

## Hands-On Learning

Luis Marin used to believe there was little room in the business world for creativity or independent thinking. "I always assumed that when you were first starting out, routines and expectations would be pretty rigid," he says. "You'd show up for work, do your job, go home, then come back the next day and do it all over again."

His participation in a groundbreaking BMCC student internship program has changed that view dramatically. Marin was one of 14 students who got an inside view of how an actual business operates—specifically 1-800-MATTRESS—via the BMCC Student Entrepreneur Real Business Experience. The program chooses a select group of BMCC business students to get the inside scoop on the day-to-day operations of a successful business, "and enable them to apply the theoretical knowledge they gain in class to real-world situations," says Carmen Leonor Martínez-López, assistant professor in the Department of Business Management.

Find out more about Marin's internship experience by reading his full story at [www.bmcc.cuny.edu/news/news.jsp?id=611](http://www.bmcc.cuny.edu/news/news.jsp?id=611).

## BMCC's Programs in Business Management and Office Administration

The Department of Business Management offers three associate's degree programs: Business Management, Business Administration, and Small Business Entrepreneurship. Students who successfully complete a degree program earn either an associate in art (A.A.) degree or an associate in applied science (A.A.S.) degree. Graduates of all programs are well prepared for employment or further education at a public or private four-year college or university.

**Business Management** is a two-year, 60-credit course of study leading to an A.A.S. degree. The coursework includes both general requirements (liberal arts courses) as well as curriculum requirements (business courses). In addition, each student takes three elective courses in one of the following four areas of study:

### General Management

Business Organization and Management • Human Resource Management • Product & Service Creation

### Finance & Banking

Financial Management • Money and Banking • Investments

### Marketing

Essentials of Advertising • Sales Principles & Practices • Consumer Motivations

### Travel & Tourism

Introduction to Travel & Tourism • Travel Operations • World Markets or Tour Management

**Business Administration** is a two-year, 60-credit course of study leading to an A.A. degree. The coursework includes general liberal arts requirements as well as 12 credits in basic business. This program has been specifically designed to provide a strong liberal arts background to students planning to pursue a bachelor's degree in business at a senior college. An Evening/Weekend Associate Degree Program in Business Administration is available to students who wish to complete their degree requirements by attending classes on Friday evenings and weekends.

**Small Business Entrepreneurship** is a two-year, 60-credit course of study leading to an A.A.S. degree. The coursework includes both general requirements (liberal arts courses) as well as curriculum requirements (business courses). Four of the business courses are designed to help students start their own businesses.

## For More Information

General information on the business and office administration programs is available by visiting [www.bmcc.cuny.edu/business](http://www.bmcc.cuny.edu/business) or by contacting us at:

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*Start Here. Go Anywhere.*

**Borough of Manhattan Community College**

The City University of New York

[www.bmcc.cuny.edu](http://www.bmcc.cuny.edu)

## BMCC at a Glance

Borough of Manhattan Community College (BMCC) delivers a quality education in a diverse urban environment. Dedicated to the aspirations of high-striving students of all ages and backgrounds, BMCC

- enrolls more than 24,000 full- and part-time students in degree programs
- awards associate's degrees in 31 programs of study
- is located in the vibrant and culturally rich downtown Tribeca neighborhood
- has a student body representing more than 150 countries
- employs over 400 full-time faculty members
- is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools
- is proud that 86% of its graduates transfer to four-year colleges.

# Business Management



*Start Here. Go Anywhere.*

**Borough of Manhattan Community College** The City University of New York [www.bmcc.cuny.edu](http://www.bmcc.cuny.edu)



# There's No Business Like Your Business

**B**usiness makes the world go 'round and with your natural people skills and ability to make smart, strategic decisions, you could be well on your way to a stellar career. If you've always envisioned yourself working for a major corporation or aspire to be your own boss, BMCC's Business Management program has just what you need to build your foundation and get ahead. You'll study the basics of business and get the opportunity to familiarize yourself with marketing, finance, banking, management and even human resources, which are all major sectors of modern business practices. So, if you think your interest lies in providing goods and services to customers, BMCC's Business Management program is the right choice for you.

