

BUSINESS MANAGEMENT

BMGT 1380

**COOPERATIVE EDUCATION
RETAILING AND RETAIL OPERATIONS
(*E-BUSINESS CERTIFICATE STUDENTS ONLY*)**

STUDENT DOCUMENT

CLASSROOM AND ON-LINE COURSE WORK

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COLLEGE OF THE MAINLAND
TEXAS CITY, TEXAS

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RETAILING AND RETAIL OPERATIONS
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STUDENT DOCUMENT

- I. COURSE TITLE:** BUSINESS MANAGEMENT
Cooperative Education
Retailing and Retail Operations
BMGT 1380
- II. CREDIT:** Three semester hours.
PREREQUISITE: MRKG 2312, IMED 1316, ARTC 1302,
& IMED 2315 (IMED 2315, BMGT 1341, &
BMGT 1380 may be taken at the same time)

- III. INSTRUCTOR INFORMATION:**
Name: Dr. Suzanne Gust-Thomason
Location: Business Education Team
Technical Vocational Building
Room 128
Telephone: (409) 938-1211 x340
E-mail: sgt@com.edu

Office Hours: *(to be completed on the first day of class)*

- IV. TEXT BOOK AND MATERIALS:**

Classroom materials will be provided.

- V. COURSE DESCRIPTION:**

Career-related activities encountered in the student's area of specialization offered through an individual agreement among college, employer, and student. Under supervision of the college and the employer, the student combines classroom learning with work experience. Includes a lecture component.
THIS COURSE IS FOR E-BUSINESS CERTIFICATE STUDENTS ONLY.

E-Business students will work with a local business to evaluate website needs, design and create a fully functioning website for the local business. Evaluation of completed project will be determined by the COM Faculty Co-op advisor and the local business owner.

VI. STATEMENT OF EDUCATIONAL GOALS AND PURPOSE

BMGT 1380 Co-operative Education - Retailing and Retail Operations provides the basic and essential foundation upon which the student can build an understanding and development of e-business skills within the exciting world of business. The purpose of this course is work with a business faculty co-op advisor and a local business to evaluate business website needs, design, develop and create a fully functioning website for the local business. This course will also assist in identifying the individual's role in the business environment and to explore various business careers and opportunities.

This course will attempt to:

- A. Give the student a general understanding of the nature and scope of e-business operations.
- B. Provide the student with a general understanding of e-business within modern private enterprise system as it operates in the United States.
- C. Familiarize the student with the responsibilities of business to the society of which it is a part.
- D. Provide the student with a vocabulary of E-business terms.
- E. Provide the student with general information about business that will assist him or her in selecting a career path.
- F. Prepare the student for future study in the field of e-business.

VII. COURSE REQUIREMENTS:

- A. BUSINESS ASSESSMENT OF NEEDS
The student will develop a complete needs assessment for their assigned local business. This will include the completion of several interview forms and the completion of an e-business needs analysis written report. Additional details will be provided.

B. WEBSITE PLAN & ACTIVITY OUTLINE

A website - complete site plan with schematics of the pages, information/content, site colors, fonts, page linking - image information, etc. and project development timeline will be created.

C. WEBSITE DEVELOPMENT COMPLETED

The final project will be tested, assessed and approved by the business owner and co-op. faculty advisor then uploaded into the internet and linked to browsers.

VIII. COURSE CONTENT:

This course is divided into three major activity sections:

- 1) the assessment of business needs as related to e-business website development,
- 2) website plan and development activity outline,
- 3) website development and project completion.

Additional topics will be addressed within the classroom lecture and class activities format to explore the general and overall e-business concepts.

- A. BUSINESS PLANNING AND FINANCIAL DOCUMENTS
- B. PROMOTIONAL TOOLS DEVELOPMENT
- C. CLIENT CONTACT DOCUMENTS
- D. OFFICE DOCUMENTS
- E. BUSINESS FREELANCING
- F. ESTABLISHING AND RUNNING A BUSINESS
- G. EXPANDING A BUSINESS
- H. PLANNING FOR THE FUTURE

X. FORMAT OF LEARNING ACTIVITIES:

In order to accomplish this educational purpose, this course will attempt to provide classroom lectures, out-side of class readings, guest lectures, Internet related information, class presentations, and working with a local business to create a fully functional business website for that business.

