



**Course Number**  
**CSB100**

**Course Title**  
**College Success for Business**

**Credits**  
**2**

**Hours: 2/0**

**Co- or Pre-requisite**  
**None**

**Implementation**  
**Semester & Year**  
**Fall 2022**

**Catalog description:**

A comprehensive orientation to the college experience providing academic and personal wellness management tools geared toward students studying in business-related disciplines. Topics include general study skills, academic technology, introduction to college resources and services, an exploration of business careers, financial literacy, and general wellness.

**General Education Category:**  
**Not GenEd**

**Course coordinator:**  
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**Required texts & Other materials:**

OER College Success Textbook: <http://www.oercommons.org/courses/college-success/view>

- MCCC department websites
- Various library databases already in the collection: e-books, articles, and journal
- Selected streaming media and websites relevant to the covered topics
- Selected business websites relevant to the covered topics including Bloomberg Businessweek, Wall Street Journal
- Informal visits from professionals in various business fields and schools

**Course Student Learning Outcomes (SLO):**

***Upon successful completion of this course, the student will be able to:***

1. Apply learning and general study skill strategies (Supports ILGs 1,10, 11)
2. Identify college-wide academic and student support services and resources (Supports ILGs 1, 4)
3. Develop and apply critical thinking habits, becoming more independent, self-directed learners (Supports ILGs 1, 11)
4. Identify appropriate health, mental wellness and financial choices for academic and career success (Supports ILGs 1, 4, 10,11)
5. Develop an understanding of the academic and behavioral expectations of a college-level student and business professional (Supports ILGs 1, 9, 10, 11)
6. Develop and apply critical knowledge of campus resources to self-advocate (Supports ILGs 10,11)
7. Develop a basic understanding of the business environment and careers, skills required for success, and transfer pathways (Supports ILGs 1, 10, 11).
8. Apply principles of planning in their academic, career and personal life (Supports ILGs 1, 10, 11).

## **Course-specific Institutional Learning Goals (ILG):**

**Institutional Learning Goal 1. Written and Oral Communication in English.** Students will communicate effectively in both speech and writing.

**Institutional Learning Goal 4. Technology.** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

**Institutional Learning Goal 9. Ethical Reasoning and Action.** Students will understand ethical frameworks, issues, and situations.

**Institutional Learning Goal 10. Information Literacy:** Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

**Institutional Learning Goal 11. Critical Thinking:** Students will use critical thinking skills understand, analyze, or apply information or solve problems.

## **Units of study in detail – Unit Student Learning Outcomes:**

### **Unit I Understand Self as a Learner and Know College Resources [Supports Course SLO# 1,2,3,5,6 ]**

#### **Learning Objectives**

**The student will be able to.....**

Navigate MCCC Systems:

- Connect with Blackboard
- Use Mercer portal
- Name his/her advisor
- Understand how to read a class schedule
- Understand how to read and use a syllabus

Interpret Student Success Navigator

- Identify obstacles to academic success
- Generate potential solutions for overcoming the obstacles
- Commit to workable and achievable solutions

Develop a plan of action

- Identify specific study skill needs
- Identify how he/she learns most effectively
- Identify and discuss motivation factors
- Discuss steps to reduce factors interfering with learning

Understand Available College Resources, Services, and Transfer

- Identify key student and academic service offices
- Discuss MCCC safety brochure and precautions
- Name colleges of interest, if transfer is an immediate goal, and use NJ Transfer
- Understand optimal and acceptable academic behavior at college and the workplace

### **Unit II Develop College Success Skills [Supports Course SLO# 1,2,3,5,8 ]**

#### **Learning Objectives**

**The student will be able to:**

Time Management

- Illustrate the importance of time management in one's day-to-day life and for college success.

- Develop strategies to improve time management.
- Assess current use of time and evaluate changes that need to be made for college success.

