Department of Business Administration

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The **mission** of the Department of Business Administration is to prepare students for professional careers as entrepreneurs, managers and marketing professionals. The department offers a Bachelor of Science degree in Business, a Bachelor of Professional studies in Applied Management (BPS – AM) and an Associate of Science degree in Business Administration. The goals of the degree programs are to provide essential knowledge and skills, and develop competencies that graduates need to enter business careers, to enter graduate and professional schools of their choice, to become life long learners, to become professionals in business organizations and contributors to the communities in which they reside.

The business courses, programs and degrees provide for advancement in careers. Moreover, they afford an opportunity for research internship, and professional enhancement. The department, along with the School of Business, has established liaisons with corporate, government and community organizations to help students to achieve their professional goals.

By appropriate course selection and consulting with an academic advisor, students pursuing the Bachelor of Science in Business may select courses to emphasize a specific career interest in the areas of Management, Marketing, Entrepreneurship, or International Business.

Students who do not wish to choose an emphasis may select a combination of courses up to twelve (12) credits from the Department of Business Administration at the 400 level.

ACADEMIC STANDARDS

Students in the department are expected to pass all Business Administration required courses with a grade of "C" or better. In addition, they must have a grade of "C" or better in ENGL 112 and ENGL 150. For graduation, a students must have a cumulative GPA of 2.0 or higher.

B. S. in Business

The 120 credits of the program are distributed as follows

Requirements	**Credits**
College wide core	49
School	12
Business core	30
Department requirements	12
Other electives	17

A. S. in Business Administration

The A. S. degree in Business Administration introduces students to fundamental concepts and philosophies in business and liberal arts and prepares students for pre-managerial entry level positions as well as continuing studies for the B. S. degree in Business or the Bachelor of Professional Studies in Applied Management.

The 60 credits in the program are distributed as follows:

College wide core	34
Business requirements	21
Electives	5

B. S. Degree in Business

Core Requirements (30credits)			**Courses Credits**
1	BUS 103	Introduction to Business	
3			
2	MAN 211	Principles of Management	3
3	MAR 231	Essentials of Marketing	3
4	FIN 250	Introduction to Business Finance	3
5	ACCT 217	Principles of Accounting I	3
6	ACCT 227	Principles of Accounting II	3
7	LAW 208	Legal Environment of Business	3
8	MAN 314	Organizational Behavior	3
9	MAN 351	Operations Management	3
10	BUS 451	Business Policies and Strategies	3

Departmental Requirements (12 Credits)

1	BUS 301	International Business	3
2	BUS 402	Business Ethics	3
3	MAN 316	Human Resource Management	3
4	MAR 337	Marketing Research	3

B. S. Degree in Business (Management Electives)

1	MAN 311	Management Theory and Practice	3
2	MAN 317	Labor Relations Management	3
3	MAN 371	International Management	3
4	MAN 401	Field Experience/Internship	3
5	MAN 403	Women in Business and Management	3
6	MAN 414	Development of Management Thought	3
7	MAN 416	Management Science	3
8	MAN 421	Management Information Systems	3

B. S. Degree in Business (Marketing Electives)

1	MAR 232	Principles of Retailing	3
2	MAR 233	Advertising	3
3	MAR 234	Salesmanship	3
4	MAR 331	Marketing Management	3
5	MAR 332	Retail Management and Merchandising	3
6	MAR 336	Public Relations	3
7	MAR 338	International Marketing	3
8	MAR 339	Marketing for Entrepreneurs	3
9	MAR 401	Field Experience/Internship	3
10	MAR 405	Pricing Policy and Strategy	3
11	MAR 432	Physical Distribution and Logistics	3
12	MAR 434	Product Management	3

