

**NEW JERSEY INSTITUTE OF TECHNOLOGY**  
**MARTIN TUCHMAN SCHOOL OF MANAGEMENT**  
**Fall, 2024**

**Course Title: Introduction to Business**

Instructor: Professor Maria P. Salmeron, JD

Course Number: MGMT 190 – 101  
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Class Periods: Tuesdays                      Classroom: Kupfrian Hall 207  
Time: 6:00 – 8:50 pm

Office Hours: Tuesdays: 5:00 – 5:50 pm   SOM, Adjunct Office, third floor  
Mondays and Wednesdays: 11:30 – 12:30 pm, SOM Adjunct office

**REQUIRED TEXTBOOK:** Boone, Louis E. and Kurtz, David L, CONTEMPORARY BUSINESS, 19<sup>TH</sup> Edition, John Wiley & Sons, Inc., ISBN 978-1119812821, loose leaf. This specific book is a bundle purchase which regular Amazon does not provide. Further clarification will be discussed in class. This purchase can be made at the bookstore or directly through Wiley.

Students can purchase the rental eBook or print text from here if they are interested  
<https://www.wiley.com/en-us/Contemporary+Business%2C+19th+Edition-p-978EEGRP44876>

**COURSE OVERVIEW:** This course is designed to provide students with 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 with the knowledge and confidence to apply theory and management principles to real-world challenges and opportunities. Students will participate in actual case presentations and collaborate with team members to illustrate concepts learned.

**COURSE LEARNING OBJECTIVES:**

- Define and explain the fundamental principles of business management.

- Discuss and explain the major social and ethical issues in business!
- To understand the importance of identifying and satisfying customer needs
- To learn the dimensions of marketing in a global marketplace
- To learn how consumers and firms make buying decisions.
- To understand the importance of marketing to entrepreneurs and business owners
- To understand how technology meets the needs of modern organizations.
- To understand the economic challenges facing businesses both domestically and internationally.
- To learn the importance of small businesses, both positive and challenging, to our economy.

### **Student Performance Outcomes, (Measurable Objectives)**

#### **1. Analyze business trends and understand the factors in cultivating a business in a diverse global environment.**

- 1.1 Analyze the effects of the economic, legal technological, social, and competitive environment on businesses.
- 1.2 Compare capitalism, socialism, and communism and analyze the trend towards mixed economies.
- 1.3 Define ethics and social responsibility and analyze the role of U.S. businesses in influencing ethical and social responsibility in global markets.

#### **2. Define and identify the various types of business ownerships and the global context in which they operate.**

- 2.1 Compare the advantages and disadvantages of different forms of business, such as sole proprietorship, partnership, corporations, franchises, and cooperatives.
- 2.2 Explain why people take the risks of entrepreneurship and describe entrepreneurial teams, intrapreneurs, home and web-based businesses.
- 2.3 Illustrate the strategies used in reaching global markets and explain the role of multinational corporations.

#### **3. Describe the changes occurring today in the management function and accordingly structuring organizations for today's challenges.**

- 3.1 Describe the four functions of management and relate the planning process and decision making to the accomplishment of organizational goals.
- 3.2 Evaluate the choices managers make in structuring organizations and explain how organizational culture can help businesses adapt to change.
- 3.3 Differentiate and show how managers utilize motivational theories into action through strategies as job enrichment, open communication, and job recognition.

- 3.4 Recognize the importance of human resource management and describe the current issues in managing human resources.
- 3.5 Describe how employees can move through a company by ways of promotion, reassignment, termination, retirement.

**4. Define marketing and explain the development and implementation of customer-oriented plans.**

- 4.1 Define marketing and the marketing concept and the four elements of the marketing mix.
- 4.2 Understand how marketers use environmental scanning to learn about the changing marketing environment.
- 4.3 Describe logistic and outline how intermediaries manage the transportation and storage of goods.
- 4.4 Contrast the advantages and disadvantages of various advertising media, including the Internet and social media.

**5. Define the importance of small businesses and their role in our economy. Define the importance of entrepreneurs in today's business world.**

- 5.1 Understand the challenges and advantages of small businesses.
- 5.2 Understand the role of the Small Business Administration as it relates to small businesses.
- 5.3 Understand the different types of pf entrepreneurs and their importance in their contributions.

