

NEW JERSEY INSTITUTE OF TECHNOLOGY
MARTIN TUCHMAN SCHOOL OF MANAGEMENT
Mgmt 390 – 457 , Principles of Business
Principles of Business – Fall 2024
Dr. Barbara Tedesco

Course Title: Principles of Business

Instructor: Dr. Barbara Tedesco

Telephone: 973-943-6535

E-mail: barbara.tedesco@njit.edu

Office Hours: M/R 4:00 – 5:00 via WebEx

Class Timing: No fixed schedule; login to Canvas using your NJIT UCID & password

Course Website: canvas.njit.edu

Course Material Text: Nickels, William G, McHugh, James M., and McHugh, Susan M.
Understanding Business

(Rather than purchasing a new book, you may use any post-2015 edition. Look online for a good deal)

Course Overview:

Successful completion of Mgmt 390, Principles of Business, satisfies a general education requirement for an upper division social science course. This course is delivered entirely online and will introduce you to some essential concepts related to business as well as some issues related to current business trends. The material we cover this semester will help you understand and use business principles throughout your career and your life. As the authors of your textbook note, “you don’t have to be in business to use business principles.” You can use marketing principles to get a job and to sell your ideas to others. You can use your knowledge of investments to make money in the stock markets. Similarly, you’ll be able to use management skills and general business knowledge wherever you go and in whatever career you pursue.”

This course is organized by weekly modules. Each week students must watch the lecture videos, complete a reading assignment, and participate in a discussion. For those of you taking this course during the fall and spring semesters, you are also required to complete a semester project which applies the material you have studied each week.

In order to be successful in an online class, you must take an active role in learning. It is critical that you adhere to the **course schedule**, which is included on the last pages of this syllabus and can also be viewed in the “Preclass/Introduction” module through the navigation link on Canvas. The schedule for your semester project is included within the assignment description which is available on the Canvas “assignment” link.

NJIT Honor Code:

The NJIT Honor Code will be strictly upheld. Any violations will be brought to the immediate attention of the dean of students. So please, if you are having difficulty with this class, contact me so that I can help you. Do not risk your academic career by violating the honor code. If you need to review the Honor Code, please go to the following link for more specific information:
<https://www.njit.edu/dos/policies/conductcode/index.php>.

About Canvas: NJIT's Learning Management System

The learning management system we will use this semester is Canvas. I believe most of you are familiar with it because of NJIT's use of Canvas during the Covid-19 lockdown. However, if you are unfamiliar with Canvas, I recommend that you familiarize yourself with it **before** the start of the semester. You can access the *Student Canvas Tutorial*, by going to <https://canvas.njit.edu> and clicking on the *Student* link which will take you to tutorials. YouTube also has a number of tutorials that are very helpful.

Learning Outcomes:

Upon successful completion of this course:

1. You should be able to analyze the domestic and global considerations for today's business environment within the social, economic, legal, ethical, technological and competitive parameters.
2. You should be able to explain the major functions of economics, finance, management, and marketing.
3. You should be able to utilize business-related search databases and locate relevant information.
4. You should be able to explain and appreciate the diversity of international business management stemming from cultural, political, legal, and economic differences.
5. You should be able to identify and find an adequate solution to ethical dilemmas.
6. You should be able to explain the ways in which businesses are owned.
7. You should be able to explain the characteristics of entrepreneurs and the challenges associated with starting a small business.
8. You should be able to explain the roles and responsibilities in business and position those roles in organizational structures and business plans.
9. You should be able to explain the terminology and issues associated with human resource management and unions.

Late Submission of work:

All work, tests, and projects must be submitted prior to the deadline posted on Canvas. No late work will be permitted unless the dean of students has approved a legitimate reason for the late submission.

About Online Learning:

For those students not familiar with an online learning format, this class differs from a "traditional" class because there are no regularly scheduled class meetings. Although class is not conducted on a face-to-face basis, that does not mean that you will not have an opportunity to interact with me on a face-to-face basis should the need arise. It also does not mean that you will not have an opportunity to interact with your classmates; however, the classmate interaction will not be face-to-face in real time. Please make absolutely sure that you are comfortable with this format before registering for this class. Online courses are not for everyone, and there are traditional sections of this class offered every semester. Please contact an advisor in the MTSM office located on the third floor of the Central Avenue Building (973-596-3248) if you decide the on-line version of this course is not for you; someone will be happy to provide you with assistance in registering for another section during the add/drop period.