B. S. Degree in Business (Entrepreneurship Electives)

1	BUS 311	Small Business Management	3
2	MAR 331	Marketing Management	3
3	MAR 335	Consumer Behavior	3
4	MAR 336	Public relations	3
5	MAR 339	Marketing for Entrepreneurs	3
6	MAR 405	Pricing Policy and Strategy	3
7	MAR 432	Physical Distribution and Logistics	3
8	MAN 400	Family Business Management	3
9	MAN 401	Internship	3
10	MAN 403	Women in Management	3

B. S. Degree in Business (International Business Electives)

	Courses		Credits
1	ECON 333	International Economics	3
2	ECON 455	International Finance	3
3	FIN 456	Multinational Financial Management	3
4	MAR 338	International Marketing	3
5	MAN 371	International Management	3
6	MAN 403	Women in Business and Management	3
7	MAN 414	Development of Management Thought	3

A. S. Degree in Business Administration: Business Core and Other Requirements

1	BUS 103	Introduction to Business	3
2	BUS 274	Business Statistics	3
3	MAN 211	Principles of Management	3
4	MAR 231	Essentials of Marketing	3
5	LAW 208	Legal Environment of Business	3
6	FIN 250	Introduction to Business Finance	3
7	ACCT 217	Principles of Accounting I	3
8	ELECTIVES		5

Bachelor of Professional Studies

The Bachelor of Professional Studies degree is designed for working adults .AAS or AS degree holders who are graduates of two-year colleges, transfer students, and Medgar Evers College AAS or AS degree graduates. The BPS in Applied Management degree allows students to build upon previous course work at the Associate degree level. Typically, these students will have studied career or job-related subjects in non-management areas such as allied health fields, human services, or other vocational or technical programs yet lack an educational background in management.

Liberal Arts and Other Required Courses: 33 Credits

Courses		Credits
ENGL 112	College Composition I	3
ENGL 150	College Composition II	3
SSC 101	Psych 101/SOC 101/ANTH 201	3
CIS 211	Intro to Computers	3
MTH	Mathematics	4
BIO 101	/PHS 101	3
Humanities/Social Science		3
Electives		
Liberal Arts		11

Pre-Management Requirements: 19 Credits

Courses		Credits
MTH 141	Mathematics	4
ECON 212	Macroeconomics	3
ECON 213	Microeconomics	3
ACCT 217	Principles of Accounting I	3
MAN 211	Intro to Business and Management	3
ENGL 240	Technical Writing	3

Management Foundation Requirements: 15 Credits

Courses		Credits
MAN 314	Organizational Behavior	3
MAN 316	Human Resource Management	3
MAN 421	Management Information Systems	3
BUS 274	Business and Economic Statistics I	3
MAN 401	Internship/Field Experience	3

Career/Technical Foundation: 30 - 36 Credits

Area of Emphasis Electives by advisement are nine (9) credits at 300 and 400 Level Courses in the following areas:

1. Business Services Management
2. Social Services Administration
3. Health Services Administration

Students may also select an additional 9-15 credits in free electives.

Business Services Electives

Courses		Credits
ECON 305	Labor Economics	3
MAN 317	Labor Relations Management	3
MAN 351	Operations Management	3
MAN 402	Business Ethics	3
MAN 403	Intro to Women in Bus & Man	3
MAN 416	Management Science	3
MAR 331	Marketing Management	3
MAR 335	Consumer Motivation and Behavior	3
MAR 336	Public Relations	3
MAR 337	Marketing Research	3
MAR 434	Product Management	3

Social Services Electives

Courses		Credits
SOC 303	Social Deviance	3
SOC 338	Social Welfare Policies and Services	3
SOC 340	Selected Problems in Community Development	3
SOC 400	Human Behavior & Social Environment	3
SOC 412	Gerontological Seminar	3
SOC 457	Community Organization	3
SSC 304	Social Science Research Methods	3
SSC 305	Critical Issues in Society	3
PA 300	Public Bureaucracy	3
PA 330	Public Policy, Advocacy, Systems Management and Administration	3
PA 340	Systems Analysis in Planning & Budgeting	3

