Department:

Business

Course Description:

This course provides an introduction to the concepts of professional activities and behavior in business. The course will focus on attitude, work ethic, leadership, and communication.

Course Competencies:

Upon completion of the course, the student should be able to:

1. Create agendas for business meetings.
2. Develop and produce minutes from a meeting.
3. Describe and follow parliamentary procedures.
4. Describe the qualities of good leaders.
5. Participate in service learning.
6. Create, develop, and produce a business news release.
7. Create, develop, and produce PowerPoint presentations.

Course Content:

A. Organizing Business Meetings
   1. Event planning
   2. Creating effective agendas
   3. Recording minutes
   4. Parliamentary procedures
B. Leadership Training
   1. Leadership styles
   2. Leadership positive and negative influences
   3. Acting on opportunities
   4. Leading by example
   5. Promoting respect and trust
   6. Characteristics found in successful people
   7. Officer training
C. Service Learning
   1. Business and community service
   2. Planning and organizing a service campaign
D. Workplace Communications
   1. Introducing guest speakers and sending thank you notes
   2. Making introductions
   3. Telephone skills
   4. Business etiquette
   5. Networking
6. Body language

E. The Business of Fundraising
   1. Profit margins
   2. Creating marketing pieces
   3. Keeping accurate worksheets

F. Being a Team Member
   1. You are not alone
   2. Making choices that affect more than yourself
   3. Resolving group conflicts
   4. Ability to delegate
   5. Maslow’s Hierarchy of Needs

Learning Assessments:

   Course competencies will be assessed by use of a portfolio of completed assignments and business documents.

Instructional Materials:

   Business Professionals of America Web site: www.bpa.org, guest speakers, video materials, Microsoft Office Suite, other resources determined by the instructor

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students must complete the “Disabilities Self-Identification Form” at this link: https://highlandcc.edu/pages/disability-services.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.