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## MARTIN TUCHMAN SCHOOL OF MANAGEMENT

NEW JERSEY INSTITUTE OF TECHNOLOGY

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**Course Title:** Introduction To Business  
**Instructor:** Michael Busch Jr  
**Email:** mxb6@njit.edu  
**Office:** CAB 3021

**Course Number:** MGMT – 190-002  
**Semester:** Spring 2019  
**Telephone:** (973) 432-3290  
**Office Hours:** By appointment

<u>Section</u>	<u>Day</u>	<u>Class Time</u>	<u>Room</u>
002	Tu Th	11:30a-12:50p	KUPF 202
Seminar	W	11:30-12:30p	TIER Lect2

### 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.

This course is divided into four modules and there will be a quiz on each module. The classroom session of the week will feature the presentation by the professor of the new topic of the week based on the chapters of the text book and we will discuss real life examples of the issues in addition to the class participation topics and the semester team project discussions. These class participation topics will be current business related issues and will be assigned to individuals and / or teams in the class. Students will be responsible for leading the discussion with the rest of the class on this topic. The MGMT 190 Business Seminars will focus on personal and professional development. All students must participate in the seminar.

The Goal of Business Seminar is to help students to be successful in academic courses and connect with university resources / opportunities. This course provides an introduction to the Martin Tuchman School of Management, NJIT, and the business major. It gives the students the opportunity to focus on professional development. The course will give the student the opportunity to understand NJIT resources that can help with professional and career development. It will also provide a framework that each student can use in the personal career development process.

## 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. Develop an in depth understanding of a real company and analyze its current operation and on a team basis report on your findings

## SEMINAR OBJECTIVES

1. Understand your responsibilities as a college student, with a focus on management
2. Build, update and document your personal career plan
3. Document your career goals and ambitions
4. Start to develop your resume and reference processes
5. Participate in the “self-assessment” process to assist career development
6. Become proficient with strategies to achieve success in College, and in your career
7. Initiate your personal career planning processes.

## LEARNING OUTCOMES

1. Understand what management means in the business world today
2. Organize key elements of business and write an effective business plan
3. Understand the elements of global business and identify the management challenges in the globally integrated enterprise
4. Understand and appreciate the diversity of international business management stemming from cultural, political, legal, and economic differences
5. Identify the roles and responsibilities in business and position those roles in organizational structure
6. Recognize traditional business models: their strengths and weaknesses, and describe current business trends
7. Compare the evolving business models of becoming a social business and understand the management and leadership implications involved in such activities.
8. Compare the differences in enterprise organizational structures
9. Interpret the relationship between management and leadership
10. Identify key tools and technologies that are critical to the operation of a business

## ADDITIONAL SKILLS OBTAINED

- 1. Analytical and Problem Solving:**
  - a) To develop the ability to identify and formulate business problems and solutions
  - b) To develop skills to critically analyze business scenarios
  - c) To use quantitative methodologies as tools to solve business problems
- 2. Communication Skills and Information Literacy:**
  - a) To advance the skills that enable effective business writing
  - b) To develop the ability to make effective business presentations / reports
  - c) To enhance the ability to search for and locate relevant information
- 3. Interact Effectively in Teams:**
  - a) To demonstrate mastering of skills to work in team and achieve common goals
  - b) To develop management and leadership experience

- c) To understand team roles and relationship that foster cooperation towards goals
- d) To build capabilities to structure team milestones and deliverables
- e) To learn how to manage expectations, deadlines and conflict resolution

**4. Ethical Reasoning:**

- a) To develop a sense of ethical and professional behavior
- b) Ability to identify ethical dilemmas and make decisions grounded in ethical principles

**5. Technology Skills:**

- a) To develop skills and competencies with business software packages
- b) Ability to apply technology for business objectives

**6. Global Context of Business:**

- a) To understand the impact of globalization and its complexity
- b) To understand the importance of local elements (culture, history, government structures, religion, market maturity, economics)

**7. Personal Development:**

- a) To understand how to deal with ambiguity comfortably
- b) To position work life balance issues for yourself and a business
- c) To understand time management implication

## **COURSE POLICIES**

**Attendance Policy:** All students are expected attend the weekly classroom session(s). All students must participate in the Business Seminar, even if they are not freshman.

Signing someone else in for class will be viewed as a violation of the honor code.