X. GRADING FORMULA AND SCALE:

A. BUSINESS ASSESSMENT OF NEEDS	100 points
B. WEBSITE PLAN & ACTIVITY OUTLINE	300 points
C. WEBSITE DEVELOPMENT COMPLETED	600 points
TOTAL POINTS POSSIBLE	<u>1000 POINTS</u>

H. The final grade will be based on the following point scale.

A = 90% of the total points	1000 - 900
B = 80% of the total points	899 - 800
C = 70% of the total points	799 - 700
D = 60% of the total points	699 - 600

XI. EXAMINATION AND GRADING POLICIES:

Grade requirements. It is the standard policy that all minimum requirements as specified in this document must be met, on schedule, in order to earn the appropriate grade for the course.

XII. ATTENDANCE, TARDINESS & WITHDRAWAL POLICIES

A. Attendance and Tardiness. Students at College of the Mainland are expected to punctually attend every class for which they are registered. This has meaning for quizzes and attendance and participation points.

B. Students Personal Commitment. In addition to Attendance and Participation as previously noted, the student is expected to spend a minimum of two hours in study outside of class for each hour of scheduled class time. For example, if there are three (3) class hours each week, the student is expected to study six (6) hours outside of class each week.

C. Withdrawal. It will be the responsibility of the students themselves to declare at the registrar's office for withdrawal from the course prior to the W-day deadline stated in the current College of the Mainland catalog. Otherwise the appropriate course grade will go into the students record.

XIII. MAKE-UP POLICY

A. Make-up of work is normally not allowed. Any deviation from this policy would be only for extenuating circumstances which are substantiated and approved as a special case by the instructor at the request of the student. If a major section of course work is missed, the student must work with the instructor to make-up the work as soon as possible.

XIV. POLICY ON ACADEMIC DISHONESTY

Certain behaviors such as cheating on tests, plagiarism, substituting for another student, paying bribes and etc. are prohibited and are constituted as violations of Board Policies. For the exact details and information review College of the Mainland Policy FLB (Local) STUDENT RIGHTS AND RESPONSIBILITIES -

STUDENT CONDUCT. College policies are available on-line or contact the Dean/Vice President of Education at (409) 938-1211 x229.

XV. COLLEGE OF THE MAINLAND ADA STATEMENT

College of the Mainland complies with SECTION 504 OF THE REHABILITATION ACT, AND THE AMERICANS WITH DISABILITIES ACT. If you have a documented disability and need special accommodations, please contact Michelle Kettler in the Advisement Center.
(409) 938 1211 x124

XVI. COMPETENCY STATEMENTS:

As outlined in the learning plan. Apply theory, concepts, and skills involving specialized materials, tools, equipment, procedures, regulations, laws, and interactions within and among political, economic,

environmental, social, and legal systems associated with the occupation and the business/industry and will demonstrate legal and ethical behavior, safety practices, interpersonal and teamwork skills, and appropriate written and verbal communications skills using terminology of the occupation and the business/industry.

DATE/WEEK OF**READING****ASSIGNMENT****READING CHAPTERS****CLASS ACTIVITY**

WEEK #1	A. BUSINESS ASSESSMENT OF NEEDS	
WEEK #2	A. BUSINESS ASSESSMENT OF NEEDS	
WEEK #3	B. WEBSITE PLAN & ACTIVITY OUTLINE	
WEEK #4	B. WEBSITE PLAN & ACTIVITY OUTLINE	
WEEK #5	B. WEBSITE PLAN & ACTIVITY OUTLINE	
WEEK #6	C. WEBSITE DEVELOPMENT	
WEEK #7	C. WEBSITE DEVELOPMENT	
WEEK #8	C. WEBSITE DEVELOPMENT	
WEEK #9	C. WEBSITE DEVELOPMENT	
WEEK #10	C. WEBSITE DEVELOPMENT	
WEEK #11	C. WEBSITE DEVELOPMENT	
WEEK #12	C. WEBSITE DEVELOPMENT	
WEEK #13	C. WEBSITE DEVELOPMENT	
WEEK #14	C. WEBSITE DEVELOPMENT	
WEEK #15	C. WEBSITE DEVELOPMENT	
WEEK #16	<u>FINAL EVALUATION OF E-BUSINESS PROJECT</u>	