

Business Management

BM100 Introduction to Business

Cr-3

This course presents the relationships among social, political, economic, legal, and environmental forces, and the development and operation of business in a global economy. It includes an overview of the concepts and principles of the various subfields of business accounting, management, finance, marketing, law, ethics, human resources, and general business as well as current topics of interest, and internet research and simulation exercises.

BM101 Survey of Economics

Cr-3

This course introduces economic theory and its relevance to daily life in a market economy. Topics include scarcity, supply and demand, choice, economic growth, taxation, and the role of government in the economy. Attention is given to current economic issues and their impact upon everyday life.

BM108 Personal Finance

Cr-3

This course teaches the fundamentals of personal finance through the creation of a financial plan, management of personal finances, and reaching personal financial goals. Topics include the establishment of financial objectives (home ownership, education, and retirement), budgeting and savings, personal income tax, investments (stocks, bonds, and mutual funds), retirement, and estate planning. The effective use of and management of credit is covered.

BM110 Principles of Microeconomics

Cr-3

This course studies the behavior of the individual and firm in allocating resources in a market system under various the degrees of competition. Topics include the nature of economics, scarcity choice, market pricing and applications, theory of consumer choice, business cost measurement, forms of competition, antitrust and regulations of business, factor pricing, externalities, and pollution. Poverty-income distribution, labor economics, or agricultural economics may also be discussed.

BM115 Principles of Macroeconomics

Cr-3

This course studies the theory and operation of the economy and how government attempts to achieve domestic and international economic goals using monetary and fiscal policies. Topics include the nature of economics, the economizing problem, capitalism and the circular-flow, overview of the public sector, measuring output and income, macroeconomic instability, aggregate demand and supply, Keynesian employment theory, fiscal policy and its applications, money, banking, and monetary policy applications, and international trade and finance.

BM120 Principles of Marketing

Cr-3

This course emphasizes the basic practices, concepts, and activities involved in developing a successful marketing program. Topics include buyer behavior, market identification, product development, distribution, promotion, pricing, and the uncontrollable factors (economic, social, political, legal and technological) involved in the changing marketing environment of today.

BM129 Business Mathematics

Cr-3

This course reviews basic arithmetic processes to develop speed and accuracy in working with decimals, fractions, and percentages. Calculators are used to solve business problems, including simple and compound interest, discounting promissory notes, present value, installment purchases, and mortgages. Retail mathematics covers the areas of purchase and cash discounts, trade discounts, and markup of merchandise. Topics may also include the mathematics of sales and property taxes and payroll. Problem-solving exercises are completed through applications and exercises.

BM150 Principles of Entrepreneurship

Cr-3

This course is designed to provide a basic understanding of entrepreneurship and the challenges of starting and operating a small business. Emphasis is placed on creating and successfully leading a business entity by developing a sustainable competitive advantage. Topics include self-assessment, planning, decision-making, legal forms of business, identifying and leveraging business opportunities, capital formation, start-up issues, the need for social responsibility and ethics, and how to develop long-term relationships with customers, suppliers, and employers. A major course requirement is the presentation of a realistic business plan.

BM206 Business Ethics

Cr-3

This course provides an overview of business ethics and ethical management practices, with emphasis on the process of decision making and working through contemporary dilemmas faced by business organizations, managers, and employees. It demonstrates how ethics can be integrated into business decisions and applied to careers. Topics include an overview of business ethics; corporations and social responsibility; business and society; consumers and the environment; ethical issues in the workplace; business ethics in a global and multicultural environment; values, rights, and responsibilities; and frameworks for ethical decision-making in business.

BM211 Operations Management

Cr-3

This course examines how analytical tools are utilized in operations and project management. It focuses on managing, critiquing, and improving inventory systems, supply chains, quality control, and other business processes. Prerequisite: MA110

BM212 International Marketing

Cr-3

This course emphasizes the basic principles and practices of international marketing. Techniques and strategies of operating in a global environment are a primary focus. Areas of concentration include the international legal environment, foreign business customs, political systems, and the U.S. roles in global relations. Prerequisite: BM120 Principles of Marketing.

