

Central Ohio Technical College
Course Description Listing – Business Management Technology Courses
2009-2010 Academic Year

BMT-2014 Principles of Business

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This introductory course presents the principles, terminology and concepts necessary for understanding our business system. It covers such key topics as business formation and ownership decisions, management and organization, the various functional Divisions within the business and the interaction of business and society.

BMT-2018 Project Management

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to examine the key elements in the project management process. This process will include: characteristics of a well-defined project; successful project organization; managing the project team; planning; scheduling; and controlling. Effective project planning will include gathering budget information and scheduling data. Techniques for scheduling projects will include GNATT chart schedules and reports.

BMT-2019 Strategic Management

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: BMT-2021 and BMT-2022. Course is graded A-E.

Strategies an organization pursues have a major impact upon its performance relative to that of competitors. This class identifies and describes the various strategies a company can pursue to achieve superior performance. Strategies apply to all types of organizations. A thorough understanding of the analytical techniques and skills necessary by managers to identify and exploit strategies successfully will be applied.

BMT-2021 Principles of Management

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

The basic functions of management are planning, organizing, leading/motivating and controlling. The course examines these four functions in considerable detail, and attempts to give the student insight and perspective on management in action. There is an emphasis on current case material so the student can relate principles to real world management problems.

BMT-2022 Principles of Marketing

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to introduce the student to the field of marketing in its broadest concepts, from the viewpoint of both the seller and the buyer. The student will be exposed to the various careers in marketing and will learn how managers manipulate the four variables of marketing (price, product, distribution, promotion) to achieve organizational goals.

BMT-2025 Micro Economics

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E. This course has been approved by the Ohio Board of Regents as meeting the Transfer Assurance Guide (TAG) course requirements.

Dealing with fundamentals of micro-economics, this course is designed to give the student a basic understanding of individual firms and how they allocate their resources, price goods and services and the factors of production in our economic system; how individual firms organize themselves and meet the competition; behaviors of customers and suppliers as well as the government relative to supply and demand the appropriate schedules that apply. Elasticity and substitutions, along with total revenue, total costs, marginal revenue, and marginal costs and profit analysis are researched.

**COTC Course Description Listing – Business Management Technology Courses
2009-2010 Academic Year****BMT-2070 Managerial Skills**

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to assess and develop a broad range of managerial skills that are often required to become an effective manager and leader. The student will develop usable managerial skills in the areas of: leadership, conflict management, ethics, diversity, and change management. The course will utilize a combination of internet research and in-class contact as appropriate.

BMT-2071 Team Building

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course presents how formal teams are able to do more than just accomplish tasks that the individual alone could not. The student will learn teams are a union of structure, process, culture, and politics.

BMT-2073 International Business

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course explains the how and why of world countries trading and business endeavors. It also explains how businesses differ in other countries with a thorough review of economic and political trading and investing concepts. This involves learning the functions and forms of global monetary systems as well as strategies and structures of international business.

BMT-2074 Business Law Today

5 credit hours, 5 contact hours (5 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E. This course has been approved by the Ohio Board of Regents as meeting the Transfer Assurance Guide (TAG) course requirements.

This course presents the student with a survey of the legal environment for business in today's world. Topics of study include civil law and torts, criminal law, constitutional law, cyber law, contract law, sales law, corporate law and securities regulation, negotiable instruments, consumer law, and employment law. The focus of the course will be for the student to identify the relevance of various types of law, and legal issues, in the current business environment.

BMT-2464 Personal Computer Applications in Business

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to give students standardized, progressive, detailed, hands-on instruction in the most popular personal computer software used today by business and industry. The student will demonstrate the ability to integrate word processing, spreadsheets, and graphic design through group projects. The course combines demonstration and self-paced instruction. Students will be tested and the course will be graded.

BMT-2470 Organizational Ethics

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

Business ethics engages essential questions to business and their stakeholders concerning purpose, values, and transactions of and among individuals, groups, companies and their global alliances. A thorough understanding of the complex issues and frameworks concerning ethical decisions will be thoughtfully and objectively analyzed. The student will create an understanding and application of ethical reasoning in the marketplace and in workplace relationships.

BMT-2480 Service Marketing and Management

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: Grade of C (2.00) or better in BMT-2022. Course is graded A-E.

This course allows the student to define services marketing and detail the fundamental concepts and strategies that differentiate the marketing of services from the marketing of tangible goods. The fundamentals of business knowledge, employee competence, competence in customer satisfaction, service quality and customer service will be concentrated on. The student will also develop skills that are essential in understanding and sustaining a customer base through marketing and management.

