

Revised: 03/13/2023

Nashville State Community College
Business, Management & Hospitality Division
Business Program
Course Syllabus

Course Information

Course Name: BUSN 2395 – Business Applications

Credit Hours: 3

Onground Hours: 0

Online Hours: 3

Instructor Information

Instructor:

Fall Semester:

Cell Phone:

E-mail

Emergency:

Office Hours:

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 should be completing the last semester of studies at Nashville State to enroll in this course. Instructor approval is required.

Course Delivery

Online: BUSN 2395-W70 is an NS Online course in which all the content and interactions will be accessed through the NS Online/D2L course. Your required assignments will be uploaded into the appropriate Assignment Dropbox folders or completed in Discussions.

1. There is not a requirement to be on any NSCC campus.
2. There are no virtual meetings or class sessions (i.e., Zoom or other meeting sites).
3. This course does require proctored testing of the course Final Exam (Business Program Exit Exam), so you will need HonorLock installed on your computer.

Prerequisites

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

BUSN 1350 Sales & Service

BUSN 2300 Business Ethics

BUSN 2350 Organizational Behavior

BUSN 2370 Legal Environment of Business

BUSN 2380 Principles of Marketing

ECON 2100 Principles of Macroeconomics or ECON 2200 Principles of Microeconomics

LOGI 1000 Introduction to Logistics

If you have not met these prerequisites or co-requisites, please contact the instructor.

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

BUSN 1360 Software App. for Business or INFS 1010 Computer Applications

Course Policies

This syllabus sets forth the expectations for course content, work, and grading as well as expectations for student performance and conduct. The syllabus does not constitute a contract between the student and the instructor or the College. The information

contained here is subject to change at any time. Students will be notified if any changes are made. Though changes are possible, it is expected that the course will be conducted as described in this syllabus.

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.
6. Explain the basic concepts of business ethics.
7. Discuss and apply basic logistics 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.
13. Assess customer-driven marketing strategies.
14. Appraise buyer behavior in consumer and business markets.
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:

The course textbook is a "casebook" and is required for the course. There is not a digital version of this book in the course. The NSCC Bookstore has the casebook available. The casebook is not a traditional textbook with chapters of material to study. It only contains the cases that we will study this 7-week term and four chapters of reference material.

There is a copy on reserve in the Kisber Library on the main campus in Nashville if you need one prior to receiving your casebook. You may use it in the Library, but you cannot check it out.

Please verify that you have the correct casebook as listed below:

Casebook: *Pearson Collections, Business Applications*, Gerth & Rockstead, Pearson Higher Ed., Print Version ISBN: 978-1-323-88574-1

Access Code: N/A

Reference Materials: N/A

Supplies: N/A

Accommodation and Accessibility Needs

If you are registered with the [Access Center](#) and require an alternate format for the textbook and other course materials, please contact the Access Center as soon as possible at 615-353-3721, 615-353-3741, or accesscenter@nsc.edu.

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.

It is the student's responsibility to check NS Online (D2L) and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. NS Online (D2L) contains specific course information and MyNSCC contains information important for other purposes.

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

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.

NSCC Attendance Policy

The College is not an attendance taking institution as defined by 34 CFR 668.22(b)(1) in the Code of Federal Regulations; however, students are expected to attend all scheduled classes and laboratories.

- Absences in a course may affect a student's final grade.
- Tardiness in classroom-based courses may also affect a student's final grade.
- Students are responsible for all work/tests that occur during any missed class session(s) regardless of reason(s) for absence.
- Students who are sick or not well enough to attend class must notify the instructor as soon as possible before the scheduled class time, unless incapacitated or unable to do so. In that case, students must contact the instructor as soon as reasonably possible.
- If a student has an unavoidable conflict with a scheduled class session, students must notify the instructor, preferably before the class session, or as soon as possible.

For purposes of financial aid continued attendance is determined via engagement in the course. This can be accomplished in several ways including, but not limited to, continued attendance and/or participation in on-ground class sessions, participating in D2L as prompted (e.g., responding to an instructor's email, posting to a discussion board), and/or completing and submitting assignments.)