## Meet Our Students



### Luis Marin Manhattan

*Luis helped organize a BMCC business student conference co-sponsored by the Chambers of Commerce of Colombia, Chile and Ecuador. An elected member and then president of the Tribeca Campus Lion's Club, he also participated in a marketing internship with 1-800-MATTRESS. "I started learning French at BMCC," says Marin. "My experience at BMCC is helping me move on to business opportunities in Europe, and South America."*



### Jose Castillo Brooklyn

*Jose Castillo says of his experience at BMCC, "I personally like the attention the professors give." Born and raised in Park Slope, Brooklyn, he makes a priority of "giving back to low-income communities." Entrepreneurship is one of his focuses now, and he plans to go to law school.*



### Jidong Chen New Jersey

*"They use materials we would really encounter in a business situation, like business plans and income statements," says Jidong Chen of her Business Management classes at BMCC. Chen, who came to New York from China in 1994, wants to build her own import/export textile business someday.*

## Programs in Business Management

No matter what your career goals are, there's a program that will best suit you. BMCC's Business Administration Program is perfect for those who want a strong liberal arts background, and intend on continuing their undergraduate education in business. The Business Management Program is designed for students who want a career-oriented education. Choose your best match from among our three associate's degree programs, and remember—your BMCC degree or certificate is a great base for further college education.

### Business Management

Looking for a career-oriented business education that will quickly get you on the job track? The Business Management program awards an Associate in Applied Science (AAS) degree and offers concentrations in four areas of study:

**General Management** educates students on decision-making, financing, operations, marketing and human resources, as well as the technical and conceptual creation of products and services for small and big businesses.

**Finance and Banking** prepares students for rewarding careers in finance and banking settings that include commercial banks, investment banks, brokerage firms, mutual fund companies, stock exchanges, and corporations.

**Marketing** equips students with the creative, organizational, and people skills needed to enter a wide range of high-demand industries, including advertising and promotions, sales, merchandising, public relations, and market research.

**Travel & Tourism** is a growing industry that attracts professionals with strong sales and customer service skills to careers that include travel agent, tour guide, reservations manager, events coordinator, and conference planner.

### Business Administration

For students looking for the strong liberal arts background necessary to pursue a four-year degree in business at a senior college, the Business Administration program, which awards an Associate in Arts (AA) degree, is the right choice.

### Small Business Entrepreneurship

Do you dream of starting your own company? Self-motivated students make great strides toward success with an Associate in Applied Science (AAS) degree in Small Business Entrepreneurship (SBE).

### Office Automation

Students studying for an Associate of Applied Science (AAS) degree in Office Automation are prepared to serve in career positions ranging from clerical assistant to executive assistant in both private industry and government agencies.



## Accomplished Alumni



Bruno Campo

What career goal has **Bruno Campo Gonzalez** '05 set for himself? Nothing less than the presidency of his native Colombia. After graduating from BMCC, Gonzalez enrolled at Baruch College, where he is majoring in finance and investments and receiving intensive career training through a Wall Street program for top-performing students. Gonzalez also works in marketing at an investment bank, volunteers to support issues concerning Latin America, and co-founded a mining company in Colombia. "BMCC helped me set ambitious goals," he says, "and build a strong foundation for my career."

Graduating from BMCC with a 3.61 grade-point average gave **Anthony Belgrave** '07 "the courage to continue to the next level," he says. Currently pursuing a bachelor's degree in accounting at Queens College, Belgrave balances "a lot of studying" with his extracurricular activities. "BMCC helped to build the foundation on which I am continuing to build, brick by brick," says Belgrave. "As I have told numerous folks I come in contact with, BMCC is a great place to start. Truly, you can start here and go anywhere."



Lidija Stupar

Currently completing a bachelor's degree in business administration at Baruch College, **Lidija Stupar** '07 is excited to have been accepted to the MBA program at Zicklin School of Business. Her "starting point" was BMCC's Business Management program, "where I learned a lot and experienced a lot, largely thanks to the amazing professors." Stupar credits her academic accomplishments at BMCC with positioning her for success in advanced business education. Among her BMCC honors: an internship with Merrill Lynch, an academic excellence award in finance and banking, and a Wall Street Journal Student Achievement Award.

**Partners in Learning**  
Scholars, mentors and real-life professionals—the faculty in the Business Management department are dedicated to providing you with the tools for your future.



Associate professor **Katherine M. Conway** is a Queens native whose parents helped jumpstart her career in business. "My parents are immigrants," she says. "They knew little about higher education. I presumed that I would need to major in business in order to get a job." Conway earned her BS in Marketing, MBA in Finance and PhD in Higher Education at New York University, and with nearly 15 years experience in the banking industry, Conway is now a full-time professor at BMCC. "BMCC is the land of opportunity—anyone who wants to get ahead can register for classes and pursue the American Dream."



For assistant professor **Jeff S. Hong**, a native of Korea, the best thing about teaching at BMCC is its "more realistic picture of the world through diversity. I get to meet students from all over the world and all walks of life." Hong, who received his Ph.D. from Fordham University, is the author of many scholarly papers and books. In 2007 alone, he published two textbooks that are used by business students nationwide—including those at BMCC. He teaches classes in finance, financial management, business math, and marketing.