

BOROUGH OF MANHATTAN COMMUNITY COLLEGE

City University of New York

Business Management Department

Title of Course: Business Organization and Management (BUS 200)

Semester: Spring 2016
Class Hours: 3/ Credits: 3

Professor:

Tel #: 212-220-

Office: F730-

Office Hours: _____

Course Description - This course covers the total structure and character of businesses from their initial organization through their grouping of essential functions into operating departments. Management and the decision-making process, financing, operations and marketing considerations are studied, with actual cases used to illustrate problems in small and big businesses.

Basic Skills - Students must have passed ENG 095, ESL 095, ACR 095, and MAT 008.

Course Student Learning Outcomes (Students will be able to...)	Measurements (means of assessment for student learning outcomes listed in first column)
1. Explain the term management and corporate social responsibility. Design a graph to explain how management and corporate social responsibility apply at different organizational levels.	1. This is measured through test questions, writing assignments or final research project and graphical analysis.
2. Describe how strategic planning should be integrated with technical and operational planning.	2. This is measured through common test questions, writing assignments or final research project and graphical analysis.
3. Define basic types of organization structures, and explain their strengths.	3. This is measured through common test questions, writing assignments or final research project and graphical analysis.
4. Discuss how companies use human resources management to gain competitive advantage.	4. This is measured through common test questions and writing assignments or final research project.
5. Prepare and present the basic types of financial ratios used as managerial controls.	5. This is measured through a final research project and graphical 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 Learning Outcomes	Measurements
X	Communication Skills- Students will be able to write, read, listen and speak critically and effectively.	Deliver a power point presentation of the final research project.
X	Quantitative Reasoning- Students will be able to use quantitative skills and the concepts and methods of mathematics to solve problems.	One part of the final research project is related to the basic types of financial analysis used as managerial controls.
X	Social and Behavioral Sciences- Students will be able to apply the concepts and methods of the social sciences.	Both psychographic and demographic data will be evaluated, shared and discussed.
X	Information & Technology Literacy- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	Use technology to collect, analyze, and summarize information for the final research project.
X	Values- Students will be able to make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility.	One part of the final research project is related to how corporate social responsibility applies at different organizational levels.

Required Text & Readings

Textbook: Shirley S. Zaragoza, Andrew J. DuBrin, Navigating the Playground 1- Management, New York: Cengage Learning, 2013 ISBN #: 9781285911113

*** Over the fifteen week semester, the instructor will follow the chronological chapters in the assigned textbook. One to two chapters of reading are required every week. It is strongly suggested that students outline and take notes from each chapter of the textbook.

Evaluation & Requirements of Students:

- | | |
|---------------------------------------|------------|
| • Essay Exam # 1, after chapter 3 | 20% |
| • Essay Exam # 2, after chapter 8 | 20% |
| • Final Examination, after chapter 12 | 20% |
| • Written Portfolio Assignments | 20% |
| • Group Project | <u>20%</u> |
| | 100% |

Computers Across The Curriculum

Technologically enhanced classes are taught with student's exposure to computer assignments. Assignments during and outside of classes may involve the interaction with different computer programs and skills. The goal of computers across the curriculum classes is to heighten the students' abilities of interfacing with technology. Computer based projects are also designed to enhance the academic learning process, while complementing the usual reading, writing, and interactive components of the course.

PAPERS

All students are required to prepare papers on different aspects of the functions of management. Papers are to be prepared in accordance with approved and acceptable structural formats.

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. Classes begin promptly at the times indicated in the Schedule of Classes. Arrival in classes after the scheduled starting time constitutes lateness. Latecomers may, at the discretion of the instructor, incur an official absence. Use your absences judiciously; there is no distinction between excused or unexcused absences -- with either type of absence you have missed an irreplaceable, important learning experience. *The Business Management Department's policy on lateness is as follows: Every two latenesses will count as one absence.*

*******The instructor will have the discretion to lower the grade point of the student's grade for lateness, absences or lack of preparedness for class.**

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Accessibility (Room N360 – Telephone # 212-220-8180). 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. A student who copies or paraphrases published or on-line material, or another person's research, without properly identifying the source(s) is committing plagiarism. Plagiarism violates the ethical and academic standards of our college. Students will be held responsible for such violations, even when unintentional. To avoid unintended plagiarism students should consult with their instructors about when and how to document their sources. The library has also both print and digital guides designed to help students cite sources correctly. Plagiarism carries a range of penalties commensurate with severity of the infraction. The instructor may, for example, require the work to be redone, reduce the course grade, fail the student in the course, or refer the case to the Faculty-Student Disciplinary Committee (see Article 15.4 of the Bylaws of the Board of Trustees). Cases referred to that committee could result in suspension or expulsion from the college.