**Absences:** The only excused absences that will be accepted will be from the Dean of Students with documentation or athletes who have provided a note from the Department. If a schedule for team travel is given, you do not need to inform me each time a class is missed.

**Class Interaction/Participation:** means 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. Also, one other behavior item – asking questions. 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 presentations and quizzes will be posted on MOODLE.

**Contacting the Instructor:** You may contact me through the provided email or mobile phone. 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.

**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>

Using someone else's presentations will result in a violation of the Honor Code.

**Class Etiquette:** Cellular phones, laptops, tablets must be turned off during the class hours, or if you are expecting an emergency call, put it on vibrate. If you are taking notes on such a device, you will be asked to share the notes with the professor. No headphones can be worn in class. Also, class will begin and end on time. Calendar integrity is critical for attendance and for all assignments.

**Course Syllabus Modifications:** The syllabus is subject to change depending on the speed with which we cover the materials, cancelled classes or other special situations. Students will be advised in the class and via email by the instructor when such changes occur. The changes will also be posted in Moodle.

**Email Communications:** All email communications to the instructor should come from your NJIT WebMail account. Also, put the course number in the subject line in addition to the subject you want to discuss. Example: MGMT 190-101 Absent from class on Tuesday due to soccer travel

**Lateness:** Late assignments will not be accepted and will receive a failing grade, unless prior arrangements have been made. Assignments are due as noted on the due date, 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.

**Presentation Format:** All presentations will need to be in Microsoft PowerPoint format and on a removable USB storage device. If your team is working with a different platform (i.e. Google Slides) please make sure that it is converted and checked before the start of class. Accessing websites to obtain the presentation will not be allowed in class.

## COURSE MATERIALS

**Text Book:** Contemporary Business 16<sup>th</sup> Edition, Boone and Kurtz, John Wiley & Sons, Inc., Available in Loose-leaf (ISBN: 978-1-118-77239-3) and Electronic (ISBN: 978-1-119-02795-9) versions

**Simulation:** CapsimCORE, there will be a link to the registration on MOODLE

## COURSE DELIVERABLES

### **Team Analysis of Top Global Organization:**

Teams will be assigned and then you will select your company. It is expected that you take a very professional / consulting approach to this project. As the project is defined, your team is the management consultants and you should stay in that role. Your presentation will be judged on your creativity, content, and professionalism. You have to put yourself into this company and know everything about them, including current events. The

presentations should also be representative of the company and include graphics, logos, or even videos to highlight your findings.

Everyone on the team should be involved in the creation and delivery of the presentation. You will get a single grade for the entire team for the presentation. It is the responsibility of the team to ensure everyone plays an equal role in this project. If that is not the case, the team must identify those members who are not participating and they will be removed from the team. You must attend the team presentation, for your own group and for all of the other groups in the class. Failure to attend any of the presentations will result in a grade of "0" for that assignment for the individual.

One of the goals of many CEO's today is to be "disruptive by nature" in order to accelerate growth of their organization. Even in big companies there has to be "entrepreneurship" in order to look to the future for growth. Leadership is needed at all levels to ensure that everyone in the company understands and drive for success. And "innovation" comes in many forms, as we have seen during the class. It can come from crowdsourcing or maybe from an outside company like IDEO or even from the clients and we have also seen that companies are trying to establish a global business model in order to achieve long term success. But who is making this model a reality? What companies are really demonstrating that they are reaching new levels of success by being "disruptive by nature"? Your goal is to follow the actions one of these companies and examine how they have used this disruptive business model over the past few years to business a roadmap for the future. You will follow this company for the entire semester and build an analysis of the company as we move through the course. You will link their corporate actions to the topics of the class and will use the real-life examples to illustrate their business transformation.

The final deliverable will be a 30-minute original presentation to the class. The grade for this project will be based on the presentation only.

