



**Bergen County Technical Schools (BCTS)
Adult & Continuing Education**

**Business Administration and Management (BAM)
Full-Time Hybrid Program
Course Syllabus
SY2024-2025**

General Information

Instructor: Gretchen Foote	Program Length: 7 Months: 700 Hours
E-Mail: grefoo@bergen.org	Schedule: Monday-Friday: Flexible, but all work must be submitted by Midnight Sunday. Students MUST complete 30 hours each week.
Phone: 201-343-6000 x 4637	Zoom Sessions Weekly. Instructor is available M-F/ 8-3 for questions or assistance.
Site: Room 111	Weekly Attendance: Resets at midnight every Sunday.
Main Office: x 2288	Attendance, Financial Aid: x 2048
Admissions: x 2047	Apprenticeship Training: x 4603
Career Counseling: x 5503	Academics, Google Platform: x 2280
Financial Aid: x 2048	Bursar: x 2408
Website: www.bergen.org	Transcripts, Student Records: x 2408

Course Overview

In this program you will learn the skills necessary to be successful in Business Administration and Management. Some key skills you will learn are digital skills, acing the interview process, public speaking, communication, customer service skills, ethics, how to plan marketing strategies, how company finances work, and computer networking, computing systems, and cybersecurity. This program will expand your existing knowledge of Microsoft, Google, and QuickBooks.

Most of your coursework will be completed at your own pace. Please make note that you will still be required to attend in person classes six (6) times throughout the program. The first day, an agreed upon day halfway through the program and the last day. The other three days are certification days. In the event you are unable to attend in person, we ask that you reach out as soon as possible to discuss options. You must log 30 hours per week to remain active and in accordance with the school's attendance policy.

BAM is a seven hundred (700) hours hybrid program that requires students to register at <https://aemoodle.bergen.org/> using a Bergen.org email address provided by the school Tech Dept.

*See welcome email for detailed breakdowns and skills of each course module.

The modular curriculum design provides consistency, interactive activity, critical thinking skills and practical application of the material covered. The three modules consist of:

- (1) Career Development, Introduction to Business, Business Ethics, Marketing and Management.
- (2) Computer Applications: Google and Microsoft, CompTIA-Computer Fundamentals, and
- (3) QuickBooks/Payroll Accounting

Objectives

- To gain knowledge of 21st Century business training
- To build resumes that demonstrate advanced skills
- To increase knowledge of computing systems
- Provide Skills and confidence in office procedures
- To Graduate with three Certifications on your resume
- Learn to spot and Stop Computer Viruses

This course of study is designed to provide opportunities for learners to successfully enter or re-enter the professional business workplace. Upon completion, students can attend Felician University with up to twelve (12) college-level credits earned.

Content

a) Module 1

- Career Development
- Introduction to Business
- Marketing
- Business Ethics
- Workplace Safety

b) Module 2

- Security, MS, & Google
- IT Fundamentals with an Introduction to Cybersecurity
- Introduction to Computer Programming and App Development
- Office-Word, Power Point, and Excel.

- Google-Docs, Sheets, Slides, and Forms

c) Module 3

- QuickBooks Online
- QuickBooks-Accounting

Requirements and Policies

There are no prerequisites to this course, however you should have basic Microsoft Office Specialist (MOS) and computer skills. This course is designed to build your knowledge.

All students must have the following to ensure success:

- A computer: Current Mac or Windows 10 (or newer)-Cell phones and tablets are not allowed.
- Webcam / Microphone for Zoom sessions
- Reliable WIFI
- Unrestricted Access to Microsoft 2019 or newer

Course Policies

Students will adhere to all school policies, maintain attendance and good academic behavior. Attendance is vital to your success. This course is fast-paced and time sensitive. Students are expected to keep up with weekly pacing. Please reach out should you have any issues or problems. See the student handbook for more information [STUDENTS HANDBOOK](#)

All students will be required to complete 30 hours per week. All work and hours must be submitted by Midnight each Sunday. Follow along with the course pacing packets to keep in adherence to the schedule.

Every week, all students are required to attend a Zoom meeting. The instructor will schedule this meeting, usually on a Monday, but there is some flexibility in scheduling. If you need a specific day or time, please contact me as soon as possible, and I will do my best to accommodate your request.

*If you need to be absent, it is your responsibility to contact the instructor for missed work.

