
Business (BS)

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THE PROGRAM

The online Bachelor's Degree in Business (B.S.) offers a core business curriculum infused with the application of ethics and corporate social responsibility principles in a technologically savvy environment. Graduates of this program acquire the skills necessary to solve interesting and challenging issues involving the creation and exchange of goods and services, the management and development of personnel, and the efficient and socially responsible use of resources. Our goal is to produce highly versatile, receptive and knowledgeable graduates who have mastered the fundamentals of business and have a steady command of the world's dynamic economy.

Students of the online Bachelor's Degree in Business will:

- Master critical thinking skills via case studies and the capstone project;
- Develop a global perspective of business;
- Acquire ethical decision-making techniques;
- Work in diverse teams using clear and effective communication skills; and
- Learn to analyze numerical data, enhance decision-making ability and rationalize judgments.

In addition, general education courses complement this specialized study and emphasize critical thinking, quantitative reasoning, effective communication and the exploration of the foundations of knowledge and culture.

Career Prospects

Graduates of the online Bachelor's Degree in Business are prepared to command jobs in a variety of fields including banking, finance, management, consulting, marketing, accounting, and human resources.

Program Requirements

120 credits are required for the online Bachelor's Degree in Business.

- General Education - 39 credits required
- Required Business Courses - 42 credits
- Business Electives – 18 credits
- General Electives - 21 credits. General electives may be taken from Business courses or from courses in other degree programs.

Note: A minimum grade of C is required in all courses in the Business major, both required courses and business electives, and all Business minors, as well as all prerequisite courses. Where there are prerequisites, a student may not progress to the next course in the sequence without having a C in the prerequisite course(s).

Required Courses

- BUS 210 - Business Math
- BUS 301 - Managerial Economics
- BUS 305 - Accounting Fundamentals
- BUS 310 - Foundations of Business Statistics
- BUS 315 - Principles of Marketing
- BUS 320 - Principles of Management
- BUS 325 - Principles of Management Information Systems
- BUS 330 - Business Law I
- BUS 333 - Corporate Finance
- BUS 335 - Operations Management

- BUS 410 - Research Methods for Business
- CIS 101 - Computer Fundamentals and Applications
- ECO 202 - Macroeconomics

Students must complete one of the following capstone courses:

- BUS 440 - Internship
- BUS 460 - Virtual Enterprise
- BUS 470 - Strategic Management
- BUS 480 - Thesis

Elective Courses

- BUS 200 – Introduction to Business
- BUS 306 – Managerial Accounting
- BUS 321 – Human Resource Management
- BUS 331 - Global Business
- BUS 332 - Electronic Commerce
- BUS 334 - Great Ideas in Business
- BUS 336 - Special Topics in Business
- BUS 338 - International Trade
- BUS 339 – Sustainability and Green Business
- BUS 340 - Small Business Management and Entrepreneurship
- BUS 345 - Strategic Electronic Marketing
- BUS 346 - Investments
- BUS 348 - Real Estate Finance
- BUS 350 – Business Law II
- BUS 415 – Essentials of Market Research
- ECO 201 – Microeconomics
- ORGD 341 – Organizational Change and Leadership
- PROM 210 - Project Management

MINOR IN BUSINESS

The four-course, 12-credit General Business Minor is designed for non-business majors to enhance their resume with business knowledge and experience in business decision-making. The first course, BUS 200 - Introduction to Business, is required, and lays the foundation for what follows. Students must select 3 additional courses to complete the minor. The specific courses included in the list were chosen to expand on the foundation and provide breadth of exposure in several key functional areas. Since none of the courses have prerequisites, they are open to all students.

Minor Requirements

12 credits as follows:

- Required Course - 3 credits
 - BUS 200 - Introduction to Business
- Three courses from the following options – 9 credits

- BUS 305 - Accounting Fundamentals
- BUS 315 - Principles of Marketing
- BUS 320 - Principles of Management
- BUS 325 - Principles of Management Information Systems
- BUS 330 - Business Law I

COURSE DESCRIPTIONS

BUS 200 Introduction to Business 3 Credits

Prerequisite: None

The purpose of this survey course is to develop a fundamental understanding of the role of business in society, providing valuable exposure to the major functional areas of business: the global business arena, management, finance, accounting, and marketing. Note that this course is intended for non-business majors, as the first course in any business minor (for non-business majors), for students whose major is undecided but who have not yet taken business courses, or to give business elective transfer credit for a similar course taken elsewhere prior to study at the CUNY School of Professional Studies.