Health Services Electives

Courses		Credits
HSC .301	Fundamental Concepts of Gerontology	3
HSC. 302	Health Issues throughout the Aging Process	3
HSA. 300	Principles of Health Services Administration	3
HSA. 302	Health Perspectives	3
HSA. 310	Health Planning and Policy Issues	3
HSA. 400	Issues and Trends in Health Services Administration	3

COURSE DESCRIPTIONS

BUSINESS

BUS 103 Introduction to Business
3 credits; 3 class hours
This course has been designed to serve as an introductory and general survey of business to acquaint students with the importance of business as a field of study. It involves general outlines of various aspects of business including management, marketing, finance, accounting, business law, human resources management and information systems. Topics to be covered include understanding of business environment, entrepreneurship, global aspects, managing operations, functions of management, principles of marketing, managing information, principles of accounting, money and banking and business law. This course will prepare students to take higher level courses in these various fields.

BUS 204 Insurance
3 credits; 3 class hours
A survey course covering life, health, property and casualty insurance, insurable types of interest, rights of beneficiaries, insurance policies, reinsurance rates, and regulations of insurance companies.
Pre-requisites: MAN 200, MTH 141 and ECON 213

BUS 274 Business Statistics
3 credits; 3 class hours
This course will introduce students to the concepts and the application of statistical techniques in the analysis of business situations and business decisions. This course will lay the foundation for business courses in financial decision making, marketing research, decision theory, operations management and so on. Topics to be covered include descriptive statistics, probability distributions, sampling distributions, intervals estimation and hypothesis testing. Other topics include simple and multiple regression analysis, time series and non-parametric methods.
Pre-requisite: MTH 136

BUS 301 International Business
3 credits; 3 class hours
This course examines business practices as they relate to economic, legal, political, cultural, technical and environmental factors in developed and developing countries. Emphasis is placed on the global perspective, specifically in relation to: International Management, International Marketing, International Finance, International Economics and International Accounting.
Pre-requisites: MAN 211

BUS 311 Small Business Management
3 credits; 3 class hours
This course is designed to provide assistance in starting and operating a small business for small business owners. A critical analysis is made of capital accumulation, government aids and regulation, adapting technologies to specialized needs, feasibility studies, market strategies and franchise operation. Small Business Administration Investment Corporation requirements, growth and competition will be explored.
Pre-requisite: MAN 211

BUS 402 Business Ethics
3 credits; 3 class hours
This course examines the ethical aspects of conducting business considering the internal as well as external inter-

actions of organizational environments. Topics covered include: ethical issues in business, social responsibility, organizational culture and ethical decision making, business ethics in global economy and business ethics and organizational performance.
Pre-requisite: MAN 314

BUS 451 Business Policy and Strategy
3 credits; 3 class hours
This capstone course is required of all senior students for the B. S. in Accounting and B. S. in Business. Students will have the opportunity to integrate knowledge from the functional areas in analyzing business problems and developing policy recommendations for executive action. Emphasis is placed on the seminar and case study approaches.
Pre-requisites: Ninety (90) Credits

BUS 500 Independent Study
3 credits; 3 class hours
This course provides exceptional students with an opportunity to conduct research in an area of special interest. Usually, only senior level students are admitted to this course.
Pre-requisite: Permission of chairperson

LAW

LAW 208 Legal Environment of Business
3 credits; 3 class hours
This course is an introduction to the legal and regulatory environment in which business transactions take place. The course is also extended to include business ethics and social responsibility. The topics covered will enable students to understand how the laws affect and constrain the decisions that business managers make. Topics covered will include law and ethics, the American legal system, private law, the regulatory environment, business organizations and financial markets, business and its employees, the market place, business and the global environment.
Pre-requisites: ENGL 150 and MAN 200

LAW 210 Business Law I
3 credits; 3 class hours
After a brief survey of the American legal system the essential principles of the law of business are examined and applied to typical business transactions. The principle materials of study are New York contracts and their applications.
Pre-requisites: ENGL 150 and MAN 200

