

**Borough of Manhattan Community College  
The City University of New York  
Business Management Department  
BUS 104: Introduction to Business**

**Instructor:** Brielle Buckler  
**Email:** bbuckler@bmcc.cuny.edu  
**Office:** F730

**Office Hours:** Fridays 12-1pm ET & [By Appointment](#)  
**Class Hours:** 4  
**Credits:** 3

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/Prerequisites

Students must have passed ENG 088, ESL 094, RDG 062, and Math 010 or 011 and have a Writing Proficiency Index of 55+ and a Math Proficiency Index of 40+.

Teaching Methods

This course will be taught in an online format via BMCC OpenLab, asynchronously. Students will complete assignments throughout the semester with weekly due dates on Wednesday and Sunday evenings by 11:59pm ET.

Use of Technology

Students will utilize computers for internet connection, BMCC OpenLab, BMCC email, and the Google and/or Microsoft Office Suite throughout the semester.

Required Text

Students will **not** be required to purchase a textbook for this course. All content and multimedia (films, etc.) will be available for free via OER/the BMCC Library. Content links for each unit of study are available on our Course Schedule.

Student Learning Outcomes

Upon completion of this course, students will be able to:

1. Discuss business and economic activity including international business, ethics, accounting, finance, marketing, computer information systems, and management and organization behavior among others.
2. Apply the decision-making process to managerial functions in business from an ethical perspective.
3. Research a career path and curricular requirements for a future major.
4. Analyze data using Excel and interpret results.

General Education Goals

Below are the college's GenEd goals. Those checked in the left-most column will be covered/assessed in this course.

| General Learning Outcome |  | Measurement   |
|--------------------------|--|---|
| ✓                        | <b>Communication Skills</b> - Students will be able to write, read, listen and speak critically and effectively.   | Class participation; discussions; writing assignments                                 |
| ✓                        | <b>Quantitative Reasoning</b> - Students will be able to use quantitative skills and the concepts and methods of mathematics to solve problems.                                  | Industry analysis   |
|                          | <b>Scientific Reasoning</b> - Students will understand and apply the concepts and methods of natural sciences.   |   |
|                          | <b>Social and Behavioral Sciences</b> - Students will be able to apply the concepts and methods of the social sciences.  |   |
|                          | <b>Arts &amp; Humanities</b> - Students will develop knowledge and understanding of the arts and literature.   |   |
| ✓                        | <b>Information &amp; Technology Literacy</b> - Students will be able to collect, evaluate and interpret information and effectively use information technologies.                | OpenLab, multimedia resources to complete situational analysis in the Marketing Plan. |
| ✓                        | <b>Values</b> - Students will be able to make informed choices based on an understanding of personal values, human diversity, multicultural awareness and social responsibility. | Class participation; discussions; writing assignments                                 |

## Course Structure

Our course is scheduled as an **online, asynchronous** class, meaning we will learn online through weeks and units of study (14 topics). Students must be responsible for their own learning, and must stay on top of online, self-paced work (most content consumption and work throughout the course will be completed *asynchronously*). Students will be responsible to keep up to date with readings and other course materials independently online.

We will cover 14 topics this semester, all of which are listed below and on our Course Schedule. During each Segment, students should refer to the Course Schedule for a direct link to our course site through BMCC OpenLab (we will all create free accounts as one of our first assignments). A list of materials to read, listen to, or watch has been created for each segment/unit, and a link for each list has been added to our Course Schedule. There are also easily-navigable menu items for each on our course site. A navigation video on our course site home page demonstrates how to navigate our course site.

All units, materials, and assignments will be posted in accordance with our semester schedule. Students may complete assignments at their own pace, so long as they meet submission deadlines for assignments, and read/listen to/watch the unit materials.

Specific instructions and links will be provided for each assignment, so that students can easily submit their work to the appropriate place. Discussions will take place through our course site (BMCC OpenLab), which is reviewed in our Course Site overview video on our course home page on BMCC's OpenLab platform.

Students are expected to complete all assignments in a timely manner, in adherence to due dates set on the Course Schedule (see more about expectations for students below). In return, students can expect the professor to grade assignments within two weeks of the assignment due date, and respond to emails within 24 hours.

In order to be successful in this class, students will need access to their BMCC email address, a text editor (Microsoft Word, Google docs, etc.), a Zoom account, and a BMCC OpenLab account (we will set these up during our first week/unit).

## Units of Study

We will cover the following units of study during this course:

- Introduction to Business
- Business Technology
- Economic Environment
- Global Business Environment
- Financial Markets
- Legal Environment
- Ethics & Social Responsibility
- Entrepreneurship
- Business Ownership
- Introduction to Management
- Operations Management
- Introduction to Human Resources
- Motivating Employees
- Introduction to Marketing

## Course Policies & Procedures

### What you can expect from your professor:

1. I will always be available by email or via office hours to answer any questions you have. I will do my best to get you whatever support you need to be successful.
2. I will do my best to answer emails within 24 hours. I will respond to any questions you submit to or ask me a question button on our course site, which you can learn more about in our course site overview video.
3. I will send frequent communications so that you always know what is going on and what to expect in this course. You can expect a regular newsletter to be sent from me and emails to provide pertinent reminders as we reach specific points in the semester. Please let me know if you do not receive these emails or if you have a personal preferred email address.