#### Focus and Concentration

- Recognize and identify distractors
- Understand and discuss how the concentration cycle works

#### Memorization and Note Taking

- Utilize memorization techniques: Mnemonics, Rule of 7, Association, Categorization
- Demonstrate various notetaking methods including Cornell, Outline, and Block styles
- Demonstrate textbook notetaking

#### Critical Reading

- Scan a Business-related reading
- Apply SQ3R to a reading assignment
- Take textbook/reading notes
- Critical Thinking
- Evaluation, explanation, self-regulation

#### Test Taking

- Create visual/audio study guides
- Review and summarize textbook notes
- Identify various types of tests
- Apply test-taking strategies to sample tests

### Unit III      **Planning a Career in Business [Supports Course SLO #3, 4, 5, 6 ,7,8 ]**

#### **Learning Objectives**

##### **The student will be able to:**

##### Set Personal goals

- Utilize Career Coach to focus career interests
- Develop SMART academic, life and career goals
- Identify potential strategies to achieve goals

##### Prepare for a career in business

- Explore necessary business-related skills
- Identify sources for learning about business careers
- Understand the resources available for internships on the MCCC campus, including the Career Center.
- Identify the essential elements of obtaining an internship or permanent position
- Present an elevator pitch to the class and receive feedback
- Create a resume and LinkedIn Profile
- Explore various interview techniques through mock exercises
- Meet with their academic advisor to begin career and program direction

##### Understand the workplace environment

- Understand basic business terminology (e.g. market share, firm, industry).
- Explore what professionals do in various business careers including Data Analytics, Supply Chain Management, Economics, Finance, Accounting, Management, Marketing, Human Resources, and Sports Management.
- Understand ethical issues in the workplace
- Appreciate the importance of staying abreast of current business issues through ongoing reading of business periodicals

### Unit IV      **Information Literacy [Supports Course SLOs# 3,6 ,7]**

#### **Learning Objectives**

##### **The student will be able to develop technology related skills related to:**

##### Software

- Use word processing software (Google Docs or Word) to submit homework
- Use basic Microsoft Excel to create a time management spreadsheet

- Use PowerPoint (or other presentation software) basics for team presentations
- Use MercerMail to send, receive, and open messages

#### Information Literacy

- Identify at least three general subject online databases
- Locate business-related articles using library electronic tools
- Understand plagiarism, both intentional and accidental
- Cite references in MLA or APA format

### **Unit V      Financial Literacy [Supports SLOs 3,4,8]**

#### **Learning Objectives**

##### **The student will be able to...**

- Create a budget using Microsoft Excel
- Understand basic financial terminology
- Create a basic financial plan
- Understand the importance of saving early and the time value of money
- Understand the importance of tradeoffs between needs and wants
- Interpret the meaning of a credit score
- Learn techniques to prevent identity theft
- Identify the appropriateness and risk in debt, including financial aid

### **Unit VI      Physical and Mental Wellness [Supports SLO 2,4,6 ]**

#### **Learning Objectives**

##### **The student will be able to...**

##### Physical Wellness

- Appreciate the importance of sleep as part of health and well-being.
- Recognize the importance of planning for physical activity in one's life
- Illustrate the importance of food in one's day-to-day life and the effects of poor and healthy eating habits.

##### Mental Health and Suicide Prevention

- Identify various types of mental health issues.
- Practice mindfulness techniques and understand the importance of being "mindful"
- Recognize hazards and risks for untreated mental health issues.
- Discuss and highlight services related to The Madison-Holleran Suicide Prevention Act
- Understand MCCC Mental Health Services available to students

##### Title IX

Discuss the relevancy of Title IX on campus and in the workplace

Understand the process to follow for Title IX violations

### **Unit VII      Reflection of Learning [Supports SLOs 3,5,7,8]**

#### **Learning Objectives**

##### **The student will be able to...**

- Apply teamwork skills to present on a business related topic.
- Participate in group presentations discussing the skills learned in this class and demonstrate examples that reflect how these skills have shaped their viewpoints and actions that led to college success.
- Articulate in written form [CEO of Me] how this course will be applied in their personal future academic and career planning

**Evaluation of student learning:**

10 HW Assignments x 5 points each = 50 points

Team Project/Presentation = 10 Points

"Minding Your Own Business" Discussion Board 6 Postings x 2.5 points each = 15 points

"CEO of Me" Final Project (Includes 4 attachments: resume, excel spending tracking, excel budget, actual time tracking spreadsheet) = 25 points

**Total = 100 points**