

This is a sample syllabus only. (Do not purchase the textbook until you confirm with the instructor.)

Below are the college's general education goals. The goals that are checked in the left-hand column indicate goals that will be covered and assessed in this course.

	General Education Goals	Measurements (means of assessment for general education goals listed in first column)
<input checked="" type="checkbox"/>	Communication Skills- Students will write, read, listen and speak critically and effectively.	Submission of written assignments related to the business cycle, managerial decision making and Federal reserve tools.
<input checked="" type="checkbox"/>	Quantitative Reasoning- Students will use quantitative skills and the concepts and methods of mathematics to solve problems.	Computation of breakeven analysis.
<input type="checkbox"/>	Scientific Reasoning- Students will understand and apply the concepts and methods of the natural sciences.	
<input type="checkbox"/>	Social and Behavioral Sciences- Students will understand and apply the concepts and methods of the social sciences.	
<input type="checkbox"/>	Arts & Humanities- Students will develop knowledge and understanding of the arts and literature.	
<input checked="" type="checkbox"/>	Information & Technology Literacy- Students will collect, evaluate and interpret information and effectively use information technologies.	Use of internet search engines to explore job opportunities.
<input type="checkbox"/>	Values- Students will make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.	

Required Text: Business by Pride Hughes and Kapoor, 10th edition. Houghton Mifflin Company. (The book is sold in both a hardcover and a loose leaf version). Used copies of earlier versions may be available through any number of online sellers, the course page in Blackboard has a list of online sellers under External Links. You may use an earlier version but you are responsible for determining changes to chapters/page numbers etc.

Additional readings may be referenced throughout the semester and are placed on Electronic Reserve on the BMCC Library web page. Directions for using Electronic Reserve will be provided in class.

Other Resources: Business Periodicals (e.g. Business Week, Fortune, The Wall Street Journal)

Use of Technology (If Applicable) Ability to use Microsoft Word or other similar word processing software; internet search engines and the BMCC library for research.

Evaluation and Requirements of Students

Grading

Wiki Glossary of Terms	6 posts, 10 pts. each	60
Discussion Board	10 posts, 10 pts. each	100
Short Response (SR)	2, 10 pts. each	20
Exercises (E)	6, 5 pts. each	30
Writing Assignments (WA)	2, 10 pts. each	20
Tests	3 tests, 20 pts. each	60
Final Exam		50
(For showing up!)		<u>10</u>
		300.

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Grading

Your grade will be determined based on the points you have accumulated. The grading scale is as follows:

A	279-300
A-	270-278
B+	261-269
B	249-260
B-	240-248
C+	231-239
C	219-230
C-	210-218
D+	201-209
D	189-200
D-	180-188
F	179 or below

Wiki Glossary

You will see on Blackboard that there is a button for Glossary under Tools – this is not the Glossary we are using! You will find our Wiki Glossaries in Course Documents, then go to the Chapter One folder, then scroll down to the Wiki.

Over the course of the semester you are expected to contribute 5 entries in total to the Chapter Glossaries, and can choose among the chapters covered.

Wiki Glossaries are organized by Chapter Grouping which corresponds to the 10th edition of the textbook. I have provided the chapter topics below so that if you are using an earlier edition you will know the correct chapter.

Glossary One – Chapters 1-3. Topics include: The Business Environment; Ethics & Social Responsibility and Global Business.

Glossary Two – Chapters 4 - 5. Topics include Forms of Business Ownership; Small Business & Franchising

Glossary Three - Chapters 6 - 7. Topics include The Management Process and Creating a Flexible Organization.

Glossary Four – Chapters 9, 10 & 11 Topics include Human Resources - attracting and retaining the best employees and Unions.

Glossary Five – Chapters 12 - 15. Topics include the marketing environment, the marketing mix, the product life cycle and break even analysis.

Glossary Six – Chapters 17-20. Topics include using accounting information; understanding money banking and credit; Mastering Financial Management and understanding personal finances and investments.

I have placed the first entry in Glossary One. My entry was “Recession”. You can see that I provided the textbook definition but that I also added some additional information. Pick a term from the text, copy the textbook definition and then add something relevant. You may not add a term that another student has already selected. You must add to the glossaries by the due dates indicated in the headings in Blackboard. Blackboard will not allow you to post after the due date. Lastly please add to the glossaries in alphabetical order – so if you are adding “sales” to the glossary, you would enter it after my entry on “recession”, but if you were adding “economics”, you would add it before. This will make it easier for all of us to see at a glance what entries have already been added.