In order to be successful in an online class, it is necessary to take an active role in learning. This means keeping up with assigned readings, lectures, self-evaluations, discussions, carefully following the course schedule, and keeping up-to-date with the course deliverables.

About Office Hours

I have set up the Canvas course container that will automatically accept WebEx appointments on Monday and Thursday, between 4:00 and 5:00 p.m. However, you may contact me any time via email, (barbara.tedesco@njit.edu), which I check frequently throughout the day.

Grading and Course Requirements: Final grades will be calculated as follows:

Final Grade Calculations

| | |
|----------------------|-----|
| Test #1 | 25% |
| Test #2 | 25% |
| Test #3 | 25% |
| Semester Project | 13% |
| Discussion Questions | 12% |

The conversion of percentage points to letter grade is as follows:

| | |
|-----------|-------------------|
| A | 90 – 100% |
| B+ | 87 – 89.9% |
| B | 80 – 86.9% |
| C+ | 77 – 79.9% |
| C | 70 – 76.9% |
| D | 60 – 69.9% |
| F | 0 – 59.9% |

Course Components:

There is a weekly *Module Synopsis* that provides an overview of my expectations of you for the week. There are three core components associated with each module that will help you gain a solid understanding of business and management. The first component is, of course, your textbook. The second is the Canvas site where all course materials are posted and where you may interact with your classmates and me. I will use Canvas to post all assignments, announcements, and supplemental materials to further guide you throughout the semester. **So, please be sure to check the site frequently.** The third component is voice-over power point slides that contain the lectures recorded by me to help guide you through the textbook material and focus your studies. These lectures are available free and are posted on the Canvas site.

I have also posted student power point slides that are associated with each lecture so that you can use them to take notes if you wish. In addition there are study questions provided for each chapter. After having read the chapters and watched the lectures, you should self-assess your knowledge of each chapter in preparation for each of the three tests (answers are in the “notes” view). While the lectures and study questions are designed to guide your studying, you should be certain to read and fully understand each of the assigned chapters in the textbook.

Discussions

You are expected to participate in discussions. Each discussion opens on **Monday**, and you need to post your responses to the discussion questions by **Thursday**. Once you post your response to the questions, you need to respond to the posts of two other student no later than 11:59 p.m. on **Sunday**. Please note that Canvas will not allow you to respond to other students until **after** you post your own response. Specific due dates are listed on the last pages of this syllabus as well as in the “Discussions” and “Assignments” links on Canvas.

As you will learn in Chapter 1, profits are what defines business; it is the “how” of profitability that is circumstantial and therefore varies. Because there are no correct/incorrect answers to business issues, rather planning and decisions vary and are largely associated with an organization’s circumstances, you will earn the points associated with each discussion based on the content of your responses.

For the majority of discussions, I have selected videos associated with faculty in top universities or well-known business leaders. Hence, you will often see some counter-arguments to textbook theory. I do this to give you a broader view of some of the controversy you may encounter in an employment situation

Examinations:

There will be three tests in multiple choice format. I will notify you when the examinations are open for you to take and will give you some guidance on important chapter concepts on which you should focus your studying. The tests will not be cumulative. They are closed book/closed notes, and you will be required to use Responds Lockdown with monitor to take the test.

Once the exams are available, I will give you around a week to review, retake study questions, and take the test. However, please note that you can enter the exam site only once. **IMPORTANT – you may enter each exam site once ONLY.** Therefore, **DO NOT** go into the examination icons until you are ready to take the exam, as you will NOT be allowed to revisit the exam site.