Communications Ground Rules for Online Communication & Participation

- Online threaded discussions are public messages, if you prefer that only the instructor sees your communication, send it by Bergen.org email.

- Posting of personal contact information is discouraged (e.g., telephone numbers, address, personal website address)
- Online Instructor Response Policy: I will check email frequently and will respond to course-related questions as soon as possible. I will also be available Monday-Friday 8-3 and may be contacted via email or phone.
- Please check the announcements area and the course syllabus before you ask general course questions.

Attendance:

Students are expected to attend each online class meeting. If you are absent, get any assignment and information provided in the meeting. An absence is no excuse for not being prepared for the following class, nor is it an excuse for not completing homework or class work on time. You must also participate in two face-to-face sessions to complete the midterm and final exam. Remember that participation in the online classroom is the responsibility of the learner.

In person dates:

Orientation/ first day, middle of the course, Graduation Day, as well as three Certification test days.

Participants are expected to:

1. Log on to the course site at least 3-4 times per week
2. Fully participate in all class activities.
3. Spend 30 hours each week.
4. Participate in online sessions each week through Zoom video conferences.

Learning Activities / Instructional Delivery

Students will participate in activities that focus on life skills and the benefits of maintaining a professional demeanor, positive attitude, and transferable skills into multiple career paths.

- LMS Platform Moodle
- Google Classroom
- Projects, assignments
- Independent learning
- Teacher Modeling
- Homework Assignments Lectures, note taking
- Guest speakers

- Web based activities
- Culminating projects

Netiquette Rules for Students

- Remember that courtesy counts.
- Respect all opinions, even if you disagree with them.
- Refrain from anger and sarcasm.
- Do not plagiarize.
- See if your question has already been asked, before asking.
- Follow the date lines.
- Keep your posts brief.
- Remember, when you type in capital letters, it looks like you are screaming at the audience.
- Check your spelling and grammar before posting
- If you reference something in the conversation, cite your sources

Competency Assessments Based (CBA)

- Self- assessment /peer assessment analysis of the work done giving suggestions and positive feedback
- Employ critical and systems thinking to create an integrated multi-functional strategy to meet organizational objectives
- Research and evaluate scenarios impacting an organization and respond using diverse communication strategies.
- Mock test: Microsoft, QuickBooks, CompTIA Security
- Certification exam: Microsoft, QuickBooks, CompTIA IT Fundamentals
- Design and evaluate operations, supply chain, marketing, human resources, management systems, structures, and processes in organizations
- Midterm, final exams

Online Resources

- CompTIA.com
- TestOut LabSim
- GMetrix/LearnKey

- Open Stax: Business Ethics
- Study.com
- LinkedIn Learning
- Moodle
- YouTube
- Google Classroom
- EdPuzzle
- Remind App

Descriptive Qualifications & Academic Rating/Numerical Differentiation

GPA / Narrative Description Numerical / Letter Grade	Based on the tiered ability level: the student has mastered competencies in all or most of the criteria reference skills and is conscientious in all settings related to the occupation. Future gainful employment is attainable because of persistent personal responsibility, advanced leadership skills, careful applications of previous experiences and / or high levels of social maturity. The student has achieved the hourly requirements of the program and should be commended for attendance and on-time performance, and distinguished academic progress, including portfolio construction. The student has also demonstrated highly effective workplace readiness and safety skills, and in advanced recognition of customer service techniques.
3.9 – 4.0 / Distinguished, with Merit 97 – 100 / A+	
3.7 – 3.8 / Highly Distinguished 93 – 96 / A	
3.6 / Distinguished 90 – 92 / A –	
3.3 – 3.5 / Proficient, with Merit 87 – 89 / B+	Based on the tiered ability level: the student has demonstrated competence in a multitude of criteria reference skills and is conscientious in most settings related to the occupation. Future gainful employment is a possibility because of observable personal responsibility, leadership development, and applications of previous experiences and / or sustained social maturity. Additionally, the student has achieved the hourly requirements of the program, advanced workplace readiness and safety skills. Also, the student has demonstrated effective customer service techniques, and has constructed a portfolio to enhance career development and advancement.
3.0 – 3.2 / Highly Proficient 84 – 86 / B	
2.6 – 2.9 / Proficient 80 – 83 / B –	
2.3 – 2.5 Advanced Basic / Novice 77 – 79 / C+	Based on the tiered ability level: the student exhibits nominal evidence of criteria reference skills required to progress or be gainfully employed in the technical area. However, inconsistent personal ambition, sporadic applications of previous experiences and / or limited social maturity levels have hindered professional goals. While the student might have achieved the hourly requirements of the program, limited workplace readiness skills, basic safety skills, and second-rate customer service focus have been observed, and recorded. It is the professional suggestion that the student seek additional skill development to be successful in this industry.
2.0 – 2.2 / Intermediate Basic / Novice 74 – 76 / C	
1.6 – 1.9 / Rudimentary Basic / Novice 70 – 73 / C –	
1.3 – 1.5 / Substandard for Industry 67 – 69 / D+	Based on the tiered ability level: the student clearly deficient with most criteria reference skills required to progress or be gainfully employed due to lack of personal ambition, insufficient applications of previous experiences and / or social maturity levels for this particular technical setting. While the student might have achieved the hourly requirements of the program, serious deficiencies to function with effective workplace readiness skills, safety, and superior customer service have been observed, and recorded.
1.0 – 1.2 / Substandard for Industry 64 – 66 / D	
0.6 – 1.0 / Substandard for Industry 60 – 63 / D –	
– 0.5 / Below 59 F / NA	The observer was not able to assess the criterion due to leave of absence, attendance issues, withdrawal, termination from the program, or due to circumstances beyond the student's control.