To the extent that attendance is kept in this class it is not for the purpose of the College but is instead associated with the instructor's individual grading rubric. The attendance policy for this class is:

Instructor Attendance Policy

Warning: A student has violated my attendance policy in this online course when he or she has not participated in two consecutive case assignments by the deadlines for each or when the PowerPoint Project or Test 1 is 7 weekdays past due (5 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 below stated NSCC Attendance Policy without additional warning.

FA

According to NSCC policy, an FA grade is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. For the 2nd 7-Week Term Spring Semester 2023 semester the date is April 14, 2023. This is the date that indicates it is the "Last Day to Earn F for Attendance (FA)." Students who stop attending on or before this date receive an FA grade for the course; students who stop attending after this date receive an F grade for the course.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is

submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

A student is expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

FN

An FN grade is awarded for the course to students who never attended the class or online course

Course Content

This course covers seven weeks and seven units. 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 listed in the schedule or ahead of the schedule if possible. If you get behind in this course it will be very difficult to get caught back up to the schedule.

Project (75 OF 1000 POINTS = 7.5% of course grade)

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 these 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 by uploading your project file to the Assignment Dropbox on or before the deadline found on the Schedule.

Cases (375 OF 1000 POINTS = 37.5% of course grade)

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 five individual cases are submitted to your instructor by uploading your file to the designated Assignment Dropbox folder. The five team cases are reviewed, drafted, discussed, revised, and posted in Discussions.

Case Assignments

You may choose which case you want to do for individual assignments according to the Case Assignments table and the information listed in the units in Content. 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 be analyzed using the **Case Analysis Guidelines**. A link to the guidelines is found under "Resource Links" in the Content area.

There are four cases, *Dow's Bid for Rohm and Haas, Kyocera Corp., Managing Conflict*, and *SeaWorld* which 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 by uploading it into the appropriate Assignment Dropbox folder. You should use the file template for both types of case assignments. Please follow these instructions:

- Briefly review the three cases in the casebook to determine which case you will choose.
- Select one of the cases.
- Read the case in the casebook.
- Review the **Case Analysis Guidelines** and **Case Analysis Grading Criteria** (see "Resource Links") (for analyses only) if the case is to be analyzed or the Case Report if the case is to be reported (only individual cases 1 and 5 have cases that may be reported.)
- Use the correct template (report or analysis).
 - Save the template to your computer.

- Then, simply fill it out on your computer, save the report or analysis, and upload your file into the appropriate individual case Assignment Dropbox folder.
- 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

You will be assigned to a team for collaboration in analyzing five cases. Teams will be formed by your instructor and are available on the first day of class. A link to a listing of team members is found under "Resource Links" in the Content area. You will also see your team listed in Discussions.

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, they 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 11:30 PM of the due date to submit the final **team** case 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 **3 days or more** before the deadline so your teammates can read it. (Though 3 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 explanation listed above.)

6. It is recommended that you copy and paste your analysis 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, Zoom, etc.
10. Make your contribution to your team's case analysis.
11. One of the team members volunteers or is selected by the team to create and post the Team Case. When the whole team is "satisfied" with the analysis, the Team Case is finalized.
12. Before 11:30 PM 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 Case analysis so your instructor will know which analysis to grade.
13. The team should then send an email message to the instructor so it can be graded.
14. 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.
15. **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 of 1000 points = 12.5% of course grade)

At the end of the semester, each student will be required to complete a survey regarding the teamwork on the 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 points of 1000 = 7.5% of course grade)

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 1-3. 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 the reference chapters in the casebook to prepare 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 4-6. Studying for this test should help to prepare you for the Final Exam. You should read over the material found in the Content area the reference chapters in the casebook to prepare both for Test 2 and the Final Exam. **You will be given 50 minutes to complete this test.**

Final Exam/Business Program Exit Exam (350 of 1000 points = 35% of course grade)

The Final Exam must be completed during the last week of the 2nd 7-Week Term. You may use HonorLock to complete the exam from any location or in an NSCC Testing Center. See the HonorLock News Item for instructions and information.

