

NEW JERSEY INSTITUTE OF TECHNOLOGY
SCHOOL OF MANAGEMENT



Course Title: Introduction to Business

Course Number: MGMT – 190-101

Instructor: Michael Busch Jr

Semester: Fall 2014

Email: mxb6@njit.edu

Telephone: (973) 432-3290

Office: SOM; Central Ave. Bldg/3rd Floor

Office Hours: Before/After Class

CLASS SCHEDULE:

Thursday, September 4th - December 18th from 6:00pm to 9:00pm

NOTES:

* I will be at my sister's wedding on our first class on September 4th, so it will be a distant learning session.

* My wife is due with our child on November 3rd, so I may miss a class around that time and we will have a distant learning session that time as well.

* We will be meeting Tuesday, November 25th instead of Thursday, November 27th.

* The last day of regular classes is Wednesday, December 10th, so there will be no class on Thursday, December 11th.

REQUIRED BOOKS:

Contemporary Business - 15th Edition

Boone and Kurtz

ISBN: Hardcover: 978-1-118-29198-6 & E-Book: 978-1-118-54426-6

John Wiley & Sons, Inc.

I. COURSE OVERVIEW:

The dynamic nature of business affects each of us personally. Understanding how all of the processes of business come together is the objective of this course. A roadmap for the economic/financial aspects of business to elements of social and ethical behavior to product and marketing management will be presented as the framework for business today. The roles of management and leadership will be discussed such that the students can gain a better perspective on the ecosystems that are behind all organizations. The managerial processes that are fundamental to the successful operation of various types of enterprises will be discussed. A view of the changing role in management will be covered to focus on the new roles of management in global and social business structures. We are facing changes of epic proportion today with all of the global business implications and the rapid growth of companies becoming a social business but a core understanding of business principles is needed to be able to learn from past experiences.

II. COURSE OBJECTIVES:

1. Develop an understanding of business
2. Develop a business relationship strategy that has global implications
3. Understand a business strategy that incorporates creative product solutions that add value
4. Develop a customer strategy that is centered around international growth
5. Understand the implications of “Thinking Globally and Acting Locally”
6. Be able to build a business plan scenario based on a global expansion strategy
7. Demonstrate mastery of Objectives 1-6 with simulated executive calls, presentations, and written exercises with linkages to HUM- 101

III. LEARNING GOALS & LEARNING OUTCOMES:

- 1. Learning Goal: Analytical & Problem-Solving Skills**
Build the skills to understand business and management concepts and relate this abilities to the current global business structure.
- 2. Learning Goal: Information & Communication Skills**
Ability to understand information systems related to management and business and improvement of your written and verbal communication skills.
- 3. Learning Goal: Interpersonal and Team Skills**
Students will demonstrate the ability to work as a team member and lead teams.

4. Learning Goal: Ethical Reasoning Skills

Understanding of the moral implications and ethical issues of individuals and organizations as related to business management.

5. Learning Goal: Technological Skills

Ability to understand and relate advanced technologies as related to business management with a focus on enterprise solutions and social business tools.

6. Learning Goal: Global Context of Business

Understanding the global context of business today, the global implications of expansion and how to manage in the global workplace. Be able to understand and position the concept of “Think Globally and Act Locally”.

IV. LEARNING OBJECTIVES:

The objectives of this course are to help you:

1. Define what management means in the business world today
2. Give you the opportunity to understand key elements of business
3. Understand the global context in which the business is conducted and what does the globally integrated enterprise present as a management challenge
4. Understand and appreciate the diversity of international business management stemming from cultural, political, legal, and economic differences
5. See how managers have traditionally managed the organizational process and built successful organizations
6. Get an overview of traditional business models and their strengths and weaknesses
7. Explore the evolving business models of becoming a social business and understand the management and leadership implications involved in such activities.
8. Gain insight on the structure of large enterprise organizations, startup companies and other organizational structures
9. Discuss the role of management vs. leadership

Elements to be addressed to cover the concerns of business leaders with professionals entering the workplace:

1. Communication skills, written and verbal
2. The ability to work in teams, and to work in a remote environment
3. Flexibility
4. The ability to accept ambiguity comfortably
5. The ability to work with people from diverse background
6. Understanding of globalization and its implications
7. Time management and work life balance issues
8. Adequate ethics training
9. Dedication to a corporation, its values, and cultures

V. COURSE POLICIES:

Method of Instruction: Classroom: including: online forums, class presentations, group projects, and current event discussions.

Attendance Policy: All students are expected to attend the weekly classroom session and there will be weekly reading assignments, Web Forum discussions, and PowerPoint presentations which will all be available in MOODLE. All material will be posted with assigned dates for actions. Class attendance is also required.

Class Interaction: Raising or answering questions that contribute to the understanding of topics being discussed. Your responses need to be clear, deliberate, and well thought out. One- word or short/cursory responses to questions requiring substantive responses do not contribute to class discussions. Don't be shy regarding asking questions during class, and don't be shy about answering questions, even if you are not sure about the answer. The only way you learn is by making mistakes, and realizing how to avoid them.

