

# SYLLABUS

**Code:** BUSI105

**Title:** Introduction to Business

**Institute:** Business and Social Science

**Department:**

Business

**Course Description:** In this survey course, the student will receive an overview of the functional areas of Business and learn the basic concepts of the Business World. Some of the topics covered include: management, managing human resources, ethics and social responsibility, accounting, money and banking, securities and investments, marketing and globalization. Upon completion of this course, students will understand the various forms of business ownership and the Free Enterprise System and how it contrasts with other systems. This course will assist the student in making rational career choices and will serve as an entry-level foundation course.

**Prerequisites:** READ 092, READ 095 OR passing score in reading on Basic Skills test.

**Corequisites:** None

**Prerequisites or Corequisites:**

**Credits:** 3

**Lecture Hours:** 3

**Lab/Studio Hours:** 0

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**REQUIRED TEXTBOOK/MATERIALS:** *Understanding Business, The Core, Author: Nickels; Publisher: McGraw-Hill Contemporary Learning Series*

**TEXTBOOK & ACCESS CODE REQUIRED** (See Web Advisor for textbook specifics)

**ADDITIONAL TIME REQUIREMENTS:** For information on Brookdale's policy on credit hour requirements and outside class student work refer to [Academic Credit Hour Policy](#).

**COURSE LEARNING OUTCOMES:**

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

- Identify the basic functions of business, economics, finance, management and marketing.
- Demonstrate an understanding of our U. S. Economic System and contrast it with other economic systems in the world today.
- Identify and analyze historical and societal issues as they impact Business today.
- Develop an awareness of the need for cultural sensitivity and ethical behavior within the context of the contemporary, diverse, global community.
- Synthesize this information with their acquired understanding of Management, Entrepreneurship, Money and Banking, Securities and Investment, Marketing, and communicate their understanding of these through written and/or spokenform.

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## GRADING STANDARD:

- Four (4) unit examinations that may consist of multiple-choice, true/false, essay, and short answer (or combination) = 60% of grade.
- Connect SmartBook 2.0 Assignments for each chapter = 20% of grade. See instructor's addendum for online Connect assignments.
- Projects, Homework, assignments and Participation = 20% of grade. See Instructor's Addendum for Unit Project detail, additional assignments, and percentage allocation. Projects consist of Research Analysis and Writing assignments.
- All missed tests, assignments and projects earn a grade of zero.
- The Instructor's addendum will also address additional information specific to your section.

Final grades will be computed as follows:

- a. Compute the average of the four (4) unit exam grades; multiply the exam average by 60%
- b. Compute the average of the ten SmartBook 2.0 grades; multiply the SmartBook 2.0 average by 20%
- c. 20% is computed based on instructor's percentage allocation for each project, additional assignments, and participation.

## Testing:

Testing is conducted in class for face to face sections. The Business Management Department has a **NO RETEST POLICY**. However, a student may take one missed test if approved by the Instructor. This test is generally taken in the Testing Center with written permission from your instructor and may have a ten (10) point reduction at the discretion of the instructor. The test must be taken no later than a time specified by the instructor. Only one late excuse will be permitted per semester. **Additional missed tests will be recorded as zero when calculating the final grade.**

**ON-LINE SECTIONS:** All exams are taken in-person at the Lincroft testing center **or** other Brookdale sites on the secured browser **or** using the Respondus Lockdown Browser with Monitor on your personal computer.

Grades will be assigned as follows:

93 - 100%	= A
90 - 92%	= A-
87 - 89%	= B+
83 - 86%	= B
80 - 82%	= B-
76 - 79%	= C+
70 - 75%	= C
65 - 69%	= D
64 - below	= F

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## Requirements for a Grade of Incomplete:

1. If you have completed 70% of your course requirements, you may be eligible for a grade of incomplete.
2. Refer to the incomplete contract for specifics.
3. You must obtain an incomplete application form and submit it to your course instructor for his/her approval on/or before the last class meeting date.

## COURSE CONTENT:

### UNIT 1 – BUSINESS TRENDS: CULTIVATING A BUSINESS IN DIVERSE, GLOBAL ENVIRONMENTS

CHAPTER 1 – EXPLORING THE BUSINESS ENVIRONMENT AND ECONOMICS

CHAPTER 2 – DOING BUSINESS IN GLOBAL MARKETS

### UNIT 2 – BUSINESS OWNERSHIP AND BUSINESS MANAGEMENT

CHAPTER 4 – HOW TO FORM A BUSINESS

CHAPTER 5 – ENTREPRENEURSHIP AND STARTING A SMALL BUSINESS

CHAPTER 6 – MANAGEMENT AND LEADERSHIP

### UNIT 3 – ETHICS & SOCIAL RESPONSIBILITY, MARKETING, & MANAGING TECHNOLOGY

CHAPTER 3 – DEMANDING ETHICAL AND SOCIALLY RESPONSIBLE BEHAVIOR

CHAPTER 11 – MARKETING: HELPING BUYERS BUY

CHAPTER 13 – USING TECHNOLOGY TO MANAGE INFORMATION (LO 13-5 ONLY)

### UNIT 4 – MANAGING FINANCIAL RESOURCES

CHAPTER 15– FINANCIAL MANAGEMENT

CHAPTER 16 – MONEY, FINANCIAL INSTITUTIONS, AND THE FEDERAL RESERVE (LO 16-1 & 16-2 ONLY)

"Note: These learning objectives are common to all Brookdale BUSI 105 classes. Your instructor may include additional learning objectives in each assigned chapter and bonus chapters A, B, C & the Epilogue at their discretion."

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## **DEPARTMENT POLICIES:**

### Attendance and Late Policy for Students:

In the event a student accumulates more than three (3) absences, a student's final grade will be lowered one grade level.

### Academic Integrity:

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code, Section V, "Academic Integrity Code" as found in the student handbook. The Business Management Department supports this regulation.

### Brookdale e-mail/Website:

You are required to check your Brookdale e-mail at least (3) times per week for communication from your instructor. The syllabus is subject to change per the rights of the instructor. These changes may be communicated to you via e-mail.

### Use of wireless phones and notebook/netbook computers:

- Cell phones must be turned off or placed in a "silent" mode
- Cell phones usage during the lecture including conversations and text messaging is strictly prohibited. If an emergency call or text is received, the student must leave the lecture.
- Portable computers may be utilized for notes and academics. Prohibited activities include e- mailing, shopping, instant messaging, web surfing, and social networking.
- Remediation may consist of being asked to leave the lecture or surrendering your device to a table or desk where it can't be accessed.

## **COLLEGE POLICIES:**

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit [www.brookdaleecc.edu/support](http://www.brookdaleecc.edu/support).

### For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process
- ◆

Please refer to the [\*\*BCC STUDENT HANDBOOK AND BCC CATALOG\*\*](#).

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## NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

## MENTAL HEALTH:

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)
- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

## Study Aides

- Supplemental Instructional support materials are available on the Canvas Site for this course. See Instructor's Addendum for sign-on information.