1. It will cover Units 2 through 6.
2. It will consist of 70 multiple choice questions.
3. Some of these questions will present a scenario and require you to make a management decision.
4. There are 10 questions on each of the following major topic areas: customer service, economics, ethics, legal environment, logistics, 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 **Business 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 "2022-2023 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 Project PPT's
4. The reference chapters in the course casebook.

Note:

- The raw final exam scores may 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. However I have had student score in the 90's so it is possible.
- 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 have learned the material in greater depth when taking the pre-and/or co-requisite courses.
- Please note that the Exit Exam questions were provided by the lead instructors from the seven courses.

Exam Instructions

Exam instructions are found in the Final Exam (Program Exit Exam) Unit under Content.

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* listed below.

Grading Criteria

Grading	
Assessment	Points
Project	75
Cases	375
Teamwork	125
Tests	75
Final Exam (Program Exit Exam)	350
Total	1000

Final Course Point Total: 1000

Grading Scale (Points)

Grading Scale	
Grade	Points
A	900-1000
B	800-899
C	700-799
D	600-699
F	0-599

Technology Statement

- All classes at the College are web enhanced.
- It will be essential for students to have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells.
- Students may also be required to use free video conferencing platforms (ex: Zoom, Teams) for classes and meetings.
- Students will be responsible for appropriate dress while on video, to ensure a distraction free environment (mute sound as needed) and to ensure their background is neutral for others to view.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information available: <https://www.nsc.edu/current-students/student-online-resources/access-to-internet-and-technology>.
- Certain publisher materials may not work on cellphones.

Computer Labs

Computers are available for student use at each campus during campus open hours. Open computer lab availability for Fall 2020 may vary from campus to campus.

Students should check NSCC website for current hours of operation.

D2L/NS Online and myNSCC

It is students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

Classroom Misconduct

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an “F” or a “zero” for the exercise, paper, or examination, or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member’s concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student’s academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time, and Nashville State Community College wants to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nsc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select “Forgot your password?” and a new password will be emailed to you. Should the RAVE system indicate “user not found”, select Register and create your own RAVE account.

Student Wellness

- The general well-being of students is an important component of their academic success. With this in mind, Nashville State Community College has several resources available to provide support when needed:
 - Tutoring options and appointments: <https://www.nsc.edu/current-students/on-campus-resources/learning-center-and-tutoring>
 - Academic and student resources for school: <https://www.nsc.edu/current-students/student-online-resources>
 - Support services: <https://www.nsc.edu/current-students/on-campus-resources/student-support-services>

Equity Statement

Nashville State Community College has a relentless commitment to the transformation of our institution through the intentional design of college experiences that expect and promote excellence from students, faculty, staff and administration. We consider equity to be an obligation of higher education. We strive to ensure that each student receives what that student needs to be successful, with goals of success beyond the classroom. We do this through an evidence-based and collaborative effort, understanding that our student population has diverse needs that must be addressed. We recognize that this effort may not always be comfortable and that partnering with students is the driving force to overcome barriers to success.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.

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.

Course Outline

Unit	Description
1	Financial Statements
2	Business Law - Part 1 includes Individual Case 1 and Team Case 1 DigiPlex
	Business Law - Part 2
	Economics - Part 3
3	Customer Service - Part 1 includes Individual Case 2 and Team Case 2 Bonnie Strong
	Customer Service - Part 2
4	Marketing - Part 1 includes Individual Case 3 and Team Case 3 Decision Making
	Marketing - Part 2
	Project
5	Organizational Behavior Part 1 includes Individual Case 4 and Team Case 4 Big Cinema
	Organizational Behavior Part 2

	Organizational Behavior Part 3
6	Business Ethics includes Individual Case 5 and Team Case 5 Acton-Burnett
	Logistics
7	Course Close-out, Final Exam (Exit Exam) Prep, Teamwork Feedback Survey, and 2022-2023 Business Exit Exam (Final Exam)