BUS 210 Business Math 3 Credits

Prerequisite: Completion of general education math requirements

This course prepares students for mathematics required in upper-level business courses. Students will explore the mathematics of finance such as simple interest, compound interest, annuities, amortization and sinking funds. Students will engage in hands-on experience to understand how Microsoft Excel can be used to solve business problems. Case studies will be used to reinforce students' understanding of the concepts and techniques and to demonstrate the application of the methodologies to authentic problem-solving situations.

BUS 301 Managerial Economics 3 Credits

Prerequisite: ECO 202 and MATH 210

This course will develop students' ability to apply the tools of economic analysis to solve business problems relevant to current or aspiring managers. After reviewing fundamental concepts in economics, the course will cover the standard managerial economics topics of demand, production and cost, market structure, pricing, strategy, and incentives. Then it will examine how to use economic analysis to solve issues such as developing effective performance-evaluation systems and compensation plans, assigning decision-making authority among employees, attracting and retaining workers, motivating change within organizations, or creating organizational architectures that foster ethical behaviors.

BUS 305 Accounting Fundamentals 3 Credits

Prerequisite: Any 200-level mathematics course

This course provides the fundamentals for the identification, measurement, and reporting of financial and economic events of enterprises and businesses. The accounting concepts and standards studied will be used in conjunction with accounting software, and focuses on such topics as assets, liabilities, the accounting cycle, inventory, internal controls, accounting receivables, cash flow statements, financial statements and corporate accounting.

BUS 306 Managerial Accounting 3 Credits

Prerequisite: BUS 305

Organizations use accounting information for planning and controlling operations. Students develop a framework for measuring managerial performance through an analytical treatment of cost behavior under dynamic conditions by employing tools such as job and process costing and forecasting, operational budgeting and forecasting, activity-based costing, variable costing, cost estimation, cost-volume-profit analysis, balance sheets, cash flow, standard costing, differential costing, capital planning and projections, and variance analysis.

BUS 321 Human Resource Management 3 Credits

Prerequisite: None

Human Resources Management (HRM) bridges policies that impact human behavior with those that drive business strategy to make the most of an organization's human capital. HRM includes the functions of recruitment and selection, employment law, training, career development, labor relations, equal employment opportunity (EEO), labor, affirmative action, performance management, health and safety, compensation, and benefits management. Through exposure to a broad range of topics, Students are prepared to deal with a variety of issues that may be encountered in careers such as an HR manager or team leader. An overview of HR Information Systems is included.

BUS 310 Foundations of Business Statistics 3 Credits

Prerequisite: CIS 101 and MATH 210

This course introduces students to the principles and methods of statistics, particularly the importance of using statistics in business decision-making. They will learn about presenting data and descriptive statistics including measures of location, dispersion, and skewness. They will also learn discrete and continuous probability distributions, including the binomial and normal distributions. Sampling, hypothesis testing, significance tests, correlation, and simple regression are covered, with an

emphasis on business applications. The importance of ethics in research will be stressed throughout. Computer-based statistical analysis tools are used extensively.

BUS 315 Principles of Marketing 3 Credits

Prerequisite: None

This survey course explores the various environments in which contemporary marketers operate, including the online digital world of e-marketing, and the problems and practices related to the planning of marketing strategies in the exchange process. Students learn how successful marketers focus on domestic and global market opportunities while being sensitive to cultural differences, including ethical and socially responsible decision-making, while focusing on issues of quality and technological change.

BUS 320 Principles of Management 3 Credits

Prerequisite: None

The purpose of the course is to develop an understanding of the four functions of management (planning, organizing, leading, and controlling) in today's rapidly-changing global environment. The course will emphasize the importance of effective and socially responsible management for all types of organizations. At the end of the course, students will understand the contribution of management process and the role of the manager at all levels of the organization.