Discussion Board

The Discussion Board replaces face-to-face classroom discussion and is an essential part of the online class. We are lucky to live in a land of free speech and everyone is entitled to his or her own opinion. If you disagree with a classmate, do not be afraid to say so, but be constructive in your remarks. Misunderstandings do occasionally occur. If you feel a classmate may have misunderstood, give them the benefit of the doubt and ask them to clarify their

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position. Neither profanity nor disrespect of any kind will be tolerated on the Discussion Boards; both are grounds for expulsion from the class.

Most weeks a question or a topic relevant to the chapter readings, will be posted. At the beginning of the week (Mon.- Wed.) you should post your own thoughts about the question. In the later half of the week (Thurs. – Sat. midnight), you should query your classmates on their posts and respond to any classmate who asks you a question.

The Discussion Board called the Cybercafe is for free discussion and does not impact your grade. Feel free to experiment with discussion boards at this location and be sure to post an introduction during the first week of the semester.

The Discussion Board for Chapter One begins on Monday 9/7 and ends on Sat. 9/12 at midnight.

Grading of the DB's is roughly as follows:

0 pts.: failed to contribute in a timely manner (ex.: no posts in first half of week)

5 pts.: contributed on time, but remarks were perfunctory (“good answer” “I agree”) at best

7 pts.: contributed initial post in a timely manner but did not engage classmates or respond to questions

8 pts.: timely contribution, added to the class discussion in a positive manner, engaged classmates

10 pts.: excellent contribution, thoughtful ideas, constructive feedback to your classmates.

Assignments

Assignments will be distributed during class and due in the following class period a week later. Assignments will not be accepted late. If you cannot attend class you should make sure to a) get a copy of the assignment from a classmate and b) email me by 12:45 pm with any work due that day.

Each assignment should be typed, double-spaced, in Word or a similar software program, unless directed otherwise in class. Be sure to cite all sources and use spell check! Do not use any sort of cover page. At the top of each page of your assignment, type your name, and the section number.

Final Project

For the final project students have to collaborate with a classmate to create a Power Point Presentation on Mattel. Power point guidelines and suggested topics will be posted under the Assignments tool button during the first two weeks of the semester.

Please email me, no later than 3/2, your choice of topic and the name of your partner. To find a willing collaborator, I suggest you send a group email to the class, providing the topic you are interested in and asking for partners. If students cannot find a partner for the slide presentation, partners will be assigned.

It is not necessary to meet face to face with your classmate, though you are free to do so, schedules permitting. The entire presentation can be planned and executed via email.

Your final slide presentation should be emailed to me by noon on 5/16. The slides are worth 65 points or approx. 22% of your grade.

Extra Credit - Quizzes

Weekly quizzes ranging from 10-20 minutes can be taken online and will be a combination of short answers, mini essays and computations. Quiz scores do not count towards your grade, however, taking the quizzes regardless of score, will improve your grade. For each quiz taken, up to a maximum of 10, one point will be added to your final grade. Thus, if you make the effort to take ten quizzes, then an additional 10 points will be added to your final score (5 quizzes, 5 points etc.)

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You should take the quizzes shortly after completing the readings for the chapter. For example, the chapter one quiz should be completed by 2/7. There is a suggested time limit for each quiz. Short answer (t/f etc.), quizzes are scored immediately and automatically entered into the online grade book. The correct answers are indicated online. Sample answers are provided for essay type quizzes. The grade book is accessed via the Tools button on the left of the web page. Again, a quiz grade will be entered in the grade book automatically for the quizzes, but they do not count towards your grade.

Quizzes can be found in the relevant chapter folder under Course Documents.

Semester Schedule

Chapter Reading/Wiki	Week Begins	Week Ends	Assignment	Discussion Board
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Note – Each week begins on a Monday and ends on Saturday.

8/31 9/5

During the first week you should get the text and familiarize yourself with the Mattel web site. You should also complete the syllabus quiz and post to the Cybercafe Discussion Board; neither of which will impact your grade but both tasks must be completed or you cannot move ahead with the course.

1	9/7	9/12	Introduction	Challenges
2	9/14	9/19	No Assign.	Soc. responsibility
3	9/21	9/26	Global	China
5	9/28	10/3	Jose Rivera	No Board
6	10/5	10/10	No Assign.	Amer. Girl Franchise
Note Power Point topics due 10/10				
7	10/12	10/17	No Assign.	No Board
8	10/19	10/24	Org. Chart	New Toy Co.
10	10/26	10/31	Resume	Diversity
11	11/2	11/7	No Assign.	No Board
13-16	11/9	11/14	No Assign.	Mkt. research -New Toy
13-16	11/16	11/21		Effect. Adv.
18	11/23	11/28	Barbie	Advertisement
19	11/30	12/5	Fin'l Statements	Credit Climate
20	12/7	12/12	Investment Factors	Stk. Recommendation

Note Power Point Slides are due 12/15

Changes in the above schedule are at my discretion.

College Attendance Policy

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

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Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's website, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).