LAW 211 Business Law II
3 credits; 3 class hours
Following a review of the documents governing principle and agent, the course will examine the law covering partnerships and corporations in their formation, operation, internal relationships, and dissolution with reference to the law.
Pre-requisite: LAW 208 or LAW 210

MANAGEMENT

MAN 211 Principles of Management.
3 credits; 3 class hours
A practical course designed to examine management process, concepts and principles, and to improve personal competency in problem solving, decision making and communication. The course deals with functional approach to management and covers the functions of planning, organizing, directing and controlling. Emphasis is paid to leadership characteristics, motivation, communication and conflict management. Cases are discussed for practical application of management fundamentals.
Pre-requisite: BUS 103

MAN 311 Management Theory and Practice
3 credits; 3 class hours
This course examines the major forms of organization theory through an analysis of various schools, movements and philosophies. Application of qualitative and quantitative methods in the solution of management problems are explored along with management science models. Lectures are augmented by use of case material and role-playing.
Pre-requisite: MAN 211

MAN 314 Organizational Behavior
3 credits; 3 class hours
This course considers the behavioral aspects of management in terms of physical, economic and human variables. Principle theories of individual and group or ganizational behavior are examined to appraise the motivation, leadership and communication process.
Pre-requisite: MAN 211

MAN 316 Human Resource Management
3 credits; 3 class hours
A survey of the personnel functions in business organizations including the recruiting, selection, training and placement of personnel, the role of supervision, performance appraisal and wage and salary administration. Class discussion is based on case studies drawn from industry and role-playing situations which emphasize different interviewing, testing and motivational techniques.
Pre-requisite: MAN 314

MAN 317 Labor Relations Management
3 credits; 3 class hours
This course provides a background in labor management relations by examining the growth and development of unions, negotiation and collective bargaining procedures, and the techniques and operation of grievance machinery. The government's role in union management affairs is explored in addition to employee motivation and morale.
Pre-requisite: MAN 314

MAN 351 Operation Management
3 credits; 3 class hours
This course emphasizes a systems and analytical approach to the principles of operations in product and service industries, including applications of managerial skills to problems arising in planning and controlling operations. The topics covered include the economics of production, facilities planning, inventory control, capacity utilization, materials handling, quality control, project scheduling, project management, work measurement and appraisal. The relationship of these areas to expertise in managerial performance are emphasized.
Pre-requisite: BUS 274

MAN 371 International Management
3 credits; 3 class hours
This course focuses on the in-depth and critical study of international environment and defective management of multinational organizations. Topics to be dealt with include survey of global environmental issues, global cultural environment and issues, communication across cultures, leadership and motivation across cultures, international human resource management, international strategic management, international strategies for operations and control, managing international collaborative initiatives and ethical and social responsibilities of multinational companies.
Pre-requisite: BUS 301

MAN 400 Family Business Management
3 credits; 3 class hours
The course focuses on understanding family business systems theory, culture, and stages of evolution, individual development and career planning. The course also examines strengths and weaknesses of a family firm, the management of family structure, conflicts, relationship, organizational issues of estate planning, and planning for succession.
Pre-requisite: MAN 314

MAN 401 Field Experience Internship
3 credits; 3 class hours
This is a course that provides the students with a practice setting where they can integrate prior learning with professional practice.
Pre-requisite: Junior Standing and by permission of chairperson

MAN 403 Women in Business and Management
3 credits; 3 class hours
This course is designed to help women and men to become aware of the issues that exist when women seek to climb the career ladder in corporations or to open their own businesses. Students in this course will critically analyze gender issues in the workplace by examining the history, current status and future prospects of women and men in business organizations. We will also address what organizations are doing to respond to the changes in the workforce. In addition, this course will better prepare individuals to face the diverse challenges that these issues pose. An important dimension of this course is that women and men from corporate offices and businesses will be lecturers.
Pre-requisite: MAN 314 or by permission of chairperson