BUS 321 Human Resource Management 3 Credits

Prerequisite: None

Human Resources Management (HRM) bridges policies that impact human behavior with those that drive business strategy to make the most of an organization's human capital. HRM includes the functions of recruitment and selection, employment law, training, career development, labor relations, equal employment opportunity (EEO), affirmative action, performance management, health and safety, compensation, and benefits management. Through exposure to a broad range of topics, students are prepared to deal with a variety of issues that may be encountered in careers such as that of an HR manager or team leader. An overview of HR Information Systems is included.

BUS 325 Principles of Management Information Systems 3 Credits

Prerequisite: None

This course introduces the student to the use of management information systems as a business resource for achieving competitive advantage. Topics covered include: the major information technology (IT) applications used in business; the central role of databases and data warehouses; the importance of IT in the growth of e-commerce; the role of decision support systems and artificial intelligence; the IT infrastructure; the impact of outsourcing; information security. Case studies will be analyzed and discussed.

BUS 330 Business Law I 3 Credits

Prerequisite: None

This is a first course in law and its relationship to business and the American legal system. It will provide students with an introduction to substantive and procedural laws governing the relationships between persons and business organizations. Topics include: Anglo-American Jurisprudence; U.S. federal and state court systems; Constitutional Law; Litigation and Alternative Dispute Resolution Procedures; Business Crimes and Torts; Commercial and Sales Contract Formation; and Real and Personal Property, including Copyrights, Patents and Trademarks.

BUS 331 Global Business 3 Credits

Prerequisite: BUS 315 or BUS 325

An introduction and overview of the global business environment, this course treats issues involved in researching and entering foreign markets, identification and evaluation of risks and opportunities in foreign markets, ethical issues in outsourcing and globalization, and problems faced by firms seeking to expand into foreign markets. Designing global business strategies in light of historical, technological, economic, financial, sociopolitical, legal, and cultural environments. Emphasis will be placed on the importance of ethics and corporate social responsibility in global business.

BUS 332 Electronic Commerce 3 Credits

Prerequisite: BUS 315 or BUS 325

This course introduces students to the fundamental concepts of e-commerce from both a business and technical standpoint. Students learn about the history of e-commerce, including the development of the Internet and the World Wide Web, its impact on the business world and various approaches to creating e-commerce solutions utilizing tools and strategies such as Internet advertising and marketing and the legal and security issues critical to the success of any e-commerce venture.

- BUS 333 Corporate Finance 3 Credits**
Prerequisite: CIS 101 and BUS 210 and BUS 305
 This course offers students a strong working knowledge of how managers of corporations raise, allocate and protect capital for the purpose of creating shareholder value within the constraints of the general market for capital and the specific market for the firm's capital. The course covers corporate financial management in the context of competitive markets, the current tax and regulatory regime, and prevailing social limits and absolute social constraints. Students learn how value can be measured and how value creation is monitored by both managers and investors. Each topic is explored through in-depth case-study analysis.
- BUS 334 Great Ideas in Business 3 Credits**
Prerequisite: BUS 320 and Upper Junior Status
 CEOs of successful global organizations utilize industry best practices as well as innovative ideas and concepts to guide their business leadership and shape their approach to solving problems. This course examines the powerful words of the management experts who introduced them and links ground-breaking ideas to the events that demanded new thinking and approaches. Ideas of business greats such as Peter Drucker, Michael Porter, Geoffrey Moore, Clayton Christenson and David Vogel will be included.
- BUS 335 Operations Management 3 Credits**
Prerequisite: CIS 101 or IS 200 and BUS 310 or MATH 215 or other approved statistics course
 The course focuses on solving common operations and production management problems faced by business decision-makers. Use of the computer for solving operations management problems will be stressed. Topics covered include decision theory, project scheduling, linear programming, forecasting, inventory control, queuing models, simulation, and quality control. The course will stress the importance of integrating business decision making with corporate social responsibility.
- BUS 336 Special Topics in Business 3 Credits**
Prerequisite: Varies, depending on topic. At minimum, Upper Junior Status.
 This allows for treatment of topics in business not covered in the regular curriculum. Topics vary from term to term and reflect the interests of faculty and students. Course description may be obtained by going to the college website and/or e-mailing the instructor before registration. Students may take this course more than once for credit but may not repeat topics.
- BUS 338 International Trade 3 Credits**
Prerequisite: BUS 301
 This course examines the factors that have led to enormous economic interdependence amongst the nations of the world. Students will obtain the tools necessary to understand the principles and policies underlying the complexities of international trade. The course provides the theoretical foundations for trade in a global economy, including: established models essential to understanding international trade; gains from trade; comparative advantages; trade policy; market trends in the flow of imports and exports; national income accounting and balance of payments. Students come away with a deep appreciation for the interconnection amongst all the forces involved, and are prepared to
- BUS 339 Sustainability and Green Business 3 Credits**
Prerequisite: BUS 315 and BUS 320
 Environmental and social challenges are increasingly contributing to the complexity of the business environment, driving companies not only to improve their social and environmental impact, but also to make sustainability an essential part of their business strategy. The course provides students with an introduction to these issues and exposes them to the practices and tools used by corporations to maximize the business value of sustainability. The course uses up-to-date examples and business cases to get a better understanding of the rapidly changing business environment.
- BUS 340 Small Business Management and Entrepreneurship 3 Credits**
Prerequisite: CIS 101
 This course treats the problems and decisions that owners of small businesses face and types of skills and solutions that can be applied in response. In addition to teaching students the essentials of starting and managing a new business, from the definition and screening of ideas to the development of a business plan, the course places a special emphasis on effective communication and networking, so essential to a successful entrepreneurial career.
- BUS 345 Strategic Electronic Marketing 3 Credits**
Prerequisite: BUS 315
 This course will examine the new technological environment that marketers are facing by introducing strategic considerations related to technology and its implementation. The course will explore the basics of marketing exchange

