COURSE OUTLINE

Course Number	**Course Title**	**Credits**
SST220	Systems Integration: A Business Blueprint	3

Hours	**Co- or Pre-requisite**
2 Lecture / 2 Lab	SST200

Catalog description

Students learn to build a security solution which combines equipment, engineering, and service, analyze the attributes of products and services, assess customer needs, align organizational strategy to leverage the most powerful features and strengths of products and services, and create a system to meet a client need or solve a client problem.

Required texts/other materials

Reference Division Booklist

- *The Entrepreneur's Handbook: The Business Blueprint for System Integrators*
Alan Kruglak

Course coordinator   Latest Review

Jeff Weichert   SPRING 2019

Information resources

- *Integrated Security Systems Design: Concepts, Specifications, and Implementation* by Thomas L. Norman
- Websites of identified Manufacturers, Architects/Engineers and Security Systems Integrators
- Industry trade publications, including: *Security Sales & Integration Magazine* and *SDM Magazine*

Other learning resources

Working Knowledge of Microsoft Office particularly Power Point, Excel

Course Competencies/Goals

The student will be able to:

1. Implement effective sales strategies related to personnel, compensation and revenue generation that increase competitive edge
2. Establish standards and practices for building a repeatable proposal generation process
3. Identify the target markets and select the appropriate medium for the buying of your services
4. Deliver service that meets clients' needs and generates revenue for the business
5. Motivate employees
6. Avoid litigation
7. Increase efficiency and profitability through effective budgeting and financial reviews and processes

Course-specific General Education Knowledge Goals and Core Skills

General Education Knowledge Goals
Goal 1. Communication. Students will communicate effectively in both speech and writing.
Goal 2. Mathematics. Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.
Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

MCCC Core Skills
Goal A. Written and Oral Communication in English. Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.
Goal B. Critical Thinking and Problem-solving. Students will use critical thinking and problem solving skills in analyzing information.
Goal C. Ethical Decision-Making. Students will recognize, analyze and assess ethical issues and situations.
Goal D. Information Literacy. Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.
Goal E. Computer Literacy. Students will use computers to access, analyze or present information, solve problems, and communicate with others.
Goal F. Collaboration and Cooperation. Students will develop the interpersonal skills required for effective performance in group situations.

Units of study in detail

Unit I Sales (Course Competency 1; Gen Ed Goals 1, 2, & 4; and Core Skills A, B, D & F)

Learning Objectives
The student will be able to…
• Assemble an effective sales team
• Develop a compensation program that serves strategic business objectives
• Analyze sources of revenue
• Increase competitive edge through added value
• Implement effective sales strategies

Unit II   Proposals (Course Competency 2 & 6; Gen Ed Goals 1, 2 & 4; and Core Skills A, B, D & E)

Learning Objectives
The student will be able to…
• Establish standards and practices for building a repeatable proposal generation process
• Establish rules, terms and conditions to safeguard your company

Unit III   Marketing (Course Competency 1 & 3; Gen Ed Goals 1, 2 & 4; and Core Skills A, B, D & E)

Learning Objectives
The student will be able to…
• Identify the target markets for buying your services
• Select the medium to get your target markets to buy your services

Unit IV   Service (Course Competency 4; Gen Ed Goals 1, 2 & 4; and Core Skills A, B, D, E, & F)

Learning Objectives
The student will be able to…
• Deliver service critical to your clients' needs

• Use service contracts to stabilize and predict future cash flow while meeting customer needs
• Identify the elements for creating an organization-wide culture of service
• Identify the resources and technology required
• Develop a service contract pricing strategy

Unit V   Personnel Management (Course Competency 5 & 6; Gen Ed Goals 1 & 5; Core Skills A, B, C, D & F)

Learning Objectives
The student will be able to…
• Develop guidelines and practices for helping managers to succeed
• Establish practices and policies to avoid employment litigation
• Incentivize good performance

Unit VI   Accounting & Finance (Course Competency 7; Gen Ed Goals 1, 2 & 4; and Core Skills A, B, C, D, E & F)

Learning Objectives
The student will be able to…
• Use technology to gain a competitive edge
• Identify the benefits of a job costing system to increase efficiency and profitability
• Control overhead through effective budgeting and financial review
• Manage cash flow effectively
• Identify ways to use banking to build and maintain a strong business

Evaluation of student learning

Student achievement of course competencies and goals will be assessed through various quizzes, tests and projects. Project work will occur individually or in teams and focus on various aspects of security systems integration business management, including:

- Proposal generation
- Service contract development
- Budget development and financial review

Academic Integrity Statement

Mercer County Community College is committed to academic integrity – the honest, fair and continuing pursuit of knowledge, free from fraud or deception.
- Students should never:
    - Knowingly represent the work of others as their own
    - Knowingly represent previously completed academic work as current
    - Fabricate data to support academic work
    - Use or obtain unauthorized assistance in the execution of any academic work
    - Give fraudulent assistance to other students
    - Unethically use technological means to gain academic advantages

Violators of the above actions will be penalized. For a single violation the faculty member will determine the course of action. This may include, assigning a lower grade on the assignment, lowering the course grade, failing the student, or another penalty that is appropriate to the violation. The student will be reported to the Academic Integrity Committee, who may impose other penalties for a second (or later) violation. The student has right to a hearing and also to appeal any decisions. These rights are outlined in the student handbook.