Business Seminar
BU 2991
Course Syllabus

Course Description: The Business Seminar introduces students to the principles and problems of establishing and operating a business. Topics covered include state and federal regulations and resources, management skills and techniques, marketing strategies, financial management, location and facilities planning and employee relations. Business leaders are invited to Landmark College to discuss their experiences on these and other topics. Business students will develop and present a business proposal that describes the business, and addresses Marketing, Financial, Human Resource, and management activities. Prerequisite: Business students in their final Semester. Credits 3.

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<tr>
<th>Monday</th>
<th>Tuesday Office Hours</th>
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<td>10:00 – 11:15 AM</td>
<td>10:00 AM – 11:30AM or by Appointment</td>
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Classes will meet in Room 013 of the ADMIN Building. Office hours will be held in Room 205 of the Administration Building.

GOALS & OBJECTIVES:
- Understand the importance of strategic management to a small business.
- Understand the advantages and disadvantages associated with each form of Ownership.
- Develop a business proposal that expresses the entrepreneurial vision, describes the competitive environment, products and services offered, marketing strategies, organization and staffing, financial analysis and operations of the proposed venture.
- Understand the advantages and disadvantages of buying an existing business, starting a new business, or entering into a franchise agreement.


Web Sites: http://www.kauffmancourses.org/

Course Assignments:

1. Two Interim Business Proposal Work Products: Each team will submit two interim work proposal work product. Each team should view this as a professional writing assignment; as such, every aspect of the document (Organization, Writing, Clarity, etc) is evaluated.
2. **Business Proposal Presentation**: Three-person teams will be formed early in this course. Each team will be responsible for a 20-minute presentation of their business proposal. Each team should understand that this is a professional presentation; as such, every aspect of the presentation (*Organization of presentation, Professionalism of presentation, Communication skills, etc.*) is evaluated.

3. **Written Business Proposal**: Three-person teams will be formed early in this course. Each team should be responsible for submitting a written business proposal for grading. Each team should view this as a professional writing assignment; as such, every aspect of the document (*Organization, Writing, Clarity, etc.*) is evaluated.

4. **Peer Evaluation**: Each team member will rate each member of the group at the end of the semester.

5. **Participation**: Individuals are expected to be prepared to fully participate in classroom discussions. *Attendance, preparation, and in-class participation are important to your learning and performance in this course.* Students should understand that mere attendance is not participation. Participation is active engagement in the discussion with the instructor and guest speakers.