



MGMT 190: Introduction to Business - Syllabus

Fall 2023

Course Modality

This class meets every **Tuesday and Friday from 8:30am – 9:50am in Kupfrian 107** during the Fall 2023 semester, in accordance with the NJIT Calendar. Assignments will be provided using Canvas. For more information on using Canvas and other supported learning tools, visit the IST Service Desk [Knowledgebase](#).

Instructor Information

Instructor	Email	Office Hours
Professor Michelle Berliner	michelle.berliner@njit.edu	Office Hours can be scheduled by appointment via email.

I will respond to all emails/Inbox messages within 12 hours. If you do not receive a response within 12 hours, please resend to be sure I received it. Assignments will be graded weekly.

General Information

Course Description

This course is designed to provide students the theoretical background relevant to key areas of management. Recognition of the complex and emerging business environment requires new insights, new skills and novel approaches for people and companies. Successful completion of this course will provide students the knowledge and confidence to apply theory and management principles to real-world challenges and opportunities.

Prerequisites/Co-requisites

While there are no prerequisites/co-requisites for this course, it will be important to know how to use Canvas for all assignments and communications and Wiley Course Resources for all assignments.

Course Learning Outcomes

By the end of the course, students will be able to:

1. Define and explain the fundamental principles of business management.

2. Discuss and explain the major social and ethical issues in business!
3. To understand the importance of identifying and satisfying customer needs
4. To learn the dimensions of marketing in a global marketplace
5. To learn how consumers and firms make buying decisions.
6. To understand the importance of marketing to entrepreneurs and business owners
7. To understand how technology meets the needs of modern organizations.

Required Materials

[Contemporary Business](#), 19th Edition,
By Louis E. Boone, David L. Kurtz, Brahm Canzer
ISBN: 978-1-119-81259-3

In this course, we will use [Wiley Course Resources](#). You can obtain [Temporary Access](#) for a 14-day period, option designed to provide interim access if you are waiting for financial aid. You can [Purchase eTextbook and Access to WileyPlus](#) for the semester.

Weekly Overview

Week	Topic Coverage
1	Chapter 1: Changing Face of Business
2	Chapter 4: Business Ethics and Social Responsibility
3	Chapter 2: Economic Challenges Facing Contemporary Business
4	Chapter 5: Forms of Business Ownership and Organization
5	Chapter 6: Starting Your Own Business: Entrepreneurship Alternative
6	Chapter 15: Trends in E-Commerce
7	Chapter 12: Customer Driven Marketing
8	Chapter 14: Promotion and Pricing Strategies
9	Chapter 7: Management, Leadership, and the Internal Organization
10	Chapter 9: Top Performance through Empowerment, Teamwork, and Communication
11	Chapter 8: Human Resource Management: From Recruitment to Labor Relations
12	Chapter 13: Product and Distribution Strategies
13	Chapter 10: Production and Operations Management
14	Group Project Presentations

Grading Policy

[NJIT Grading Legend](#)

Final Grade Calculation

Final grades for all assignments will be based on the following percentages:

Reflective Essays (3)	20% of your final grade
Week Review Assignments (13)	20% of your final grade
Quizzes (13)	15% of your final grade
Group Project	30% of your final grade
Participation in Class and Attendance	15% of your final grade

Course Work

Quizzes: (15% of grade) There will be weekly multiple-choice quizzes throughout the course. They are meant to help you practice course concepts.

Class Participation and Attendance: (15% of grade) You are expected to regularly attend class and participate in class discussions. When all students participate in class discussions, it creates an active learning environment that will help you better understand the material and be more successful in the class. You must notify your instructor if you are going to miss a class or arrive late.

Week Review Assignments: (20% of grade) Assignments will be given each module to give you an opportunity to apply course concepts for that week. Like quizzes, these activities are designed to help you practice and reinforce the material learned.

Reflective Essays: (20% of grade) There will be three (3) Reflective Essays during the semester. Reflective Essays are to provide you an opportunity to reflect on what you have learned and find meaning on how you can use the information learned in your own life and career. Reflective Essays are not a summary of what you learned, rather it is an opportunity to share your insights and thoughts on how the material relates to you.