Additional information regarding the tests and the specifics regarding discussions/assignments and the semester project are or will be posted on Canvas. **So, again, please be sure to check the site frequently.**

About Respondus LockDown Browser

Respondus LockDown Browser + monitor is a locked browser for taking tests in Canvas. It prevents students from printing, copying, going to another URL, or accessing other applications during a quiz. The webcam can be built into your computer or can be the type that plugs in with a USB cable. This [short video](#) will help you gain basic understanding of LockDown Browser and the webcam feature. A student [Quick Start Guide \(PDF\)](#) is also available. Please note that Respondus Lockdown Browser and Monitor does not work with Linux and Chromebooks at this time.

Other Course Policies:

E-mail communication: My preferred method of communication is via e-mail. You may reach me at barbara.tedesco@njit.edu. Because I am teaching multiple sections of this course, please be sure to include the course section when you write to me.

If you must speak with me, you may reach me at 973-943-6535; please leave a message if there is no answer, and I will return your call as soon as possible.

Incompletes:

Incompletes will be given only to students who cannot finish the course on time due to major reasons outside of their control (e.g. illness, family tragedy, military service). Students may need to contact the NJIT Office of the Dean of Students for a determination on the validity of the reasons given for not doing the work on time.

Computer Requirement and Access to the Internet

NJIT requires all undergraduate students to have access to a computer at their place of residence. Details as to this requirement may be found on the college's website on the page describing NJIT's [Undergraduate Student Computer Requirement](#).

Access to the Internet is required for this course. NJIT provides on campus access to the Internet for all students. Details as how to access the internet as well as other resources at NJIT can be found in the [Student Quick Start Guide](#). You also need an NJIT ID and password to access Canvas.

Students with Disabilities

Students with disabilities needing accommodations of any nature so as to have a fair opportunity to perform in the class need to contact the counseling center as well as me. Staff at the counseling center will determine what constitutes a reasonable accommodation and inform the instructor of what that accommodation should be.

Course Schedule

| Date | Class Topics Reading and Lectures | Weekly Deliverables |
|---------------------------|---|--|
| Pre-class | Introduction and Welcome to the Class | Please make sure you have a UCID and password, have logged into the course, and have read the syllabus and introduction material prior to Week One. If you are unfamiliar with Canvas, please review instructions http://njit.canvas.edu |
| Week One 9/3 – 9/8 | Chapter 1 – Business Trends: Cultivating a Business in Diverse, Global Environments | <p>Read Chapter 1 and watch associated lectures. Test yourself with the study questions (answers are in the notes view).</p> <p>Go to the “Discussion” link, and respond to and participate in Discussion #1 -- Introductions</p> <ul style="list-style-type: none"> • Opens Tuesday, 9/3 • Post response by Thursday, 9/5 • Reply to two other student responses by 11:59 p.m., Sunday, 9/8 |
| Week Two 9/9 – 9/15 | Chapter 2 – How Economics Affects Business: The Creation and Distribution of Wealth | <p>Read Chapter 2 and watch associated lectures. Test yourself with the study questions (answers are in the notes view).</p> <p>Respond to and participate in Discussion #2 – Behavioral Economics – Dan Ariely – Behavioral Economics</p> <ul style="list-style-type: none"> • Opens Monday, 9/9 • Post response by Thursday, 9/12 • Reply to two other student responses by 11:59 p.m., Sunday, 9/15 |
| Week Three 9/16 - 9/22 | Chapter 3 – Competing in Global Markets | <p>Read Chapter #3 and watch associated lectures. Test yourself with the study questions (answers are in the notes view).</p> <p>Respond to Discussion #3 -- Chris Smit on Why Culture Matters When Working Internationally</p> <ul style="list-style-type: none"> • Opens Monday, 9/16 • Post response by Thursday, 9/19 • Reply to and participate in two other student responses by 11:59 p.m., Sunday, 9/22 |