MOODLE: MOODLE will be used as the administrative and operational system for the class. All students are expected to participate in its usage, including the weekly forums. All class content: presentations, videos, tests, additional reading, external case studies, and other material, will be posted on MOODLE.

Course Assignments: Course assignments will be segmented on a weekly basis, and the details will be highlighted later in this document in the weekly sections and details are in MOODLE.

Contacting the Instructor: NJIT's MOODLE will be utilized for posting class announcements, schedules, and the release of grades. Students are encouraged to visit MOODLE daily. You may contact me through the provided NJIT account. I can also be reached via my mobile phone noted on the first page. If desired, a request may be made for a face-to-face meeting at the NJIT campus. I will honor all requests to meet in person at the School of Management offices on the Third Floor of the Central Avenue Building. Every effort will be made to meet with you within 48 hours, but before or after class is preferred.

Honor Code and Behavior: Please read the University's Academic Honor Code. Violations of NJIT's Academic Honor Code will lead to disciplinary consequences up to and including receiving a course grade of "F". NJIT has a zero-tolerance policy regarding cheating of any kind and student behavior that is disruptive to a learning environment. Any incidents will be immediately reported to the Dean of Students. In the cases the Honor Code violations are detected, the punishments range from a minimum of failure in the course plus disciplinary probation up to expulsion from NJIT with notations on students' permanent record. Avoid situations where honorable behavior could be misinterpreted. For more information on the honor code, go to: <http://www.njit.edu/academics/honorcode.php>

Eating or drinking: There is no eating or drinking allowed at the lectures – get here early enough to finish any meals.

Cellular phones: must be turned off during the class hours, or if you are expecting an important call, put it on vibrate. No headphones can be worn in class. Also, class will begin on time. Calendar integrity is critical for attendance and for all assignments.

Late Assignments: will not be accepted. Assignments are due at the beginning of class. After that, the system will be locked, and you will no longer be able to upload your assignment. If there is a valid reason for a late submission, proper documentation must be provided, and the matter must be discussed with me before the assignment is due. Absentees from assignments without a critical, valid, and documented reason will receive a “0” as a grade. No make-ups will be given. If there is an emergency, I can be reached at either my cell or by email.

VI. COURSE DELIVERABLES:

Grading Policy: Your grade for the class will be determined as follows:

Quiz 1:	15%
Quiz 2:	15%
Quiz 3:	15%
Final Project:	20%
Final Exam:	35%

Grading Scale:

A	90-100%
B+	85- 89%
B	80-84%
C+	75-79%
C	70-74%
D	60-69%
F	Below 60%

Quizzes:

There will be three quizzes throughout the semester which will contain multiple choice, true/false, and written essays. These will be conducted in class and the grades will posted on Moodle. The chapters which will be on the quiz will be given in advance and adjusted as needed to reflect the material which has been covered. These will be individual tasks.

Final Project:

For the final project we will break into pre-determined teams to complete a report and presentation on a case study. The number of teams will be determined by the final number

of students enrolled in the course, but we would like to stay to 4 or 5 people, which will be randomly assigned. The case study will also be randomly assigned once the teams are determined. The objective of this exercise of as follows:

1. Read the case as many times as required to understand the scenario.
2. Define what the key issues are in the case.
3. Develop alternatives on how to address the issues.
4. Pick a solution and how it would resolve the issues.

The length of the presentation will be determined by the number of teams. The report will be between 5 and 7 pages, per team, double-spaced, 12pt font, with one inch borders on all side. Please do not forget to have all team members listed on the paper and presentation. The paper will be due the last day of class (on the final exam) and the presentation must be emailed to the instructor at least one hour before the start of class.

Final Exam:

A final exam will be given at the conclusion of the course which will contain multiple choice, true/false, and written essays to test your written skills. There will also be a case study during the final which will help me better understand your analytical skills. This will be conducted in class and the grades will posted on Moodle. The final exam will be an individual task and include information from all of the chapters covered.

Weekly Course Format

This course will meet in person on Thursday, unless noted otherwise. Each week will feature the presentation by the professor of the new topic of the week based on the chapters of the text book. These discussions will be using real life business scenarios as well as guest speakers from industry.

VII. Lecture Topics & Assignments By Week

Week	Date	Activity
1	9/4	Distant Learning Session: Chapter 1
2	9/11	Introductions & Chapter 2
3	9/18	Chapters 3 & 4
4	9/25	Chapter 5 & Quiz #1 (Chapters 1-4)
5	10/2	Chapters 6 & 7
6	10/9	Chapter 8
7	10/16	Chapter 9 & Quiz #2 (Chapters 5-8)
8	10/23	Chapters 10 & 11
9	10/30	Chapter 12
10	11/6	Chapter 13 & Quiz #3 (Chapters 9-12)
11	11/13	Chapters 14 & 15
12	11/20	Chapters 16 & 17
13	11/25	Final Project Presentations (Tuesday Class for Thanksgiving)
14	12/4	Final Project Presentations & Final Exam Review
15	12/11	No Class – Exam Period Begins
16	12/18	Final Exam & Final Project Paper Due