**COTC Course Description Listing – Business Management Technology Courses
2009-2010 Academic Year****BMT-2481 Salesmanship**

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course allows students to conceive a method of constructing their own sales presentations. The student will learn the concepts and practices of selling in a practical, straightforward and conceivable manner. The fundamentals of personal selling will be developed with appropriate actions learned for particular prospects and customers. The student will learn to be a problem solver, helper, and advisor in different roles to convey their sales message. All major aspects of selling will be explored.

BMT-2482 Retail Management

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: BMT-2022. Course is graded A-E.

This course will respond to various important developments in retailing. The student will learn, explore and develop competencies in retail operations, decision making tools for the supply chain, how merchandize is purchased, how customer databases are established, decision support systems that are tailored to local markets, scheduling, pricing and target promotions in the retailing industry.

BMT-2483 Advertising Concepts/Procedures

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: BMT-2022. Course is graded A-E.

This course allows the student to discover advertising including coverage of industry organization, customers' buying behavior, segmenting and targeting, and positioning, along with explanations of the marketing communication functions and media. A thorough treatment of the practices critical to building customer relationships and brands will be presented and explored.

BMT-2484 Accountable Marketing

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: BMT-2022. Course is graded A-E.

This course will allow the student greater efficiency and the elimination of waste within the marketing field. A model based test and measure concept will be utilized. The student will learn to apply data driven marketing to all kinds of promotions and image advertisements. The student will also be able to establish allowable costs per order, which will help in the learning process of assessment for marketing efficiency and profitability of programs within all types of organizations.

BMT-2485 Public Relations

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: BMT-2022. Course is graded A-E.

This course will allow the student all the most effective planning techniques in public relations. How to execute the entire range of programming possibilities, from investor relations and employee relations to cause marketing programs; and all of the important skills, including speech writing, image management and crisis management. The student will also learn how to measure the effectiveness of public relation programs and their tactics.

BMT-2486 Cases in Marketing/Research

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: BMT-2022. Course is graded A-E.

This capstone course will give the student a basic understanding of the scope of marketing research, using an applied approach with interesting and practical applications.

BMT-2846 Compensation and Benefits

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: BMT-2876. Course is graded A-E.

This course will provide an in-depth study of the history, principles, and theory of both monetary and non-monetary compensation. The course will also examine the laws governing compensation, and the processes and methods used to develop compensation and benefit packages, and policies.

**COTC Course Description Listing – Business Management Technology Courses
2009-2010 Academic Year****BMT-2850 Employee Relations**

4 credit hours, 4 contact hours (4 hours lecture, 0 hours lab). Prerequisite: BMT-2876. Course is graded A-E.

The course deals with both the traditional areas of labor relations (history of the labor movement, labor legislation, collective bargaining, contract administration) and with issues that arise in today's white collar, service oriented workforce and economy. Students will simulate actual collective bargaining, grievance procedures and arbitration cases. Emphasis is placed on negotiation objectives, strategy and tactics, and students will develop skills suitable for advancing the objectives of either management or of a labor union.

BMT-2855 Problem Solving and Managerial Decision Making

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: BMT-2014, BMT-2021 and BMT-2022. Course is graded A-E.

This course will provide an opportunity for the student to integrate knowledge and skills gained in previous courses in management, marketing, human resources, and finance. Emphasis is placed upon familiarization with the types of decisions that managers must make and the development of skills necessary to make them.

BMT-2856 Human Resource Law

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: BMT-2876. Course is graded A-E.

This course describes and explains employment law and the set of legal requirements that govern the workplace. The student will learn the major issues and rule of employment law and an understanding of what employment law means in the human resource practice.

BMT-2860 Personnel Interviewing

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: BMT-2876. Course is graded A-E.

This course will examine the six types of personnel interviews (selection, performance, appraisal, counseling, career development, disciplinary and exit). Legal aspects of interviewing will be studied to provide the student insights into the personnel functions. There will be an emphasis on developing usable interviewing techniques and skills from the management and employees or probable employee prospective.

BMT-2865 Customer Service

3 credit hours, 3 contact hours (3 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course helps the student understand customer expectations and develop skills necessary to provide any and all types of quality service. Customer service skills will focus on change, communication, data usage, negotiations, perception, problem-solving, and teamwork toward action plans for continuous improvement.

BMT-2870 Health, Safety and Security

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: BMT-2876. Course is graded A-E.

Employees are every business's most important asset and resource. Therefore, businesses have a vested interest in a safe and healthy work environment economically, physically and mentally. Health connotes a state of well being free of illness or disease. Health management focuses on the well being of employees. Safety relates to freedom from danger, risk injury, and programs focusing on prevention. Security is the reduction or elimination of risks or losses pertaining to the organizational assets.

BMT-2875 Training and Development

2 credit hours, 2 contact hours (2 hours lecture and 0 hours lab). Prerequisite: BMT-2876. Course is graded A-E.

