BOROUGH OF MANHATTAN COMMUNITY COLLEGE

City University of New York

**Business Management Department**

**Title of Course: Introduction to Business (BUS 104) Semester: Fall 2016**

**Class Hours: 3/ Credits: 3 Professor:**

**Tel #: 212-220-8205**

**Office: F730**

**Office Hours: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Course Description –** Business and industry in the United States are surveyed broadly in this course. Emphasis is placed on the historical development, objectives, methods of operation, and the interrelationships of management, labor and government. Included is the study of new developments and trends in business administration and the problems they engender in the total management process.

**Basic Skills –** Familiarity with Word processing, email, Internet usage and research.

**Prerequisites** **-** Students must have passed ENG 088, ESL 094, RDG 062, and MAT 010 or 011.

|  |  |
| --- | --- |
| **Course Student Learning Outcomes (Students will be able to…)** | **Measurements (means of assessment for student learning outcomes listed in first column)** |
| **1**.Discuss business and economic activity including the importance of business ethics and the factors impacting business globally. | 1. Students will be able to discuss the primary resources as it relates to economic activities — measured through common test questions and graphical analysis. |
| **2**. Apply the decision making process to the different managerial functions in business. | 2. Students will identify problems/opportunities and describe potential solutions to different business cases using quantitative reasoning. |
| **3**.  Research an Industry or Career Alternative | 3. Students will explore careers through Online search/ Career Assessment exercises/ Interviews/ Resume-building. |

**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)** |
|  | **Communication Skills –** Students will write, read, listen and speak critically and effectively | Measured via test questions, written assignments. |
|  | **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 |
|  | **Scientific Reasoning** – Students will understand and apply the concepts and methods of the natural sciences |  |
|  | **Social and Behavioral Sciences** – 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. |  |
|  | **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 |
|  | **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 & Readings

Pride, William, Robert Hughes, and Jack Kapoor. 2013. *Business 12ed*. Cengage Learning. ISBN13:9781133595854 with MindTap

http://www.cengagebrain.com/course/site.html?id=1-1NK80UJ

**Evaluation & Requirements of Students**

|  |  |
| --- | --- |
| A : 95% and above  B- : 80% – 83%  D+: 67% - 69% | A-: 90% – 94% B+:87% – 89% B : 84% – 86%  C+: 77% – 80% C : 74% – 78% C- : 70% – 73%  D : 64% – 66% D-: 60% – 63% F : Below 60% |

**BMCC Policies:**

**Attendance:** The maximum number of absence hours is limited to one more class hour than the contact hours as indicated in the BMCC college catalog. For this class, you are allowed four hours of absence (not four days). In the case of excessive absence, the instructor has the option to lower the grade or assign an "F" or "WU" grade. If you do not attend class at least once in the first weeks of the semester, the instructor is required to assign a grade of “WN.” Classes begin promptly at the times indicated in the Schedule of Classes. Arrival in classes after the scheduled start time constitutes lateness. Latecomers may, at the discretion of the instructor, incur an official absence. The Business Management department policy is that two lateness will count as one absence.

**Plagiarism:** Plagiarism is the presentation of someone else's ideas, words, or artistic/scientific/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 also has 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.

**Disability:** BMCC provides reasonable accommodations and modifications for students with disabilities to ensure that no student with a disability is denied the benefits of, is excluded from participation in, or otherwise is subjected to discrimination under the education program or activity operated by the College because of the absence of educational auxiliary aids for students with disabilities. Arrangements for adapting class procedures without compromising course content and standards may take time. Therefore, students who require accommodations or modifications should speak with me as soon as possible. I am available for you to talk with me before or after this class or during my office hours described above. In order to receive services, you must register with the Office of Accessibility (Room N-360, ext. 8180). Documentation is necessary for every disability. For more information concerning services for students with disabilities, please contact Marcos A Gonzalez, Director of the Office of Accessibility, Room N-360, phone number: 212-220-8180.

**Topic Coverage (minimum):**

Ethical and Socially Responsible

Global Business

Form of Business Ownership

Management Process

Organization Structure

Human Resources

Motivation Employees

Marketing (Introduction, 4P's, Advertising and Pricing in particular. Social media if possible)

Accounting (with discussion of MIS or IT. Break-even analysis if possible)

Money and Banking

Financial Management (with Net Present Value if possible)