MAN 414 Development of Management Thought
3 credits; 3 class hours
This is a course in the study of the works of pioneers in management and organizational theory in order to develop a historical perspective of management thought. Analysis of research in the field and its applicability to modern management practices will be covered.
Pre-requisite: Junior Standing and MAN 314

MAN 416 Management Science
3 credits; 3 class hours
This is a course for aspiring business managers that focuses on quantitative approaches to decision making. The emphasis is on problem formation, model construction and an application of operations research techniques to business decisions. Deterministic as well as stochastic models are discussed. Intense coverage of payoff matrices, decision trees, decision making under risk, models of linear programming, inventory models, waiting lines and simulations will be studied.
Pre-requisite: MAN 351

MAN 421 Management Information Systems
3 credits; 3 class hours
This course provides a broad overview of the information systems management function. The emphasis is on information systems management with particular attention to planning, organizing and controlling user services and managing the computer information systems development process. Attention is also focused on the relationship of the information systems planning process to the overall business goals, policies, plans, management style and industry condition. Topics include the means of selecting systems projects, assessing the organization's current information needs, determining processing, staffing, software, hardware and financing approaches.
Pre-requisites: CIS 211 or permission of chairperson

MARKETING

MAR 231 Essentials of Marketing
3 credits; 3 class hours
This basic course focuses on the distribution of goods from the producer to the consumer. The current marketing system is described, analyzed and evaluated in terms of commodities, functions and institutions, in order to improve efficiency and lower overall distribution costs.
Pre-requisite: BUS 201

MAR 232 Principles of Retailing
3 credits; 3 class hours
This intensive survey course acquaints students with the current operations of large and small retail establishments. Included are store layouts, organization, budgeting and controlling, personnel management, services, and the procurement and marketing of merchandise offerings.
Pre-requisite: MAR 231

MAR 233 Principles of Advertising
3 credits; 3 class hours
This course presents a descriptive survey of advertising and its role in the marketing structure. Particular emphasis is placed on major media, production, copy and layout techniques along with product and brand identification. Advertising is viewed in terms of its promotional effectiveness for the firm and upon the consumer.
Pre-requisite: MAR 231

MAR 234 Salesmanship
3 credits; 3 class hours
This topical survey of the principles of persuasive communication in the marketing process focuses on inter-personal relations of buyers and sellers. Creativity as a requisite for successful selling is stressed along with current practices utilized in both industrial and consumer goods' market.
Pre-requisite: MAR 231

MAR 331 Marketing Management
3 credits; 3 class hours
This course offers an examination of the role of marketing management in the firm and in the economy. The managerial functions of marketing executives in consumer-oriented organizations including planning, organizing and controlling are investigated as they affect the marketing concept. Analysis of marketing programs involving product research, advertising, sales and physical distribution are considered along with behavior in the market place.
Pre-requisite: MAR 103

MAR 332 Retail Management and Merchandising
3 credits; 3 class hours
This course is managerial in nature and provides insight into retail store administration, and the basic functions of buying for resale. Emphasis is placed on retail mathematics including quantitative and statistical methods applicable to inventory control and records analysis.
Pre-requisites: MAR 231

MAR 334 Sales Management
3 credits; 3 class hours
This course offers an administrative appraisal of the sales function against a background of modern social sciences and developments in research and computerized forecasting. The processes of planning, organizing, staffing, directing and controlling sales operations, including products and territorial selections, are realistically analyzed and evaluated.
Pre-requisite: MAR 231

MAR 335 Consumer Motivation and Behavior
3 credits; 3 class hours
This course studies an analysis of economic, psychological and cultural aspects of consumer behavior in the market place as related to decision and motivational problems of the firm. Emphasis is placed on basic concepts of psychology and sociology as they influence individual and group needs in marketing and the surrounding environments.
Pre-requisite: MAR 231

MAR 336 Public Relations
3 credits; 3 class hours
This course presents a survey of the dynamics of publicity and public relations and the part each plays in influencing business and related environments. Specific publics are examined and current persuasive and promotional techniques reviewed, analyzed and evaluated for intended motivational impact.
Pre-requisite: MAR 231

