



## **Business Management - Course Syllabus (updated 8/2023)**

**JJC - BUS 111, BUS 110, MGMT 102, & SCM 130**

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### **Coursework Description:**

**In partnership with Joliet Junior College (JJC), the Wilco Area Career Center is offering a Business Management series of coursework. This coursework consists of 4 fundamental, JJC accredited, business courses totaling 12 dual college credit hours.**

#### **BUS 111 – Business Communications – 3 Dual Credit Hours**

**Course Description:** A survey of the interrelationships of world business operations; an introduction to current conceptual perspectives; cultural, educational, political and economic constraints, the international financial and trade frameworks, and the problems and challenges facing the multinational corporation.

#### **BUS 110 – Customer Service – 3 Dual Credit Hours**

**Course Description:** This course is designed to help students develop outstanding customer service skills. Students will learn how to interact with customers, resolve conflicts, understand the importance of customer satisfaction/retention, actively participate as a member of a team, and develop time management skills.

#### **MGMT 102 – Human Relations – 3 Dual Credit Hours**

**Course Description:** This class focuses on the management of human relations in the organization. Understanding oneself, one's fellow worker, individual traits that contribute to success and failure, and basic techniques in effectively communicating and resolving conflict with an individual or a group.

#### **SCM 130 – Principles of Operations Management – 3 Dual Credit Hours**

**Course Description:** This course provides a detailed study of operations management, emphasizing the achievement of the highest levels of service and product quality while keeping cost as low as possible. This course provides detailed operations management study. The major areas covered included integrated product development, integrated supply chain management, process and capacity planning and control, inventory planning, forecasting, just-in-time philosophy, push vs. pull program, total quality management, and enterprise resource planning.

#### **High School and Dual JJC College Credit Hours:**

High School credit varies per district and this coursework counts as elective credits.

If a student applies for the dual college credit in a timely manner, is accepted by JJC, and maintains a "C" or better in each course, they will qualify for a total of 12 dual college credits at JJC as BUS 111, BUS 110, MGMT 102 and SCM 130.

### **Books, Supplies, and Supplementary Materials:**

- Textbooks:
  - BUS 111 - Principles of Business Communications, 11th Edition
  - BUS 110 - Customer Service - Career Success Through Customer Loyalty, 6th Edition
  - MGMT 102 - Effective Human Relations, 13th Edition
  - SCM 130 - Operations Management
- Software/Online Resources:
  - Required - Google Classroom; iCampus
  - Optional - Remind, Kahoot, Quizlet, Quizzez

### **Methods of Instruction:**

- Lecture
- Remote Learning
- Other

### **Other Methods:**

- Career Exploration trips
- Special Projects
- Industry Specialist and Technical Program Speakers

### **Student Learning Outcomes:** *Course Content Outcomes*

1. Explain the role that communication plays in our public and personal lives.
2. Identify effective methods of communication, including choice of medium and overall message delivery.
3. Analyze business communication with an emphasis on identifying cultural bias embedded in the message.
4. Communicate effectively in a group setting.
5. Evaluate effective job searching skills, including resume preparation, and interviewing skills.
6. Evaluate the role, characteristics and importance of service encounters.
7. Analyze customer needs and motives as they pertain to purchase decisions.
8. Identify the groundwork for quality, customer service, and value creation.
9. Apply a competitive strategy focus as it pertains to the service industry.
10. Define how to increase productivity of service employees.
11. Gain an understanding of human relations.
12. Analyze why our beliefs, attitudes and behaviors sometimes cause relationship problems in our personal and work-related situations.
13. Examine the interdependencies among individuals in the workplace.
14. Develop the tools and techniques to help make wiser choices when problems arise.
15. Anticipate or prevent conflicts and to keep minor problems from escalating into major ones.
16. Explain the differences between goods and services, the concept of a process, and the role of supply chains.
17. Recognize the different types of processes that have different characteristics, require different skills and management approaches, and result in different levels of performance on cost, quality, time and availability measures.
18. Understand the strategic importance of product/service concept development and the impact of operations on product and service development.
19. Recognize the role of technology in process design.
20. Define the advantages and disadvantages of various types of facilities charters.
21. Perform seven QC Tools.
22. Define the Supply Chain Operations Reference (SCOR) model.
23. Define Centralized and Decentralized Distribution System.
24. Understand how firms in a supply chain collaborate to design the product, process, and supply chain to minimize cost and maximize responsiveness.
25. Assess quantitative inventory models, scheduling and sequencing models, and linear optimization models for Inventory Management and Enterprise Resource Planning.