Rubric

Tier A (Knowledge & Comprehension • Tier B Application & Analysis • Tier C Synthesis & Evaluation Student Assessment: Intro to Business / Marketing / CompTIA / Microsoft / QuickBooks						
Descriptive → Category*	4.0 – 3.6 Distinguished	3.5 – 2.6 Proficient	2.5 – 1.6 Basic/Novice	1.5 – 0.6 Substandard for Industry	0.5 – Below	← GPA
Assessment & Percentage of Grade ↓	A – Range 100 – 90 Tier A B C (4)	B – Range 89 – 80 Tier A B C (3)	C – Range 79 – 70 Tier A B C (2)	D – Range 69 – 60 Tier A B C (1)	F / NA 59 or Below Tier A B C (0)	← Letter / ← Numerical Grade
						↓ Rating Outcomes ↓ ← Scale
Hands-on Applications 50% →	Student clearly provides work of superior quality/quantity to code with all hands-on applications or projects	Student provides work of high quality/quantity to code most of time with hands-on applications or projects	Student provides work of marginal quality/quantity to code with hands-on applications and projects	Student lacks quality/ quantity with hands-on applications and projects, often below industry code requirements	Student has failed to complete sufficient amount of hands-on applications and projects to industry code standards	4 3 2 1 0 Multiply Rating by 5
Academic / Theory – based Requirements 20% →	Student has completed superior quality of academic achievement, detailing advanced industry standards	Student has completed high quality of academic achievement detailing effective industry standards	Student has completed marginal quality of academic achievement detailing novice industry standards	Student has failed to complete sufficient academic requirements detailing non-compliance to industry standards	Student has failed to complete any academic requirements, lacking any evidence of industry standards	4 3 2 1 0 Multiply Rating by 2
Professionalism / Employability 20% →	Student has demonstrated superior professional appearance, excellent on time / attendance performance, and essential communication skills for gainful employment	Student has demonstrated effective professional appearance, on time / attendance performance, and adequate communication skills for gainful employment	Student has demonstrated marginal professional appearance, inconsistent on time / attendance performance, and only novice communication skills for employment	Student has displayed unprofessional appearance, poor on time / attendance performance, and lacks communication skills for gainful employment at this time	Student has displayed unprofessional appearance, extremely poor on time / attendance performance, and lacks any skills for gainful employment at this time	4 3 2 1 0 Multiply Rating by 2
Portfolio Compilation 10% →	Student has constructed a superior professional portfolio for gainful employment purposes	Student has completed most of a professional portfolio for employment purposes	Student has partially completed a professional portfolio for employment purposes	Student has failed to complete essential benchmarks of a professional portfolio for employment purposes	Student has not completed any benchmarks of a professional portfolio for employment	4 3 2 1 0 Multiply Rating by 1
Assessment Totals →	Program Hours: Accrued:	Total Days Tardy:	Total Days Absent:	Descriptive Academic Standing: GPA:	Total Points: Divide by 10 Result: Letter Grade:	