

**BOROUGH OF MANHATTAN COMMUNITY COLLEGE (BMCC)**  
**The City University of New York**  
***Business Management Department***  
**Fall 2020 Course Syllabus**

**Instructor:**  
**Telephone: 212-220-8205**  
**Office Hours:** \_\_\_\_\_  
**Email:**

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

**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 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+.

<b>Course Student Learning Outcomes</b> (Students will be able to...)	<b>Measurements (means of assessment for student learning outcomes listed in first column)</b>
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.

<b>General Education Goals</b>	<b>Measurements (means of assessment for general education goals listed in first column)</b>
<input checked="" type="checkbox"/> <b>Communication Skills</b> – Students will write, read, listen and speak critically and effectively	Measured via test questions, written assignment, weekly journals, supervisor evaluation and final presentation.
<input checked="" type="checkbox"/> <b>Quantitative Reasoning</b> – 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.
<b>Scientific Reasoning</b> – Students will understand and apply the concepts and methods of the natural sciences	
<b>Social and Behavioral Sciences</b> – Students will understand and apply the concepts and methods of the social sciences.	

**Arts & Humanities** – Students will develop knowledge and understanding of the arts and literature.

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|---|---|
| <input checked="" type="checkbox"/> <b>Information &amp; Technology Literacy</b> – 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 checked="" type="checkbox"/> <b>Values</b> – 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. |

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**Required text:**

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

Connect Access ISBN and SimNet (All digital): 13: 978-1260850864 OR

Connect Access with Loose Leaf Package ISBN (Physical textbook and digital): 13: 978-1260801804

Web Purchase page: <http://shop.mheducation.com/mhshop/productDetails?isbn=9781260801804>

Authors: Nickels, McHugh, & McHugh.

Publisher: McGraw-Hill

Excel from SimNet. Registering web address: <http://bmcccuny.simnetonline.com/>

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

**Grades**

Consist of the following 5 parts:

On-line Class Contribution and participation	15%
Blackboard Midterm and Final Exam	50%
Online Quizzes and Online Assignments	10%
Class Assignments	10%
Class Project/Presentation	15%

Grades will be assigned as follows:

	A = 93% - 100%	A- = 90% - 92%
B+ = 87% - 89%	B = 83% - 86%	B- = 80% - 82%
C+ = 77% - 79%	C = 73% - 76%	C- = 70% - 72%
D+ = 67% - 69%	D = 63% - 66%	D- = 60% - 62%
F = 0% - 59%		

**On-line Class Contribution and participation.** Contribution and participation account for 15% of the total grade. Lectures and class discussions are based on the materials found in the textbook. As such, you are expected to read the assigned chapters prior to the class for which that material is discussed. You must then be prepared to be called upon to answer questions and discuss your ideas. Remember that neither attendance, nor disruptive behavior or incessant questioning, amount to the same thing as active participation and penalties can be assigned. Attendance in this course is an important part of the learning experience, since much of the materials we cover in class through lecture and exercises cannot be made up through reading materials and, therefore, the materials is essentially lost. Further, if you are not attending class, you cannot contribute to the learning experience in the class. Extra material discussed on-line will be fair game for the exam. If you are not able to join the class at the time of the roll call, you can be marked

absent. If you are not sure of your attendance, you should check with your instructor before the session is over.

**Midterm and Final Exam.** Midterm and Final Exam account for 50% of the total grade. Students will be assessed on the class discussion materials on Blackboard. The Midterm Exam will take place between 6 weeks to 8 weeks into the semester. It may be done during class meeting time on the Blackboard. The Final Exam will take place during the final exam week and available on Blackboard. These exams can consist of multiple choice, short answers, and computation problems.

**Online Quizzes and Online Assignment.** Online Quizzes and Online Assignments account for 10% of the total grade. There are quizzes online from Connect (part of the bundle that you buy for this course) and should be completed before the start of lecture. Additional LearnSmart assignment should be completed before either the Midterm or the Final Exam.

**Class Assignments.** Class Assignments account for 10% of the total grade. The class assignments are the Curriculum and Excel assignments. These assignments are designed to help you for future classes and job. Instructions on how to complete the Curriculum Assignment will be discussed in more detail in another document. The Excel assignments are on SimNet. While they are self-paced assignment, there are due dates. Make sure you allot enough time through out the semester to complete them.

**Class Project/Presentation.** Students will research a career that they are interested in pursuing as part of the class project and presentation. Instructions on how to complete the career research will be discussed in more detail in another document.

**Minimum Topic Coverage (alphabetical order):**

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|--|-----------------------------------|
| 1. Accounting Information                  | 2. Break-Even Analysis            |
| 3. Business Ownership (forming a business) | 4. Ethic and Socially Responsible |
| 5. Economics                               | 6. Excel Exercises/Demonstration  |
| 7. Financial Management                    | 8. Human Resources Management     |
| 9. Global/International Business           | 10. Management and Leadership     |
| 11. Marketing (4P)                         | 12. Money and Banking             |

**Additional Topic Coverage (alphabetical order): Your instructor will select an additional 2 to 4 of these topics to cover in your course**

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|-------------------------------------|---|
| 1. Information Systems/Technologies | 2. Marketing: Product and Pricing       |
| 3. Motivating Employees             | 4. Net Present Value                    |
| 5. Personal Finance                 | 6. Production and Operations Management |
| 7. Structuring Organizations        |   |

**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 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](http://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](http://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](http://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](mailto:olevy@bmcc.cuny.edu), or [twade@bmcc.cuny.edu](mailto: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](http://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](http://www.bmcc.cuny.edu). For further information on integrity and behavior, please consult the college bulletin (also available online).