



**Instructor:** Dr. Michele Scott  
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**Email:** mcs29@njit.edu  
**Class Time & Location:** Online - CANVAS  
**Prerequisites:** None  
**Office Hours:** Online via Webex (Also available to meet on campus by appointment)

**Principles of Business**  
**MGMT390 - 459**  
**Semester: Fall 2024**

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### Course Overview

This course explores strategies that allow companies to grow and compete in today's global marketplace, along with skills you will need to turn ideas into action for success in business. You will get an overview of key business processes, and an understanding of how they work together. Learning will be reinforced by real time case studies. A comprehensive project-based learning exercise will allow you to act as a management consultant and relate what you cover in class to a real company.

### Required Course Materials

Text: Nickels, William G, McHugh, James M., and McHugh, Susan M. Understanding Business  
(Rather than purchasing a new book, you may use any post-2010 edition. Look online for a good deal)

### Learning Outcomes

Upon successful completion of this course, the student should be able to:

1. **Remembering:** Retrieving, recognizing, and recalling relevant knowledge from long-term memory.
2. **Understanding:** Constructing meaning from oral, written, and graphic messages through interpreting, exemplifying, classifying, summarizing, inferring, comparing, and explaining.
3. **Applying:** Carrying out or using a procedure for executing or implementing.
4. **Analyzing:** Breaking material into constituent parts, determining how the parts relate to one another and to an overall structure or purpose through differentiating, organizing, and attributing.
5. **Evaluating:** Making judgments based on criteria and standards through checking and critiquing.
6. **Creating:** Putting elements together to form a coherent or functional whole; reorganizing elements into a new pattern or structure through generating, planning, or producing.

## Expected Learning Outcomes

In addition to content specific course objectives, the course intends to help students develop a wide range of analytical, communication, interpersonal, and technology skills, namely:

Competencies	Outcome
LC 1 Develop an Understanding of Business Concepts and the Technical Knowledge to Solve Business Problems	LO 1.1 Our students will demonstrate the knowledge and application of business fundamentals
	LO 1.2 Our students will demonstrate the ability to solve business problems using current technology
	LO 1.3 Our students will demonstrate the ability to use technology for effective project management
LC 2 Develop Effective Communication Skills	LO 2.1 Our students will demonstrate the ability to deliver effective presentations enhanced by technology
	LO 2.2 Our students will demonstrate the ability to write clear and concise reports based on relevant information
LC 3 Interact Effectively in Teams	LO 3.1 Our students will demonstrate the ability to understand and use team building behaviors to accomplish group tasks
LG 4 - Develop Ethical Reasoning Skills	LO 4.1 - Our students will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles

## Course Website

Please go to CANVAS. The Canvas site is where most course materials are posted. Make sure you have an NJIT UCID and password so that you are able to access Canvas. I will use Canvas to post announcements and supplemental materials throughout the semester. **So, please be sure to check the site ([canvas.njit.edu](https://canvas.njit.edu)) frequently. Please contact helpdesk (973-596-2900) for problems associated with Canvas.**

## Course Deliverables/ Final Grade Components

Your grade for this course will be based on the following components:

<u>Component</u>	<u>Weight</u>	<u>Total</u>
3 Tests (imported – approx.)	75%	75%
Semester Project	15%	15%
Discussion Board	10%	10%
Total	100%	100%

Course number – MGMT390-459

<b>TOTAL</b>	= 100%
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## Provide an explanation of each assignment/assessment

### Final Grades

Grades are a reflection of the level of understanding of course content. Therefore, to achieve the grade of A or B in this class expect to:

- Be prepared. This means actively participating in discussions, exercises, and activities to further understanding.
- Turn in all course deliverables in a timely and professional manner.

With less preparation and participation expect the grade of C or lower.

I have had students be very casual in taking a class for the first part of a term. Then, as the class nears the end, the student realizes a bad grade may be in the future and asks for an extra-credit opportunity or extensions to due dates. This is usually done with a **sad face, a soft voice, and a remorseful heart.** Please know now that such opportunities are not fair to the other students. So, the grading system established in this syllabus is final and no other opportunities exist. This means that each student should take this class seriously from the first week.

**Final course grades will be based on the following scale (there will be NO curve – nor rounding up of instance, you must earn a 90 or more for an A not 89.99):**

### **Grading Scale**

<b>A</b>	<b>B+</b>	<b>B</b>	<b>C+</b>	<b>C</b>	<b>D</b>	<b>F</b>
90%	85%	80%	75%	70%	60%	<60%

### Late Assignments

Late assignments will not be accepted for grading unless there is a severe illness or an emergency situation. In these cases, legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before extensions will be granted.

### 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.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades

Course number – MGMT390-459

are not ‘given out’ by the professor; they are ‘earned’ by the student. So, make sure that you ‘earn’ a grade that you can live with.)

### 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 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](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), 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 the course policies as stated above.

