

GATEWAY COURSES INTO THE BUSINESS MAJOR

INTRODUCTION TO COMPUTER INFORMATION SYSTEMS AND TECHNOLOGIES

This course is designed to introduce students to the use and application of computer information systems in business.

Learning Outcomes

After completing this course, students should be able to:

- Describe the basics of information systems and explain how they are used in business.
- Explain the role that information systems play in different organizations.
- Identify business problems and opportunities that can benefit from the application of information technology.
- Demonstrate competency in information technology and its application to business.
- Analyze case studies using computer applications.
- Demonstrate awareness of the social and ethical issues related to the use of information systems technologies.
- Examine the crucial role that information systems play in your career and in business and society.

FUNDAMENTALS OF BUSINESS LAW

This course is an introduction to law and its relationship to business and the American legal system.

Learning Outcomes

After completing this course, students should be able to:

- Describe the roles of the legislative, executive and judicial branches in creating legal rules.
- Compare and contrast methods for the resolution of business disputes.
- Recognize basic legal issues in the areas of business contracts, torts, and business crimes intellectual property and state the basic legal rules applicable thereto using appropriate legal terms.
- Analyze legal problems commonly associated with contractual relations of commercial enterprises, identifying the legal issues that are presented and the legal rules that apply, and describing the factors a business person should consider in deciding upon a course of action in such circumstances.
- Recognize the relationship between and the differences that exist in the legal, ethical and social responsibilities of business.

INTRODUCTION TO MICROECONOMICS
OR
INTRODUCTION TO MACROECONOMICS

NB: Colleges may choose either or both courses. Among those present, the faculty committee voted unanimously for “Intro to Micro” or “Intro to Macro” to be the third gateway course for this major. These courses will be 3-credit courses across the CUNY colleges. The learning outcomes will be those defined by the faculty committee on the economics major. This choice approach received strong endorsement from the faculty committee on business because it avoids any connotation of bias in course sequencing and, at colleges where only one of the courses is required, students will have greater flexibility in course choice. Colleges that currently require one course but not the other—which, at the time of the committee’s deliberations included all of the community colleges and SPS—have agreed to accept either “Intro to Micro” or “Intro to Macro” as fulfilling an incoming transfer student’s gateway requirement.

INTRODUCTION TO MICROECONOMICS

This course introduces students to the concept of scarcity and the subsequent need to be concerned with the allocation of scarce resources to meet the needs of individuals and society. The course also introduces students to an “economic way of thinking,” in which decisions are based on comparing marginal benefits and marginal costs.

Learning Outcomes:

After completing this course, a student should be able to:

- Explain microeconomic theories such as: consumer decision-making, business decision-making, market clearing prices, and market failures.
- Use supply and demand analysis to predict or evaluate the effects of government policies or other events on society’s allocation of resources, including clear written explanations of the graphic analysis.
- Evaluate the interaction between markets, individuals, businesses, and the government.
- Show how the production and pricing decisions of firms depend on costs and the degree of competition faced by firms.
- Compare and contrast the performance of various market structures ranging from perfect competition to monopoly.
- Illustrate the welfare loss resulting from market failures such as externalities, and evaluate government policies to address those failures.

OR

INTRODUCTION TO MACROECONOMICS

In this course, students learn to apply the “economic way of thinking” to the overall economy and the way in which government policies affect the macroeconomy.

Learning Outcomes:

After completing this course, a student should be able to:

- Explain macroeconomic theories such as: the determination of National Income, causes of unemployment and recession, creation of money, and the determination of international trade balances.
- Describe common macroeconomic measures such as: Gross Domestic Product, inflation, unemployment, deficit, debt, trade balance, and poverty.
- Evaluate the national economy within the context of global economic events.
- Critically assess government economic policies with respect to the national economy.
- Explain the relationships between economics and other social sciences.