26. Recognize the most prominent software for Enterprise Resource Planning.
27. Define the roles of the project manager, project team, senior management, and the customer when assessing performance outcomes.
28. Understand Kandle International's Project Management Wheel.
29. Define the Project Life Cycles.
30. Discuss Federal Environmental Laws in the United States.
31. Understand performance metrics and relationship with Operational Management to include strategy, product and service design, process design, facilities and capacity, quality, supply chain management, schedule management, and project management.
32. Understand the changing landscape of business and society.
33. Discuss the changing scope of Operations Management through transition and initiatives.
34. Discuss the success of the Operations Manager by his or her competencies as reflected by knowledge and learning, contingencies, and problem solving.
35. Analyze organizational management cases.

**General Education Student Learning Outcomes:**

- Students will demonstrate organized and coherent oral communication.
- Students will demonstrate organized and coherent written communication.
- Students will demonstrate an ability to think critically and analytically.
- Students will demonstrate an understanding of cultural issues.
- Students will demonstrate competence in using academic technology including finding, evaluating and utilizing appropriate information sources.
- Students draw from learning experiences/concepts to solve a variety of problems or challenges.
- Students will utilize SCANS skills: Basic Skills, Thinking Skills, Personal Qualities, Resources, Information, Interpersonal, Systems and Technology.

**Graded Assignments and Policies:**

**Graded Project Based Assessments:**

- Research Projects
- Case Studies
- Extensive Problems
- Strategic Plans and Presentations

**Grading Policy:**

- 25% Class Participation, Coursework
- 30% Assessments
- 35% Project Based Assessments
- 10% Mid-Term and/or Final Exam

A	Exceptional	90-100
B	Exceeds Expectations	80-89
C	Meets Expectations	70-79
D	Improvement Needed	60-69
F	Missing, illegible, incomplete	0-59

**Classroom/School Policies and Procedures:**

- **General Information** - Students will come prepared for class with a notebook, writing utensil, and book(s) daily. Students are to keep work stations and areas clean at all times. Students are to be respectful of fellow classmates. Cell phones are to be off and put away prior to the start of class and may only be utilized at teacher discretion.
- **Books & Computers** - Students will be responsible for their individual textbooks throughout the school year and are responsible for replacement fees if damaged or lost. Students will also utilize computers on a daily basis to complete assignments and must maintain their condition.
- **Attendance Policy** - 10 or more absences will result in an attendance contract.
- **Make-up Policy** - ALL students are responsible for checking Google Classroom and Stream for daily coursework

and announcements. Students who have an excused/exempt absence will be granted additional time upon their return to complete all assignments for full credit. Students with an unexcused/unknown absence will be responsible for completing the coursework by the assigned date. Students and/or parents are encouraged to contact Mrs. Zitzke with any questions or concerns.

- **Extra-Credit Policy** - Extra credit will be given at teacher discretion and open for all students to participate.
- **Academic Honor Code** - The objective of the academic honor code is to sustain a learning-centered environment in which all students are expected to demonstrate integrity, honor, responsibility, and recognize the importance of being accountable for one's academic behavior.
- **Intellectual Property**
  - Students own and hold the copyright to the original work they produce in class. It is a widely acceptable practice to use student work as part of the college's/center's internal self-evaluation, assessment procedures, or other efforts to improve teaching and learning and in promoting programs and recruiting new students. If you do not wish your work to be used in this manner, please inform the instructor.
- **Student Code of Conduct**
  - Each student is responsible for reading and adhering to the Student Code of Conduct stated in the college catalog and Wilco Student Handbook.
- **Harassment**
  - Wilco Area Career Center seeks to foster a community environment in which all members respect and trust each other. In a community in which persons respect and trust each other, there is no place for harassment of any kind. See Catalog or Student Handbook.
- **Student Support**
  - Available through student services at Wilco and coordinated with high school.