| Date | Class Topics Reading and Lectures | Weekly Deliverables |
|-----------------------------|---|---|
| Week Four 9/23 – 9/29 | Chapter 4 – Demonstrating Ethical Behavior and Social Responsibility | <p>Read Chapter #4 and watch associated lectures Test yourself with the study questions (answers are in the notes view).</p> <p>Chapters 1 – 4 relate to Parts 1 and 2 of your semester project and are designed to assess your ability to apply the material you have learned. You should have completed them by now.</p> |
| Week Five 9/30 – 10/6 | Review for Test #1—Chapters 1, 2, 3, and 4 | <p>Review, study for, and take Test #1</p> <ul style="list-style-type: none"> • Opens Monday, 9/30 • Due no later than 11:59 Sunday, 10/6 |
| Week Six 10/7 – 10/13 | <p>Chapter 5 – Choosing a Form of Business Ownership</p> <p>Chapter 6 – Entrepreneurship and Starting a Small Business</p> | <p>Read Chapters 5 and 6 and watch associated lectures Test yourself with the study questions (answers are in the notes view).</p> <p>Respond to and participate in Discussion #4, Guy Kawasaki on Entrepreneurship</p> <ul style="list-style-type: none"> • Opens Monday, 10/7 • Post response by Thursday, 10/10 • Reply to two other student responses by 11:59 p.m., 10/13 |
| Week Seven 10/14 – 10/20 | <p>Chapter 7 – Management, Leadership, and Employee Empowerment</p> <p>Chapter 8 – Structuring Organizations for Today's Challenges</p> | <p>Read Chapters 7 and 8 and watch associated lectures Test yourself with the study questions (answers are in the notes view).</p> <p>Respond to and participate in Discussion #5– Jeffrey Pfeffer on power and hierarchy in organizations</p> <ul style="list-style-type: none"> • Opens Monday, 10/14 • Post response by Thursday, 10/17 • Reply to two other student responses by 11:59 p.m., 10/20 |

| Date | Class Topics Reading and Lectures | Weekly Deliverables |
|------------------------------|---|---|
| Week Eight 10/20 –10/27 | Chapter 10 – Motivating Employees and Building Self- Managed Teams | Read Chapter 10 and watch associated lectures Test yourself with the study questions (answers are in the notes view). Respond to and participate in Discussion #6—Motivation <ul style="list-style-type: none"> • Opens Monday, 10/21 • Post response by Thursday, 10/24 • Reply to two other student responses by 11:59 p.m., 10/27 |
| Week Nine 10/27 – 11/3 | Chapter 11 – Human Resource Management: Finding and Keeping the Best Employees Chapter 12 – Dealing Management Issues and Relationships with Employee | Read Chapters 11 and 12 and watch associated lectures Test yourself with the study questions (answers are in the notes view). Submit your semester project by 11:59 p.m., Sunday, 11/3. It will automatically go to turnitin.com You may submit earlier if you wish. |
| Week Ten 11/4 – 11/10 | Review Test #2 – Chapters 5, 6, 7, 8, 10, 11, 12, | Review, study for, and take Test #2 Due by 11:59 p.m. on Sunday, 11/10 |
| Week Eleven 11/11 – 11/17 | Chapter 13 – Marketing: Building Customer Relationships Chapter 14 – Developing and Pricing Products and Services | Read Chapters 13 and 14 and watch associated lectures. Test yourself with the study questions (answers are in the notes view). Respond to and participate in Discussion #7 – McDonald's Segmentation Managers <ul style="list-style-type: none"> • Opens Monday, 11/11 • Post response by Thursday, 11/14 • Reply to two other student responses by 11:59 p.m., Sunday, 11/17 |

| Date | Class Topics Reading and Lectures | |
|--------------------------------------|---|---|
| Week Twelve 11/18 – 11/24 | Chapter 15 – Distributing Products Quickly and Efficiently Chapter 16 – Today’s Promotional Techniques | Read Chapters 15 and 16 and watch associated lectures. Test yourself with the study questions (answers are in the notes view). Respond to and participate in Discussion #8---CBS 60 Minutes—Global Supply Crisis <ul style="list-style-type: none"> • Opens Monday, 11/18 • Post response by Thursday, 11/21, Reply to two other student responses by 11:59 p.m., 11/24 |
| Week Thirteen 11/25 – 12/1 | Thanksgiving Week | Thanksgiving Week Catch up and Review |
| Week Fourteen 12/2 – 12/8 | Test #3, Chapters 13, 14, 15, and 16 | Review, study for, and take Test #3 – Chapters 13, 14, 15, 16 Due no later than 11:59 p.m. on 12/8 |