### Content Outline

#### Company summary:

- Overview (include definition of their business and what they do)
- History
- Business Structure and industry focus areas
- Define core competencies
- Products, Services, & Solutions offered
- Corporate visibility
- Vision, Mission, and Goals of the corporation
- Value Proposition of the company
- How do they define success?
- Public or client view
- Challenges facing the company

#### Ethics:

- Examples of ethics and corporate social responsibility

#### Human Resources:

- Employee Focus (hiring, satisfaction, programs, & development)
- Organizational Structure

#### Organization:

- Business Ownership model in place

### Strategy:

- Global Strategy to reach emerging market
- How did the company grow?
- Use of technology
- Management and Leadership Objectives
- Competitive Analysis
- SWOT Analysis

### Marketing:

- Methods used for business growth and expansion
- Use of social media
- Marketing Strategy and Segmentation
- Target Market
- Growth Initiatives

### Finances:

- Major shareholders
- Required investments
- Planned return on investment ROI
- Balance sheets analysis
- Share price history

### Closing:

- Your conclusions about their opportunity for success in the future
- What is your company doing to foster “innovation, entrepreneurship, and leadership”?
- What has been “disruptive” for this company?
- Lessons you learned

### **Simulation:**

We will be having in-class and out-of-class exercises where your team will be operating a company. Each student must register and prepare for the exercises. At the end of the semester, there will be a presentation to the class and special guests, where you discuss the path of the simulation from planning to results.

### **Quizzes:**

There will be three quizzes throughout the semester which will cover specific chapters of the textbook and they will all be conducted on MOODLE. These should be completed individually, not in a group, and you will have from midnight until 11:55p to complete the quiz. Once the quiz is started you will have 90 minutes to complete it and once started you must finish it. Each exam will consist of 10 multiple choice questions.

### **Seminar - Personal Career Plan Worksheet**

There will be a worksheet available on Moodle, this must be completed and uploaded to the appropriate link before the due date. This will include many different aspects of your planning process, such as your resume, LinkedIn profile, time management exercise, etc. There is to be one .pdf file uploaded to Moodle with all of the required documents included, which will be opened from midnight until 11:55p on the due date. The LinkedIn section should be a working link directly to your site.

### **Bloomberg Certification:**

If you completed the Bloomberg certification while in the course you will receive 2 extra points to your final grade. Please visit the lab on the first floor of the School of Management to receive more information. The Certificate of Completion can be emailed to the instructor to get credit.

## **GRADING POLICY**

### **Grade Allocation:**

Attendance:	10%
Quizzes:	30%
Top Global Organization Team Project:	25%
Simulation Presentation:	25%
Career Planning Worksheet:	10%

Extra Credit: Bloomberg Certification: 2 points added to final grade

### **Grading Scale:**

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

We do not negotiate grades in this course, so please be familiar with the expectations and how the course is graded after the first class.

## SCHEDULE

Date	002	Seminar
1/22 Tu	Introductions	-
1/23 W	-	Introduction
1/24 Th	Chapter 1	-
1/29 Tu	Chapter 14	-
1/30 W	-	TBD
1/31 Th	Chapter 2	-
2/5 Tu	Chapter 3	-
2/6 W	-	TBD
2/7 Th	Chapter 4	-
2/12 Tu	Quiz #1 (Ch.1-4 & 14)	-
2/13 W	-	TBD
2/14 Th	Chapter 5	-
2/19 Tu	Chapter 6	-
2/20 W	-	TBD
2/21 Th	Chapter 7	-
2/26 Tu	Chapter 8	-
2/27 W	-	TBD
2/28 Th	Chapter 9	-
3/5 Tu	Chapter 10	-
3/6 W	-	TBD
3/7 Th	Chapter 11	-
3/12 Tu	Quiz #2 (Ch.5-10)	-
3/13 W	-	TBD
3/14 Th	Chapter 12	-
3/19 Tu	No Class – Spring Break	-
3/20 W	-	No Class – Spring Break
3/21 Th	No Class – Spring Break	-
3/26 Tu	Company Presentations	-
3/27 W	-	TBD
3/28 Th	Company Presentations	-
4/2 Tu	Chapter 13	-
4/3 W	-	TBD
4/4 Th	Chapter 15	-
4/9 Tu	Chapter 16	-
4/10 W	-	TBD
4/11 Th	Chapter 17 (WEC Event)	-
4/16 Tu	Quiz #3 (Ch.11-13 & 15-17)	-
4/17 W	-	TBD
4/18 Th	Simulation	-
4/23 Tu	Simulation	-
4/24 W	-	TBD
4/25 Th	Simulation	-
4/30 Tu	Simulation Presentations	-
5/1 W	-	TBD
5/2 Th	Simulation Presentations	-
5/7 Tu	No Class – Friday Classes Meet	-
5/8 W	-	Seminar Wrap Up
5/9 Th	No Class – Reading Day	-
5/14 Tu	Final Exam	-
5/16 Th		-