



BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: 2009-10

NEXT REVIEW: 2014-15
2014-2015

STATUS: A
A

COURSE TITLE: Seminars in Business and Management

COMMON COURSE NUMBER: MAN 3930

CREDIT HOURS: 1

CONTACT HOUR BREAKDOWN

(per 16 week term)

CLOCK HOURS:

Lecture: **16** Lab:
Clinic: Other:

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S): None

COURSE DESCRIPTION: This course focuses on current and emerging issues in business management. Its format and topic will vary, but will include a full day or a half day seminar conducted by one or more industry experts who will address specific business/management topic such as financial markets, international trade, human resources, cultural issues, or economic topics. Specific requirements will vary based on topic assignments. This course may be taken 2 times for a total of 2 credits.

UNIT TITLES

1. Emerging issues and their effects
2. Development of skills in research and decision-making in the current business and management areas
3. Current economic/financial issues
4. Contemporary issues and topics in business and management

EVALUATION:

Students may be assessed by one or all of the following criteria: research paper, individual and/or group presentation, participation in discussions, and exams.

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UNITS

Unit 1: Emerging Issues and their Effects:

General Outcome:

- 1.0 The student shall understand the impact of emerging issues and their effects on domestic and global business operations**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 1.1 Review the current issues surrounding the contemporary issues and topics.**
- 1.2 Define focal issues in current literature relating to the specific topics.**
- 1.3 Determine the current trends in modern business and management.**
- 1.4 Analyze and discuss the emerging issues in business and management.**
- 1.5 Assess the relative impacts and leverages within the topic.**

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Unit 2: Development of Skills in Research and Decision Making in the Current Business and Management Areas.

General Outcome:

- 2.0 The student shall develop skills in research and decision making in the current business and management areas.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 2.1 Develop and establish a research methodology for a specific topic.**
- 2.2 Communicate the methodology to the instructor and or faculty coordinator.**
- 2.3 Solicit feedback on the methodology discussed.**
- 2.4 Adopt and execute the research approach.**

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Unit 3: Current Economic/Financial Issues

General Outcome:

- 3.0 The student shall present contemporary issues relating to business and management in a local as well as global context.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 3.1 Demonstrate the significance of issues in modern banking and finance.**
- 3.2 Understand the local economy and its inferences and impacts on foreign economies.**
- 3.3 Understand the impact of foreign economic factors on businesses and the local economy.**
- 3.4 Understand issues involving the business ethics and practices, and its impact on the economy.**

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Unit 4: Contemporary Issues and Topics in Business and Management

General Outcome:

- 4.0 The student shall analyze individual issues of business and management practices.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 4.1 Examine a specific business and management issue and understand what, how and why the issue has evolved.**
- 4.2 Analyze a specific business or management issue in the local, domestic or international economy and identify the major problems and possible solutions to this issue.**
- 4.3 Discuss business issues in a local and/or global context.**
- 4.4 Explain the issues involved in globalization and foreign trade, including currency movements.**
- 4.5 Identify the entrepreneurship and innovation practices.**
- 4.6 Demonstrate the role of technology in business.**