
2. Timeliness, helpfulness, quality of work, participation, etc. should all be taken into consideration.
3. Note that “Teamwork” is 50 percent of the team case grade. Team cases are valued at 25 points. The other 25 points for each team case are captured in the Teamwork score. (The five individual cases are valued at 50 points each.)

TESTS (75)

Each student must take two un-proctored tests (in addition to a proctored final exam). You may take these tests at home or at our on campus computer labs. You should not receive help from anyone on the tests, however. Both tests are timed. Therefore, please prepare yourself before you begin.

Test 1 consists of 25 questions and covers the material found in the lessons for Units 2-5 and Unit 7. Studying for this test should help to prepare you for the Final Exam. You should read over the material found in the Content area and re-take the self-tests in order to prepare both for Test 1 and the Final Exam. You will be given 30 minutes to complete this test.

Test 2 consists of 50 questions and covers the material found in the lessons for Units 2-5 and Units 7-12. Studying for this test should help to prepare you for the Final Exam. You should read over the material found in the Content area and re-take the self-tests in order to prepare both for Test 2 and the Final Exam. You will be given 45 minutes to complete this test.

EXAM (350)

The Final Exam will be given during final exam week (or earlier) online in the Testing Center.

1. It will cover Units 2 through 5 and Units 7 through 12.
2. It will consist of 100 multiple choice questions.
3. Some of these questions will present a scenario and require you to make a management decision.
4. There are 20 questions on each of the following major topic areas: customer service, economics, legal environment, marketing, and organizational behavior.
5. The Key Points covered in the lessons throughout the semester largely reflect the material found on this exam.
6. You may not use any books or notes on the exam.

The Final Exam is also the Program Exit Exam for those earning an A.A.S. degree in Business Management. You will find this exam in a separate NS Online course named "2015-2016 Business Program Exit Exam" on your NS Online “My Home” page. If you do not see the link to this course within a week of the due date for the exam, please contact
your instructor as soon as possible.

You should study for this exam by reviewing:

1. the online lessons published in your NS Online course
2. the course resource materials
3. the self-tests (you may take these an unlimited number of times
4. the Project PPT’s

The raw final exam scores will be curved for this course’s grade. This Exit Exam is very difficult. If you score 75 or better, you will have done well. This may be frustrating for students accustomed to getting high test scores. This course is not designed to teach directly to the Exit Exam. It is designed to review the basic concepts and help you to develop your critical thinking and analysis skills. You should learn the material in greater depth when taking the pre- and/or co-requisite courses. Please note that the Exit Exam questions were provided by several instructors.

Exam Instructions

Exam instructions are found at:

www2.nscc.edu/gerth_d/ALL/exams.htm

WARNING: Inasmuch as the proctored exam is closed-book and closed-notes, you should only look at the exam. Please refer to the Academic Dishonesty Policy below.

GRADING CRITERIA

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FINAL POINT TOTAL

Your instructor will carefully examine the final grade point totals and provide a curve if necessary.

GRADING SCALE (POINTS)

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ACADEMIC DISHONESTY POLICY

Nashville State's academic dishonesty policy is found at:

http://nscc.edu/content/resources/HANDBOOK.pdf.

ADA POLICY

Nashville State Community College complies with the American with Disabilities Act. If you wish to request any accommodation(s) for this class, please notify the instructor as soon as possible. The Student Disability Services office is located in S-216C and their phone number is (615) 353-3721.

This course's course management system, NS Online, is ADA compliant:

www.desire2learn.com/products/accessibility/.

COURSE POLICY CHANGES

Your instructor reserves the right to modify course policies during the semester. However, once the semester has begun, the instructor's intent will be to change policies primarily to benefit students as circumstances dictate.

INCLEMENT WEATHER POLICY

Nashville State's inclement weather policy is found at:

http://www.nscce.edu/content/resources/Inclement_Weather_Procedures.pdf

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