relationships utilizing the Internet and the World Wide Web, multimedia techniques, database marketing, interactive telecommunications and other e-Business techniques. In addition, the course will give students hands-on experience with relevant software.

BUS 346 **Investments** **3 Credits**

Prerequisite: BUS 301 or BUS 305

This course offers a broad foundation in the structure and mechanics of all the major classes of debt and equity securities issued to fund public authorities and private enterprises. Students will learn what factors determine the relative value of each type of security and where each security fits on the debt/equity spectrum. The course will examine the cash flow and risk dynamics of individual securities and portfolios of debt and equity securities. Students will learn how to evaluate the performance of investment portfolios relative to a specific benchmark index, how fixed income and equity indices are constructed and their values are determined, how individuals should analyze investment choices and how fund managers select assets to include in their portfolios. Students will be expected to apply what they learn about security valuation and portfolio selection by constructing, managing and tracking a hypothetical investment portfolio.

BUS 348 **Real Estate Finance** **3 Credits**

Prerequisite: CIS 101 and BUS 301 or BUS 305 or BUS 333

This course covers various aspects of the world of real estate finance, including the capitalization (debt and equity) of real property. Topics covered include: legal terms/instruments involved in underwriting/ investment/ lending; an overview of how the real estate capital markets work; key real estate finance terms; real estate and bond math - calculating mortgage payments, time value of money, NPV, and IRR; the role of government in the financing of commercial and residential real estate; sources of private and public capital, including an introduction to REITs, CMOs, and CMBS; and real estate finance decision-making, including generating income property cash flows, creating an opinion of value, measuring investment returns and understanding the risks/rewards of leverage.

BUS 350 **Business Law II** **3 Credits**

Prerequisite: BUS 330

This course will provide students with an opportunity to further develop and apply legal concepts mastered in BUS 330 Business Law I to a variety of important areas of advanced substantive and procedural law governing the relationships between persons and business organizations. Topics of study will include: (1) the law of Negotiable Instruments under Article 3 of the Uniform Commercial Code and Banking Transactions; (2) Employer – Employee and Principal – Agent Relationships; (3) Business Entity Formation, including Sole Proprietorships, Partnerships, Corporations and Franchising; (4) Wills, Intestacy and Estates; (5) Bailments; (6) Consumer Rights and Debtor-Creditor Relationships; and (7) Insurance Law. Students will also explore how the legal principles in each area are being applied, successfully or not, to the novel issues presented in the online world of the Internet and e-Business.

BUS 410 **Research Methods for Business Decision-Making** **3 Credits**

Prerequisite: BUS 310 or MATH 215 or other approved statistics course

It has become increasingly vital for organizations to effectively gather, analyze, visualize and interpret multiple types of data in order to gain competitive advantage. This course will emphasize a managerial approach to turning data from disparate sources into actionable information and insights that support, improve, and shape business decisions, using a variety of methods and tools. The importance of ethics in business research will be emphasized throughout.