## **Email Etiquette**

This is a business course, and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics.

- ☐ Put the course name (e.g. course name or course number) in the subject line
- ☐ Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation and the assignment details such as the title, homework, or test.
- ☐ Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- ☐ Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

## **Academic Integrity**

Learning is both an individual and a cooperative experience. Asking for and giving help freely in appropriate settings helps you learn. However, you should 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 these

standards and abide by them.

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 academic code of integrity policy that is found at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

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 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](mailto:dos@njit.edu).

### **Accommodations**

**Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. If you are in need of accommodations due to a disability, please contact Scott Janz ([oars@njit.edu](mailto:oars@njit.edu)), Associate Director of the Office of Accessibility Resources & Services (OARS), Kupfrian Hall 201, to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodations will be required. Accommodations need to be requested in advance and will not be granted retroactively.**

### **Classroom Policies**

**I will submit your assignments to Turnitin to check for plagiarism.**

### **Final Comments**

**I reserve the right to change any aspect of this syllabus or the course schedule at any time, as the need arises. Students registered for this course assume full responsibility for reading and understanding**

### **COURSE POLICIES**

**METHOD OF INSTRUCTION:** Classroom and virtual lectures, in-class exercises, video case studies, class discussions.

**ATTENDANCE POLICY:** All students are expected to be punctual and prepared for all classes. Missing classes, whether virtual or face to face, will diminish your appreciation of this course.

**CLASS 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

**COURSE ASSIGNMENTS:** Read text chapters in advance and be prepared to discuss the concepts in class.

**CONTACTING THE INSTRUCTOR:** The quickest way to reach me by email.

**ACADEMIC INTEGRITY:** 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."

**GRADING POLICY: WEIGHTED AVERAGE OF THE FOLLOWING COMPONENTS**

Three Exams: 20% each	60%
Three Reflective Essays:	20%
Group Project:	20%

A	90-100%
B+	85-89%
B	80-84
C+	75-79%
C	70-74%
D	60-69%
F	Below 59%

- Absentees from exams without a critical, valid, and documented reason will receive a "zero" as an exam grade. No make-up exams will be given.
- No additional assignments will be given for extra credit or to increment a course grade.

**LECTURE TOPICS AND ASSIGNMENTS FOR WEEK OF:**

**WEEK 1- Welcome & Course Overview.**  
Review of Syllabus  
Introduction to Industrial Organization and Management  
  
Chapter 1: CHANGING FACE OF BUSINESS  
Assignment: Read Chapter 1

- WEEK 2** Chapter 4: Business Ethics and Social Responsibility  
Assignment: Read Chapter 4
- WEEK 3** Chapter 2: Economic Challenges Facing Contemporary Business  
Assignment: Read Chapter 2
- WEEK 4** Chapter 3: Competing in World Markets  
Read Chapter 3  
**First Reflective Essay on Chapters 1 - 4**
- WEEK 5** Chapter 5: Forms of Business Ownership and Organization  
Assignment: Read Chapter 5  
**First Exam: Chapters 1 - 4**
- WEEK 6** Chapter 6: Starting Your Own Business: Entrepreneurship Alternative  
Assignment: Read Chapter 6
- WEEK 7** Chapter 7: Management, Leadership, and the Internal Organization  
Assignment: Read Chapter 7
- WEEK 8** Chapter 8: Human Resource Management: From Recruitment to Labor Relations  
Assignment: Read Chapter 8  
**Second Reflective Essay on Chapters 5 – 8**
- WEEK 9** Chapter 9: Top Performance through Empowerment, Teamwork and Communication  
Assignment: Read Chapter 9
- WEEK 10** Chapter 10: Production and Operations Management  
Assignment: Read Chapter 10  
**Second Exam: Chapters 5 -8**
- WEEK 11** Chapter 12: Customer Driven Marketing  
Assignment: Read Chapter 12
- WEEK 12** Chapter 13: Product and Distribution Strategies  
Assignment: Read Chapter 13  
**Third Reflective Essay: Chapters 9-12**

**WEEK 13**

Chapter 14: Promotion and Pricing Strategies  
Assignment: Read Chapter 14

**WEEK 14**    Review for final examination, Chapters 9, 10, 12, 13, 14