Group Project: (30% of grade) There will be a Group Project which will take the place of a Midterm Exam and Final Exam. The project will allow you to demonstrate your knowledge of the material learned throughout the semester by applying it in one final project. You will have guidance and feedback during the semester by submitting work upon achieving milestones at certain points during the semester. This is a culmination of what you have learned in the class and successful completion will exhibit your mastery of the class material.

Reading Assignments: (not graded) You are expected to read the chapter assigned for each week in order to productively participate in the class discussions.

Feedback

There will be feedback on each assignment using the comments feature in Canvas for each written assignment. In cases where there is an identified need to correct or add additional information on an assignment, you will be offered the opportunity to complete the additional work to improve your grade.

Letter to Number Grade Conversions

A	B+	B	C+	C	D	F
90%	87%	80%	77%	70%	60%	<60%

Policy for Late Work

As responsible adults/students, it is your responsibility to meet all assignment due dates. When life gets in the way resulting in a need for additional time, it is your

responsibility to communicate with the instructor at least 24 hours prior to the due date. Communication should be through the [Canvas Inbox](#) or direct email. Together, you can work out a solution to help you complete the assignments. If you miss a deadline under exceptional circumstances without reaching out to your instructor, you will need to contact the [Dean of Students and Campus Life](#) with official and verifiable documentation to be considered for extended deadlines.

Academic Integrity

Learning is both an individual and cooperative experience. Asking for and giving help freely in appropriate settings helps you learn. You should, however, present only your work as your own. University rules and standards define and prohibit “academic misconduct” by all members of the academic community, including students. You are asked and expected to be familiar with and abide by the standards below:

“Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the [NJIT academic code of integrity policy](#).”

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu”

Class Etiquette

Throughout this course, you are expected to be courteous and respectful to classmates by being polite, active participants. You should respond to classmates during class discussions in a respectful manner. Please respect opinions, even those that differ from your own, and avoid using profanity or offensive language.

Weekly Expectations

This course is organized by weekly modules. Each week, students must attend class, participate in class discussions, complete the reading assignment prior to class, and complete the Quiz and Week Review Assignment, and when assigned, the Reflective Essays and Group Project, including milestone assignments, as required.

Course Schedule

The topics are tentative. Updates will be provided as necessary.

#	Week of:	Course Topics	Due
1	Sept 5	Changing Face of Business	Reading Quiz Week Review

2	Sept 11	Business Ethics and Social Responsibility	Reading Quiz Week Review
3	Sept 18	Economic Challenges Facing Contemporary Business	Reading Quiz Week Review
4	Sept 25	Forms of Business Ownership and Organization	Reading Quiz Week Review
5	Oct 2	Starting Your Own Business: Entrepreneurship Alternative	Reading Quiz Week Review
6	Oct 9	Trends in E-Commerce	Reading Quiz Week Review
7	Oct 16	Customer Driven Marketing	Reading Quiz Week Review Reflective Essay #1
8	Oct 23	Promotion and Pricing Strategies	SmartBook Reading Discussion Board Quiz Week Review
9	Oct 30	Management, Leadership, and the Internal Organization	Reading Quiz Week Review
10	Nov 6	Top Performance through Empowerment, Teamwork, and Communication	Reading Quiz Week Review
11	Nov 13	Human Resource Management: From Recruitment to Labor Relations	Reading Quiz Week Review Reflective Essay #2
12	Nov 20	Product and Distribution Strategies	Reading Quiz Week Review
13	Nov 27	Production and Operations Management	Reading Quiz Week Review

14	Dec 4	Group Project Presentations	Reading Quiz Week Review Reflective Essay #3
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Additional Information and Resources

Accessibility:

For more information, please refer to Canvas's [Accessibility Statement](#).

Requesting Accommodations:

The Office of Accessibility Resources and Services works in partnership with administrators, faculty, and staff to provide reasonable accommodations and support services for students with disabilities who have provided their office with medical documentation to receive services.

If you need accommodations due to a disability, please contact the [Office of Accessibility Resources and Services](#) to discuss your specific needs.