BUS 415 **Essentials of Market Research** **3 Credits**

Prerequisites: BUS 315 and BUS 310 or MATH 215 or other approved statistics course

This course will provide students with the knowledge necessary to understand how businesses use marketing data and information, and the research tools and techniques to solve marketing problems and identify marketing opportunities. Students will learn about the marketing research process, secondary data in Customer Relationship Management (CRM), qualitative and quantitative research, research designs, sampling, scale measurement, questionnaire design, and data analysis techniques.

BUS 440 **Internship** **3 Credits**

Prerequisite: Upper Junior Status

This option consists of an off-campus business internship supervised by a faculty member. The venue must be approved by the faculty member and/or program and must be the focus of no less than 150 hours of student work. Weekly discussions of each student's internship will be conducted online. This course requires students to write a paper based on their internship.

BUS 460	Virtual Enterprise	3 Credits
<i>Prerequisite: BUS 340 and Senior Status</i>		
This course uses the Virtual Enterprise pedagogy to simulate the lifecycle of a startup business. They take the product or service generated by their company to market in a global economy, building on prior knowledge gained in developing a business plan and managing a business. The focus of this course is on the creative aspects of starting a business – including concept development, testing the viability of a business model via a business canvas and stoking the interests of a consumer base. Students in any discipline who have an idea for a business and who have met the prerequisites are welcome to enroll.		
BUS 470	Strategic Management	3 Credits
<i>Prerequisite: Senior Status</i>		
Strategic Management is an interdisciplinary seminar concentrating on the problems that confront the chief administrative officers of an enterprise. The course stresses the overall company point of view in dealing with the myriad problems faced by the firm's top management team in a volatile external environment. As a capstone, the course integrates prior coursework including management, marketing, research, finance/accounting, and business ethics into course content and assignments. Much of the learning and activity in this course takes place within groups.		
BUS 480	Thesis	3 Credits
<i>Prerequisite: BUS 410 and Senior Status</i>		
In this option, the student will be required to write a scholarly paper suitable for publication on a research topic in business. Research for the thesis will be supervised by a faculty member. Weekly discussions of each student's paper will be conducted online. Credit is not earned until the thesis is accepted.		
CIS 101	Computer Fundamentals and Applications	3 Credits
<i>Prerequisite: None</i>		
This course is an introduction to computers and their use in information processing. Topics include hardware and software concepts, elements of telecommunications, networks, and the Internet. Emphasis is on using computer programs such as word processing, spreadsheets, and data base management, as well as Internet applications.		
ECO 201	Microeconomics	3 Credits
<i>Prerequisite: None</i>		
An investigation of the microeconomy as seen through the eyes of the individual consumer and firm. Economic concepts, including profits, employment and resources via supply and demand, elasticity, utility, costs, and market structures are applied to specific issues including unions, rent control, job discrimination, minimum wage, and education.		
ECO 202	Macroeconomics	3 Credits
<i>Prerequisite: None</i>		
This course is a study of factors determining national output, income, employment, and prices; the impact of government spending, taxation, and monetary policy; the banking system; economic growth; and international trade.		
ORGD 341	Organizational Change and Leadership	3 Credits
<i>Prerequisite: None</i>		
This course is designed to provide students with a conceptual framework and fundamental practical skills needed to plan, design, implement, and manage effective change within organizations. Specific attention is given to processes for assessing organizational functioning from a systems perspective, evaluating drivers of change and change strategies, and taking or leading action. Discover how to initiate and implement change, create solutions, and empower and motivate others to take action.		
PROM 210	Project Management	3 Credits
<i>Prerequisites: CIS 101 or IS 200</i>		
Students learn to plan, organize, lead, and evaluate projects—large and small—to ensure that requirements are delivered on time and within budget. Topics include the essentials of initiating a project, defining requirements, scheduling tasks, managing scope, working in cross-functional teams, communicating effectively, resolving conflict, and closing a project. While budget development is beyond the scope of this course, students will be expected to understand simple project budgets. In addition to traditional task lists and timelines, students must generate project charters, change notices, progress reports, and project closing documents.		