MAR 337 Marketing Research
3 credits; 3 class hours
This course covers the fundamentals of scientific investigation in solving marketing problems. Emphasis is placed on both quantitative and qualitative approaches as well as examining the importance of research in marketing.
Pre-requisites: BUS 274

MAR 338 International Marketing
3 credits; 3 class hours
This course offers an analytical survey of the policies, practices, and function, distribution, and the role of government in world markets. Detailed emphasis centers on the technical, legal, and financial features of international marketing.
Pre-requisites: BUS 301

MAR 339 Marketing for Entrepreneurs
3 credits; 3 class hours
The course focuses on the marketing strategies that include how to develop and implement marketing plans that have the support of the local community and how to target the community resources. The course also examines the various models of marketing, assessing the strengths and weaknesses of the marketing approaches such as advertising, direct mail, and personal setting in the local community.
Pre-requisite: MAR 231

MAR 401 Field Experience/Internship
3 credits; 3 class hours
This is a course that provides the students with a practice setting where they can integrate prior learning with professional practice.
Pre-requisite: Junior Standing and by permission of chairperson

MAR 405 Pricing Policies and Strategies
3 credits; 3 class hours
This course is a study of the processes and strategies by which marketing managers in commercial enterprises determine the prices of their goods in order to achieve the ultimate objective of the business-to make a profit. The course will address such topics as the elements of effective pricing, the effects of costs and competition on price determination, product life cycle, segmentation, and marketing mix effects. Other considerations will include consumer behavior, uncertainty of the economy and the law.
Pre-requisites: MAR 337

MAR 432 Physical Distribution and Logistics
3 credits; 3 class hours
This course provides an examination of physical supply and distribution logistics within the marketing system. Emphasis is placed on location theory, inventory analysis and control, channel selection and traffic management and system optimization. The relationships between costs and profitability are reviewed through case studies and simulation models and quantitative methods.
Pre-requisites: MAR 337

MAR 434 Product Management
3 credits; 3 class hours
This course covers a significant analysis of product development and management, emphasizing new product planning and organization from ideation through commercialization. Consideration is given to demand, costs, product technology, quality control, packaging and branding as they relate to design and marketing of old and new product offerings.
Pre-requisites: MAR 337

REAL ESTATE

RE 101 Real Estate Principles and Practices
3 credits; 3 class hours
A course designed to prepare an applicant for licensure as a real estate broker or salesman. Emphasis is placed on the following topics: real estate ownership and interests, contracts or real estate land surveying and property descriptions, deeds, leases, and other real estate instruments; and investment. It also covers the appraisal and brokerage functions, and all other areas required to prepare for the New York Real Estate Broker's License Examination.
Pre-requisite: None

RE 102 Real Estate Appraisal, Valuation, and Financing
3 credits; 3 class hours
In this course a survey is made of the nature, importance and purpose of appraisal. A study is made of the principles controlling real estate value, the economic cost, and income approach to appraisals and valuation. Value analysis of neighborhood characteristics, site analysis, financing of real estate, mortgage companies, mortgage loans, federal programs (FHA, VA, GNMA) and sources of alternative methods of financing are examined.
Pre-requisite: RE 101

RE 203 Real Estate Management
3 credits; 3 class hours
A course designed to cover the following topics in real estate management: organizing and planning brokerage operations, selecting and training sales personnel, marketing practices and policies, maximizing profits and advertising as the above topics relate to residential, commercial, and industrial real estate properties.
Pre-requisite: RE 101

RE 204 Real Estate Management of Low Income Housing
3 credits; 3 class hours
A course specifically designed to cover the following topics: rights and liabilities of landlords and tenants, and co-ops management; New York City regulations; rent controls; vacancy decontrol; racially integrated housing units; zoning and building ordinances; fire, health, and safety regulations.
Pre-requisite: RE 101