

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: BUS 298 **Credits:** 3

Course Title: Seminar and Project in Business Management and Administration

Course Description:

Requires completion of a project or research report related to the student's occupational objective and a study of approaches to the selection and pursuit of career opportunities in the field. Prerequisite: Students should have completed most of the management courses before enrolling in this course. Lecture 3 hours. Total 3 hours per week. 3 credits

General Course Purpose:

The semester project will entail selecting a small business as a client and conducting a research project that will help address a problem or opportunity the client is facing.

Course Prerequisites and Co-requisites:

Prerequisite: Students should have completed most of the management courses before enrolling in this course.

Student Learning Outcomes:

Upon completing the course, the student will be able to

- Work efficiently and effectively as part of a team and critically evaluate information and ideas presented by other members of the team;
- Explain the critical steps in defining a business marketing problem;
- Comprehend the role that marketing research plays in decision-making by business owners;
- Develop the knowledge and practical skills to plan, implement and report research findings,
- Locate and access market information effectively and evaluate the quality and relevance of the information;
- Design and undertake a basic marketing research project; and
- Produce an evidence-based marketing project.

Major Topics to Be Included:

- Client Evaluation
- Secondary Resources
- Qualitative Research
- Problem/Opportunity Definition
- Research Design

Effective Date/Updated: January 24, 2019