BM213 Business Logistics

Cr-3

This course investigates the seven R's of business logistics: the right product, in the right quantity, in the right condition, at the right place, at the right time, for the right customer, and at the right cost. Topics include the theories, concepts, analytical techniques, managerial information practices, economic characteristics, and business environment of logistics in relation to the need to manage physical resources and services to accomplish a strategic goal. Private and public sectors are explored and their differences investigated. Prerequisite: An appropriate Mathematics Placement test result.

BM230 Money and Banking

Cr-3

This course examines the functions of money and credit and their roles in the economy through the variety of financial intermediaries or financial institutions. Topics include the determination of interest rates; the role, functions and forces that shape and change financial institutions; the operation of the money, capital and debt markets; and the role and functions of the Federal Reserve in the financial system. Prerequisites: AC115 Financial Accounting and BM115 Principles of Macroeconomics.

BM240 Personal Lines Insurance

Cr-3

This course explores the major forms of Personal Lines insurance through policy and statute analysis. It covers basic insurance concepts along with dwelling, homeowner, flood, personal automobile,

and personal umbrella policies. This course also details New York State's agent/broker licensing laws and business practices. Subject to attendance requirements, this course meets the 40-hour educational requirement for the New York Personal Lines Agent/Broker examinations (Series 10-54).

BM243 Commercial Insurance Cr-3

This course explores the major forms of Commercial insurance through policy and statute analysis. It covers basic insurance concepts along with commercial property, commercial general liability, commercial automobile, commercial crime, inland marine, and workers compensation insurance. This course also details New York State's agent/broker licensing laws and business practices. Subject to attendance requirements, this course completed in addition to BM240 Personal Lines Insurance, meets the 90-hour educational requirement for the New York Property and Casualty Insurance Agent (Series 10-55) and Broker (Series 10-56) examinations. Prerequisite: BM240 Personal Lines Insurance.

BM244 Life, Accident & Health Insurance Cr-3

This course provides in-depth information about life, accident, and health insurance, especially for those people who plan to enter the insurance. Successful completion of this course is recommended to sit for the New York State Agents Exam in Life, Accident, and Health Insurance.

BM251 Organizational Behavior Cr-3

This course is the study of how individuals and groups act in organizations. It explores a systems approach in developing organizational and human resource objectives, as well as a holistic approach in examining relations among groups, individuals, and systems as they relate to the organization.

BM252 Supervisory Management Cr-3

This course provides a working knowledge of supervisory skills necessary for dealing with human problems within the organization. It covers elements such as communications, motivation, discipline, negotiations, and conflict management. Prerequisites: BM251 Organizational Behavior.

BM253 Global Perspectives in International Business Cr-3

The course shows students strategies and corporate policies of international firms, and how they operate globally in both internal and external environments. It covers economic, political, and cultural topics as they relate to international business, which includes goods, services, technology, and capital, in addition to managerial knowledge and how it must transcend borders.

BM254 Human Resources Management Cr-3

This course introduces the functions involved with managing the human resources within an organization. Topics include job design and analysis, recruitment and selection, performance appraisals, training, compensation administration, benefits, and employee rights.

BM262 Marketing Management Cr-3

This course presents the marketing management process and the marketing managers' role. Topics include marketing decision-making process, marketing concept, the process of strategic planning, and marketing planning. Prerequisite: BM120 Principles of Marketing.

BM264 Professional Selling Cr-3

This course covers the essential skills to sell a product, service, or idea. Activities include the writing and preparing of a detailed presentation plan as well as the expository delivery of the plan.

BM275 Capstone in Entrepreneurship Cr-3

In this capstone course, students build upon the fundamentals learned in related coursework to research, develop, and write a detailed business plan. Prerequisite: BM150 Principles of Entrepreneurship.

BM290 Business Internship Cr-3

This internship provides realistic training in a student-chosen field of study. It requires 12 hours of work per week in a supervised environment and helps to prepare for entrance into a competitive work environment. It creates a bond among student, the college and the business community, and may lead to employment opportunities. A work experience journal is required along with supervisor evaluation.

BM294 Business Internship Cr-6

This internship provides realistic training in a student-chosen field of study to prepare for entrance into a competitive work environment. It requires 13 hours of work per week for 12 weeks in a supervised environment. A work experience journal is required along with a supervisor evaluation, attendance in the class, and a student presentation. Students must be matriculated in a Business-related major with a 2.0 major GPA, and with a minimum of 36 semester hours earned or permission of the faculty member(s) teaching the course.