

BOROUGH OF MANHATTAN COMMUNITY COLLEGE (BMCC)

**The City University of New York
Business Management Department
Spring 2019 Course Syllabus**

**BUS 104 Introduction to Business
Course Credit: 3 / Hours: 4
Office F730**

Instructor:
Telephone: 212-220-8205
Office Hours: _____
Email: _____

Course description – This course surveys business and industry in the United States with global growth strategy. Emphasis is placed on building Communication and Quantitative skills, including use of Excel spreadsheets, as well as developing an Ethical Foundation in Business. The course introduces students to concepts in Management, Organizational Structure, Human Resources, Marketing, International Business, Finance, Computer Information Systems, Accounting, and Economics, and encourages students to explore career paths. Required of all Business majors.

Basic Skills: Familiarity with word processing, email, Internet usage and research.

Prerequisites: Students must have passed ENG 88, ESL 94, ACR 94, and MAT 8.

Course Student Learning Outcomes (Students will be able to...)	Measurements (means of assessment for student learning outcomes listed in first column)
Discuss business and economic activity including international business, ethics, accounting, finance, marketing, computer information systems, and management and organization behavior among others.	Quizzes/exams
Apply the decision-making process to managerial functions in business from an ethical perspective.	Case study/analysis
Research a career path and curricular requirements for a future major.	Written/oral presentation
Analyze data using Excel and interpret results.	Case study/analysis

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 type="checkbox"/> Communication Skills – Students will write, read, listen and speak critically and effectively	Measured via test questions, written assignment, and / or presentation.
<input type="checkbox"/> Quantitative Reasoning – Students will use quantitative skills and the concepts and methods of mathematics to solve problems	Measured via questions and assignments related to decision-making relating to break-even analysis and comparing solutions.
<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 type="checkbox"/> Information & Technology Literacy – Students will collect, evaluate and interpret information and effectively use information technologies.	Measured by assignments that require students to use web-based search engines and company websites
<input type="checkbox"/> Values – Students will make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.	Measured via test questions and/or written assignments related to coursework on ethics and human resources.

Required text:

BMCC Custom Edition- Understanding Business with Access Code and SimNet*

Connect Access ISBN and SimNet (All digital): 13: 978-1260801804 OR

Connect Access with Loose Leaf Package ISBN (Physical textbook and digital): 9781260850864

Authors: Nickels, McHugh, & McHugh.

Publisher: McGraw-Hill

*SimNet is used to help you learn Excel at home.

Grades

Consist of at least the following 5 parts:

1. Mid-Term
2. Class Assignments
3. Online Quizzes and Assignment
4. Final Exam
5. Class Project/Presentation

Grades will be assigned as follows:

A = 93% - 100%	A- = 90% - 92.9%		
B+ = 87% - 89.9%	B = 83% - 86.9%	B- = 80% - 82.9%	
C+ = 77% - 79.9%	C = 73% - 76.9%	C- = 70% - 72.9%	
D+ = 67% - 69.9%	D = 63% - 66.9%	D- = 60% - 62.9%	F = 0% - 59.9%

Online Quizzes and Assignments. The quizzes and assignments are online from Connect (part of the bundle that you buy for this course) and should be completed before the start of lecture.

Class Assignments. The class assignments include the following: Curriculum planning, Quantitative analysis using Excel, and Co-Curricular Transcript assignments. These assignments are designed to help you for future classes and job. The Curriculum Assignment is designed to help you plan your course work until you earn your degree. The Excel Assignment will help you get acquainted with using the Pivot Table. The Co-Curricular Transcript is designed to help you experience other resources that is available here at BMCC. Notes will be distributed for these assignments.

Class Project/Presentation. You will explore potential careers that you want to pursue and create a roadmap to pursue a career field of interest. Notes will be distributed for this assignment. You will be asked to present your findings to the class either by yourself or as a team.

BMCC Policies:

BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.

Single Stop www.bmcc.cuny.edu/singlestop, room S230, 212-220-8195. If you are having problems with food or housing insecurity, finances, health insurance or anything else that might get in the way of your studies at BMCC, come by the Single Stop Office for advice and assistance. Assistance is also available through the Office of Student Affairs, S350, 212-220- 8130.

Counseling Center www.bmcc.cuny.edu/counseling, room S343, 212-220-8140. Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits.

Office of Compliance and Diversity www.bmcc.cuny.edu/aac, room S701, 212-220-1236. BMCC is committed to promoting a diverse and inclusive learning environment free of unlawful

discrimination/harassment, including sexual harassment, where all students are treated fairly. For information about BMCC's policies and resources, or to request additional assistance in this area, please visit or call the office, or email olevy@bmcc.cuny.edu, or twade@bmcc.cuny.edu. If you need immediate assistance, please contact BMCC Public safety at 212-220-8080.

Office of Accessibility www.bmcc.cuny.edu/accessibility, room N360 (accessible entrance: 77 Harrison Street), 212-220-8180. This office collaborates with students who have documented disabilities, to coordinate support services, reasonable accommodations, and programs that enable equal access to education and college life. To request an accommodation due to a documented disability, please visit or call the office.

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. 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 Web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).

Topic Coverage (minimum, alphabetical order):

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|---|-------------------------------------|
| 1. Accounting Information | 2. Break-Even Analysis |
| 3. Business Ownership (form a business) | 4. Ethical and Socially Responsible |
| 5. Economics | 6. Excel Exercises |
| 7. Financial Management | 8. Global Markets |
| 9. Human Resources Management | 10. Management and Leadership |
| 11. Marketing (4P) | 12. Money and Federal Reserve |
| 13. Motivation Employees | 14. Structuring Organizations |

Additional Coverage

Excel from SimNet.