



BMGT 2510

Division: Business and Technology

Department: Business Management

Course: BMGT 2510

Title: Business Projects

Catalog Description:

This course consists of individual and/or group projects prepared for Delta Epsilon Chi (DEX) state and national competitions. Students will be required to be a registered member of DEX and must participate in the State DEX Career Development Conference (students will be responsible for unfunded conference costs). Membership fee required.

General Education Requirements: N/A

Semesters Offered: Summer

Credit/Time Requirement: Credit: 1; Lecture: 1; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Prerequisites: N/A

Corequisites: N/A

Justification:

This course is intended to help fill applied technology requirements of offering a student organization in order to develop leadership, community awareness, citizenship and promote business contacts. This course gives students a means to apply their learning in class to professional judges in a competitive setting.

Student Learning Outcomes:

Upon successful completion of this course, students will:

- assume chapter leadership positions on at least one of several committees
- learn to follow by serving on committees
- gain practical business experience by handling one of the following business activities of the DEX Club:
 - finances
 - marketing
 - human relations
 - management of various activities
- develop a sense of professionalism through participation and involvement in a professional organization

- develop an interest in and understand better the American Free Enterprise System
- develop competency in oral presentation skills
- develop competency in various areas of business by preparing written portfolios and oral presentations for competition
- demonstrate to judges during competition their competence in various areas of business:
 - human resource management
 - merchandising
 - sales
 - sales management
 - entrepreneurship
 - international marketing
 - advertising
 - sales promotion
 - general marketing
 - design
 - food marketing
 - retail marketing
 - finance
 - ethics
 - other business areas
- learn how to compete in business situations
- encourage scholarship and school loyalty
- provide a quality varsity experience.

Content:

Course objectives will be accomplished by providing students with learning experiences in the following areas:

- competitive event preparation
- organization of committees and assignments
- execution of assignments
- attending DEX conferences and workshops on leadership and professional development
- developing competencies that relate to marketing and management skills
- listening and interacting with guest speakers
- viewing videos on various subjects
- developing oral presentation skills
- preparing case analysis and presenting the analysis orally.

General Education Outcomes:

3) Speak effectively in a variety of contexts.

Students will be asked to prepare several case studies which will then be presented to the entire class for critique of the content as well as the oral presentation execution and style. In addition to the traditional presentation to attention will be given to role play style of oral communication.

8) Apply ethical reasoning to a variety of contexts.

Students will be expected to evaluate behaviors, policies or cultural artifacts according to an appropriate set of principles. Case studies requiring specific ethical behavior will be examined and students will present their findings to fellow students and in some cases to professional judges.

Key Performance Indicators:

Assessment in a course of this nature is different than the traditional course. Students will be evaluated on their preparation for competitive events, leadership effectiveness, attendance, involvement in activities, and successful completion of assigned responsibilities. Results of state and national DEX competition will also reveal student progress and understanding of course objectives. The following assessments will be used:

- attendance: 20% of final grade
- preparation of case studies and oral presentation: 50% of final grade
- participation in committee assignments: 10% of final grade
- attendance and performance at local, state and international competition: 10% of final grade.

Representative Text and/or Supplies:

This course does not require a text. Case studies, competency tests, and other material are found on line at WWW.DECA.ORG or will be provided by the instructor.

Optimum Class Size: 20

Maximum Class Size: 40

Signatures:

I hereby submit this course syllabus:

Russ Johnson, MIM, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Management Department:

Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)