Course Outline: Subject to Change

Course/Textbook	Week/ Chapter	Topic(s)
<b>BUS 111 - Principles of Business Communications</b>  <b>Textbook:</b> Essentials of Business Communication Edition: 11th	Week 1/Ch. 1 /Ch. 2	Succeeding in the Social and Mobile Workplace Planning Business Messages
	Week 2/Ch. 3 /Ch. 4	Organizing and Drafting Business Messages Revising Business Messages
	Week 3/Ch. 5 /Ch. 6 Week 4/Ch. 7 /Ch. 8	Short Workplace Messages and Digital Media Positive and Neutral Messages Negative Messages Persuasive Messages
	Week 5/Ch. 9 /Ch. 10	Informal Reports Proposals and Formal Reports
	Week 6/Ch. 11 /Ch. 12 Week 7/Ch. 13 /Ch. 14 Week 8/Ch. 15 Ch. 16	Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings Business Presentations The Job Search, Resumes, and Cover Messages Interviewing and Follow Up Review & Final Review Presentations Final Review Presentations

Course Outline: Subject to Change

Course/Textbook	Week/ Chapter	Topic(s)
<p><b>BUS 110 -</b> Customer Service</p> <p><b>Textbook:</b> Customer Service - Career Success Through Customer Loyalty Edition: 6th</p>	Week 1/Ch. 1 Week 1/Ch. 2	Know Why Service Matters Use Behaviors that Engage Your Customers
	Week 2/Ch. 3 Week 2/Ch. 4	Listen to Your Customer (a Big “Little Thing”) Use the Telephone Correctly for Good Service
	Week 3/Ch. 5 Week 3/Ch. 6 Week 4/Ch. 7 Week 4/Ch. 8	Use Friendly Websites and Electronic Communication Recognize and Deal with Customer Turnoffs Insight into Emerging Trends in Customer Service Get Customer Feedback
	Week 5/Ch. 9 Week 5/Ch.10	Recover the Potentially Lost Customer Exceed Expectations with Value
	Week 6/Ch.11 Week 6/Ch.12 Week 7/Ch.13 Week 7 Week 8 Week 8	Exceeding Customers Expectations with Information Exceed Customer Expectation with Convenience and Timing Influencing Others to Give Great Service Review/Written Final Exam Final Exam Presentations Final Exam Presentations

Course Outline: Subject to Change

Course/Textbook	Week/ Chapter	Topic(s)
<p><b>MGMT 102 -</b> Human Relations</p> <p><b>Textbook:</b> Effective Human Relations Edition: 13th</p>	<p>Week 1/Ch. 1 Week 1/Ch. 2</p>	<p>Introduction to Human Relations Improving Personal and Organizational Communications</p>
	<p>Week 2/Ch. 3 Week 2/Ch. 4</p>	<p>Understanding Your Communication Style Building High Self-Esteem</p>
	<p>Week 3/Ch. 5 Week 3/Ch. 6 Week 4/Ch. 7 Week 4/Ch. 8</p>	<p>Personal Values Influence Ethical Choices Attitudes Can Shape Your Life Motivating Yourself and Others Improving Interpersonal Relations with Constructive Self-Disclosure</p>
	<p>Week 5/Ch. 9 Week 5/Ch.10</p>	<p>Achieving Emotional Balance in a Chaotic World Building Stronger Relationships with Positive Energy</p>
	<p>Week 6/Ch.11 Week 6/Ch.12 Week 7/Ch.13</p>	<p>Developing a Professional Presence Team Building: A Leadership Strategy Resolving Conflict and Dealing with Difficult People</p>
		<p>Week 7/Ch.14 Week 7/Ch.15 Week 8/Ch.16 Week 8/Ch.17 Week8</p>

Course Outline: Subject to Change

Course/Textbook	Week/ Chapter	Topic(s)
<p><b>SCM 130 -</b> Principles of Operations Management</p> <p><b>Textbook:</b> Principles of Operations Management Edition: 12th</p>	Week 1/Ch. 1 Week 1/Ch. 2	Operations and Productivity Operations Strategy in a Global Environment
	Week 2/Ch. 3 Week 2/Ch. 4	Project Management Forecasting
	Week 3/Ch. 5 Week 3/Ch. 6 Week 4/Ch. 7 Week 4/Ch. 8	Design of Goods and Services Managing Quality Process Strategy Location Strategies
	Week 5/Ch. 9 Week 5/Ch.10	Layout Strategies Human Resources, Job Design, and Work Measurement
	Week 6/Ch.11 Week 6/Ch.12 Week 7/Ch.13	Supply Chain Management Inventory Management Aggregate Planning and S&OP
	Week 7/Ch.14 Week 7/Ch.15	Material Requirements Planning (MRP) and ERP Short-Term Scheduling
	Week 8/Ch.16 Week 8/Ch.17 Week 8	Lean Operations Maintenance and Reliability Review