Training and Development work to support organizational goals and to solve performance problems throughout an entire organization. This incorporates assuming a number of roles with a full range of competencies. The Training and Development roles include needs analyst, program designer, instructional writer, media specialist, instructor, facilitator, change agent, program administrator and evaluator. In assuming these roles, especially in society today, one must be able to do more using fewer resources. In addition, due to developing technology and growing work requirements, organizations have to invest in the retraining and reassignment of existing as well as new employees.

**COTC Course Description Listing – Business Management Technology Courses
2009-2010 Academic Year****BMT-2876 Introduction to Human Resource Management**

4 credit hours, 4 contact hours (4 hours lecture and 0 hours lab). Prerequisite: None. Course is graded A-E.

This course is designed to familiarize the student with the vital role of human resource management in determining the success of an organization. The student will develop an awareness of the complexity of the issues surrounding the management of today's employee. Employee rights, employee responsibilities, Equal Employment Opportunities, right to work laws, benefits, legal environments, performance appraisal, and the training and development of employees will be explored.

BMT-2994 Internship/Service Learning I

1 credit hour, 7 contact hours (1 credit hour will be awarded for each seven (7) hours per week work experience). The student will also meet with their advisor 1 hour per week per each credit hour. Prerequisite: BMT-2014, BMT-2021, BMT- 2022, BMT-2025, and BMT-2464. Course is graded S/U. Along with Internship/Service Learning II and III, course is repeatable up to 12 credit hours.

This course offering is composed of work experience with a profit or non-profit organization chosen by the student and coordinated with a business faculty member or the Academic Dean. The work experience must be related to the student's academic program and will reinforce the concepts and ideals related to the management field. This course requires substantial self-directed application of learning. This course is graded Satisfactory/Unsatisfactory.

BMT-2995 Internship/Service Learning II

2 credit hours, 14 contact hours (1 credit hour will be awarded for each seven (7) hours per week work experience). The student will also meet with their advisor 1 hour per week per each credit hour. Prerequisite: BMT-2014, BMT-2021, BMT- 2022, BMT-2025, and BMT-2464. Course is graded S/U. Along with Internship/Service Learning I and III, course is repeatable up to 12 credit hours.

This course offering is composed of work experience with a profit or non-profit organization chosen by the student and coordinated with a business faculty member or the Academic Dean. The work experience must be related to the student's academic program and will reinforce the concepts and ideals related to the management field. This course requires substantial self-directed application of learning. This course is graded Satisfactory/Unsatisfactory.

BMT-2996 Internship/Service Learning III

3 credit hours, 21 contact hours (1 credit hour will be awarded for each seven (7) hours per week work experience). The student will also meet with their advisor 1 hour per week per each credit hour. Prerequisite: BMT-2014, BMT-2021, BMT- 2022, BMT-2025, and BMT-2464. Course is graded S/U. Along with Internship/Service Learning I and II, course is repeatable up to 12 credit hours.

This course offering is composed of work experience with a profit or non-profit organization chosen by the student and coordinated with a business faculty member or the Academic Dean. The work experience must be related to the student's academic program and will reinforce the concepts and ideals related to the management field. This course requires substantial self-directed application of learning. This course is graded Satisfactory/Unsatisfactory.

BMT-2997 Field Experience – Business I

1 credit hour, 12 contact hours (1 credit hour per 12 hours per week work experience). Along with Field Experience – Business II and III, repeatable up to 12 credit hours. Prerequisite: Permission of Academic Dean upon recommendation of academic advisor. Course is graded S/U.

This flexible course offering is composed of a paid work experience coordinated by the student's advisor. The work experience must be related to the student's academic program. Technical or basic elective credit is awarded on a Satisfactory/Unsatisfactory basis.

**COTC Course Description Listing – Business Management Technology Courses
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BMT-2999 Field Experience – Business III

3 credit hours, 36 contact hours (1 credit hour per 12 hours per week work experience). Along with Field Experience – Business I and II, repeatable up to 12 credit hours. Prerequisite: Permission of Academic Dean upon recommendation of academic advisor. Course is graded S/U.

This flexible course offering is composed of a paid work experience coordinated by the student's advisor. The work experience must be related to the student's academic program. Technical or basic elective credit is awarded on a Satisfactory/Unsatisfactory basis.

BMT 29XX Special Topics in Business

1-5 credit hours for 7 contact hours per week per credit hour Independent Study [Miscellaneous Applications Course]. Prerequisite: Permission of the Academic Dean.

Special topic study is designed to provide a student with the opportunity to work on special topics within the field of business under the directive of the Business faculty. This course may be substituted for a business technical elective if the course is applicable. The course may be repeated.