**The topics are tentative. Updates will be provided.**

#	Week of:	Course Topics	Due
1	Sept 1	Chapter 1 – Business Trends: Cultivating a Business in Diverse, Global Environments	Read Chapter 1 and watch associated lectures. Test yourself with the

Course number – MGMT390-459

			<p>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"> <li>• Opens Tuesday, 9/3</li> <li>• Post response by Thursday, 9/5</li> </ul> <p>Reply to two other student responses by 11:59 p.m., Sunday, 9/8</p>
<b>2</b>	Sept 8	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"> <li>• Opens Monday, 9/9</li> <li>• Post response by Thursday, 9/12</li> </ul> <p>Reply to two other student responses by 11:59 p.m., Sunday, 9/15</p>
<b>3</b>	Sept 15	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"> <li>• Opens Monday, 9/16</li> <li>• Post response by Thursday, 9/19</li> </ul> <p>Reply to and participate in</p>

			two other student responses by 11:59 p.m., Sunday, 9/22
4	Sept 22	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>
5	Sept 29	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"> <li>• Test opens Wednesday, 10/2</li> </ul> <p><b>Due no later than 11:59 Friday, 10/4</b></p>
6	Oct. 6	Chapter 5 – Choosing a Form of Business Ownership Chapter 6 – Entrepreneurship and Starting a Small Business	<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"> <li>• Opens Monday, 10/7</li> <li>• Post response by Thursday, 10/10</li> </ul> <p>Reply to two other student responses by 11:59 p.m., 10/13</p>
7	Oct. 13	Chapter 7 – Management, Leadership, and Employee Empowerment Chapter 8 – Structuring Organizations for Today's Challenges	<p>Read Chapters 7 and 8 and watch associated lectures Test yourself with the study questions (answers are in the notes view).</p>

Course number – MGMT390-459

			<p>Respond to and participate in Discussion #5– Jeffrey Pfeffer on power and hierarchy in organizations</p> <ul style="list-style-type: none"> <li>• Opens Monday, 10/14</li> <li>• Post response by Thursday, 10/19</li> </ul> <p>Reply to two other student responses by 11:59 p.m., 10/22</p>
<b>8</b>	Oct. 20	Chapter 10 – Motivating Employees and Building Self-Managed Teams	<p>Read Chapter 10 and watch associated lectures</p> <p>Test yourself with the study questions (answers are in the notes view).</p> <p>Respond to and participate in Discussion #6— Motivation</p> <ul style="list-style-type: none"> <li>• Opens Monday, 10/21</li> <li>• Post response by Thursday, 10/24</li> </ul> <p>Reply to two other student responses by 11:59 p.m., 10/27</p>
<b>9</b>	Oct. 27	<p>Chapter 11 – Human Resource Management: Finding and Keeping the Best Employees</p> <p>Chapter 12 – Dealing Management Issues and Relationships with Employee</p>	<p>Read Chapters 11 and 12 and watch associated lectures</p> <p>Test yourself with the study questions (answers are in the notes view).</p> <p>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.</p>
<b>10</b>	Nov. 3	Review Test #2 – Chapters 5, 6, 7, 8, 10, 11, 12,	<p>Review, study for, and take Test #2; Test Open November, 6 Midnight</p> <p>Due by 11:59 p.m. on</p>

			Friday, November 8
<b>11</b>	Nov. 10	Chapter 13 – Marketing: Building Customer Relationships Chapter 14 – Developing and Pricing Products and Services	<p>Read Chapters 13 and 14 and watch associated lectures.</p> <p>Test yourself with the study questions (answers are in the notes view).</p> <p>Respond to and participate in Discussion #7—TBD – McDonald’s Segmentation Managers</p> <ul style="list-style-type: none"> <li>• Opens Monday, 11/11</li> <li>• Post response by Thursday, 11/14</li> </ul> <p>Reply to two other student responses by 11:59 p.m., Sunday, 11/17</p>
<b>12</b>	Nov. 17	Chapter 15 – Distributing Products Quickly and Efficiently Chapter 16 – Today’s Promotional Techniques	<p>Read Chapters 15 and 16 and watch associated lectures.</p> <p>Test yourself with the study questions (answers are in the notes view).</p> <p>Respond to and participate in Discussion #8---CBS 60 Minutes—Global Supply Crisis</p> <ul style="list-style-type: none"> <li>• Opens Monday, 11/18</li> <li>• Post response by Thursday, 11/21</li> <li>• Reply to two other student responses by 11:59 p.m., 11/24</li> </ul>
<b>13</b>	Nov. 24	Chapter 19 – Securities Markets: Financing and Investing Opportunities Chapter 20 – Securities Markets: Money, Financial Institutions, and the Federal Reserve	<p>Read Chapters 19 and 20</p> <p>Catch-up and review for Test #3</p> <ul style="list-style-type: none"> <li>• Respond to Discussion #9—Feedback on this</li> </ul>



			Course <ul style="list-style-type: none"> <li>• Opens Monday, 11/25</li> <li>• Post response by Thursday, 11/28</li> <li>• No need to respond to other student posts</li> </ul>
<b>14</b>	Dec. 1	Review Test #3, Chapters, 13, 14, 15, 16, 19, and 20	Review, study for, and take Test #3 – Chapters 13, 14, 15, 16, 19, and 20
<b>15</b>	Dec. 8	Test #3, Chapters, 13, 14, 15, 16, 19, and 20	Date TBD