### What your professor expects of you as a student:

1. Students will be responsible to keep up to date with readings and other course materials independently online and submit assignments by predetermined due dates. **Students are responsible to keep up with the pace of the course as presented in the Syllabus and Course Schedule.**
  2. In this class, you are expected to actively participate in the discussion and activities. We will have assignments due each week. If you don't plan on putting in the effort to engage in the process, this may not be the right class for you.
  3. Weeks begin each Monday and end each Sunday. Most weeks will require two (2) assignment submissions. **Late submissions will not be accepted.** You are responsible for assigned readings and all the information presented in our course. You must stay on top of your own schedule to study and complete assignments by the listed due dates.
  4. Please use your BMCC email address to communicate with Professor Buckler. On occasion, emails sent from other accounts get filtered into Spam/Junk mail.
  5. Students with documented disabilities or related concerns should contact the professor during our first week to discuss any special needs or accommodations.
  6. Conduct yourself according to the University's Code of Conduct and familiarize yourself with the policy of plagiarism and academic integrity. Any student caught cheating or plagiarizing will receive an "F" in the course.
  7. If you are having difficulty with the course, please come and talk to the professor immediately. It is better to deal with problems early on instead of waiting until it is too late. You can proactively set up time to meet with Professor Buckler during office hours by visiting the link at the top of this syllabus. If you wait until the end of the semester to approach these issues, chances are there is not much that can be done to save your grade.
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## Evaluation

This class has a total point maximum of **250 points**. The number of points a student earns will be converted into a percentage score and the grade scale below is used to assign final course grades.

|                  |               |               |               |              |
|------------------|---------------|---------------|---------------|--------------|
| A: 93% and above | B+: 87% - 89% | C+: 77% - 79% | D+: 67% - 69% | F: Below 60% |
| A-: 90% - 92%    | B: 83% - 86%  | C: 73% - 76%  | D: 63% - 66%  |              |
|                  | B-: 80% - 82% | C-: 70% - 72% | D-: 60% - 62% |              |

Students will earn points toward the total point maximum in the following categories:

- **DISCUSSIONS (75 points)**

Given our asynchronous format, topical discussions in which students post their own response and then respond to other classmates, will be a frequent way of exchanging ideas to further understand each topic. Students will be asked to incorporate their own experiences, opinions, and interpretations of our course content in their responses. Discussions are meant to help students learn from each other by understanding a variety of perspectives.

- **MODULE ASSIGNMENTS (85 points)**

Our semester is divided into *Segments* and *Units*, as explained in detail on our Course Schedule. Students will be tasked with responding to prompts (including but not limited to: summarizing outside resources, responding to guest speaker discussions, supporting one side of a current-issue argument) to demonstrate grasp of concepts and writing ability during each unit. Prompts will be posted in advance, and students will be given specific instruction for how to complete written assignments or audio/visual submissions. Each assignment total is worth up to 10 points. Specifics of how to earn points for each assignment will be included on each Segment's assignment page on our course site.

- **EXCEL MODULES (60 points)**

Throughout our semester students will be tasked with reviewing the basics of Microsoft® Excel® in order to prepare themselves for future coursework and careers in business. No matter which career path students choose, Microsoft® Excel® or similar spreadsheet applications will be necessary for tracking inventory, calculating returns, or creating project plans, among many other applications. This coursework will provide a baseline understanding of Microsoft® Excel®. More information, including how-to guides and prerecorded lectures, are available for students on our course website.

- **FINAL REFLECTION (30 points)**

As a means of applying information learned in each unit of study this semester, students will be tasked with reflecting on the semester and responding to several prompts regarding what they have learned and how they will apply it in future courses and/or in their careers. More information, including due dates and specific project requirements will be communicated to students via our course website.

### Late Assignments

Late work will only be accepted for SERIOUS medical, civic, or family reasons. Please do not ask for an extension. Assignments due on a specific day and time for a reason, and students will have ample notice of all due dates and instructions for completing assignments in a timely manner. If you are experiencing a serious issue that will prevent you from handing in your work, please speak to me as soon as the issue comes up. Unsubmitted assignments will result in a score of zero points for that assignment.

If you are having a problem or an issue that will affect your ability to complete the course requirements, it is **your responsibility** to let me know as soon as possible. This is very important – please do not wait until you are failing the course.

## BMCC Policies and Resources

### **Class Participation**

Participation in the academic activity of each course is a significant component of the learning process and plays a major role in determining overall student academic achievement. Academic activities may include, but are not limited to, attending class, submitting assignments, engaging in in-class or online activities, taking exams, and/or participating in group work. Each instructor has the right to establish their own class participation policy, and it is each student's responsibility to be familiar with and follow the participation policies for each course.

### **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 website \(www.bmcc.cuny.edu\)](http://www.bmcc.cuny.edu). For further information on integrity and behavior, please consult the college bulletin (also available online).

**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**

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

### **Counseling Center**

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 in room S343, 212-220-8140. ([www.bmcc.cuny.edu/counseling](http://www.bmcc.cuny.edu/counseling))

### **Office of Compliance and Diversity**

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. If you need immediate assistance, please contact BMCC Public safety at 212-220-8080. ([www.bmcc.cuny.edu/aac](http://www.bmcc.cuny.edu/aac))

### **Office of Accessibility**

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. Students need to register with the Office of Accessibility in order to officially disclose their disability status to the College and to determine eligibility for appropriate reasonable accommodations (including any prior IEPs or 504s). Please contact the OA at the start of the semester (or as soon as possible) to coordinate any accommodation request/s. (room N360 - accessible entrance: 77 Harrison Street), 212-220-8180. ([www.bmcc.cuny.edu/accessibility](http://www.bmcc.cuny.edu/accessibility))

### **Identification Preferences**

BMCC community members have the right to be referred to according to their designated name and/or personal pronouns and have the right to use the gendered spaces of their choice according to their identification. For a list of resources available to the LGBTQIA+ community, visit: <https://www.bmcc.cuny.edu/student-affairs/lgbtq/>