

Administrative Studies
Course Number: 33:011:100
Course Title: Introduction to
Business

COURSE OBJECTIVE

This course is intended to provide students a broad overview of the complex and dynamic contemporary world of business. The course will illustrate how, management, marketing, production and finance are major functions that work together to help owners, employees and customers reach their objectives. Global business must operate within economic, social, legal and political environments. This course will provide a manager's perspective to working with a wide variety of people and situations within these environments. While this is not a course specifically on international business, the business world is becoming more global, therefore the topic is integrated into every section.

COURSE MATERIALS

Text: Contemporary Business, 17th Ed- Boone/Kurtz, (Wiley Publications)

COURSE PROCEDURE

As an introductory course to business, many theories and principles will be touched upon. Daily lectures, coupled with class discussion and experiential exercises, will be the main focus of each day.

ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions unless stated in the syllabus. I expect the same of you. If I am to be absent I will send you notice via email and Sakai as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation [within 2 days of your first absence].

Punctual attendance is expected of all students. PERIOD. Also, you should miss a class only if absolutely necessary; i.e., you should not feel entitled to a certain number of missed classes. You are expected to be prepared for all classes and to participate in them when appropriate. Attendance is your decision, but I am disinclined to extend extra help in cases where absenteeism is a problem.

Please do not be late for class. It is very disrupting to have students coming into class after we have started.

When preparing for class, read chapter before class. Also read each opening and concluding cases. These cases will be used to spark class discussion.

- For weather emergencies, consult the campus home page. If the campus is open, class will be held.
- Expect me to arrive on time for each class session. I expect the same of you.
- Expect me to remain for the entirety of each class session. I expect the same of you.
- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 1.5 hour class session, you have prepared by studying for at least twice as many hours.

ARTICLES

(USE TEMPLATE PROVIDED)

Current business article **abstracts** are required in this class. Articles should be **RECENT (within approx. the last year)** and pertain to a chapter we will cover from your text. You are to find one article per chapter **for 9 chapters** and **upload A COPY OF THE ARTICLE** with your **ONE PAGE SYNOPSIS** on Sakai website on or before assigned dates under “Assignments” category. Articles may be from any reputed business newspaper or periodical such as The Wall Street Journal, Fortune or Inc. many of which have full text article on their website.

No late submissions accepted.

The due date for articles will be based on the section of the text where the chapters are located. The purpose of this assignment is for you to familiarize yourself with business periodicals and increase your knowledge about current business topics and concerns. Articles will be **graded** for completeness and professional appearance at the **end** of the semester (I may select only 3 Articles or may select all 9, please submit all 9 articles with synopsis.

Negative marking for incomplete submissions.). A template of the form to use for abstracts is included at the end of this syllabus.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments

through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CASE ANALYSIS GROUP PROJECT

There are six cases we will do throughout the semester. You will be assigned to a group. On your assigned date your group will present in class. Please download the cases from Harvard Business Review site mentioned above. Each case pdf is \$4.25. Please print and use it to prepare for your class presentation.

BUSINESS PLAN (ONLY USE TEMPLATE PROVIDED)

Would you like to start your own business? Here is your chance to develop a blue print of your business.

Think of a product or service you would like to start. Refer to your book **Appendix D for details.**

Detailed analysis and well thought plan will ensure a better grade. **On or before (), you will upload your Business Plan to Sakai website under "Assignments" category.**

Template for Business Plan and assigned points:

1. Executive Summary (10 points)
2. Table of Contents (5 points)
3. Introduction (20 points)
 - The concept and company (10 points)
 - The management team (1 points)
 - The product (9 points)
4. Marketing Strategy (40 points)
 - Demographics (10 points)
 - Trends (10 points)
 - Market Penetration (10 points)
 - Potential sales revenue (10 points)
5. Financing the Business (24 points)
 - Cash Flow Analysis (8 points)
 - Balance sheet (8 points)
 - Income Statement (8 points)
6. Resumes of Principals (1 point)

CLASSROOM CONDUCT

Please be respectful of your peers and your teachers. No misbehavior of any sort will be tolerated in class. No cell phones in class.

If I find anyone talking, being disruptive or using cell phones, social media or watching videos in class, 5 points will be deducted every time **without notice**. Please visit rest rooms before class. No eating, sleeping during class.

EXAM DATES AND POLICIES

Exams:

There will be **two exams** throughout the term, including the final. You are responsible for all the material in the text and class discussion. Exams will be multiple choice, online and in class. Exams will be given only on the assigned days.

Make-ups: None. If you are unable to come to class on the scheduled exam day, you will be marked a zero for that exam. Points from in class activities cannot be made up.

GRADING POLICY

Grading:

There are **650** points possible.

200 points from Exams (100 each) 100 points article abstracts

100 points Case Analysis 100 points Business Plan project

100 points participation

50 points attendance

- **Extra credit: None**

- **Grade posting:** On Sakai by end of the term

-**Grades on Assignments-** by end of term.

- **Warning grade:** You are strongly encouraged check your grades on Sakai to make sure you are not falling behind. No warning grades issued.

- **Grade grubbing:** Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

COURSE SCHEDULE

Schedule (Tentative)

- () Orientation
- () Chapter 1 The Changing Face of Business
- () Chapter 2 Business Ethics and Social Responsibility
- () “ “ “
- () Chapter 3 Economic Challenges Facing Contemporary Business
- () “ “ “
- () Chapter 4 Competing in World Markets
- () “ “ “

Start day for Business Plan

- () Chapter 5 Forms of Business Ownership Organization
- () Chapter 5 continued “ “ “
- () Chapter 6 Starting your own Business: The Entrepreneurship Alternate
- () “ “ “
- () EXAM 1** Chapters 1-6 In class, Online, 50 Multiple choice questions

Marketing

- () Chapter 11 Customer Driven Marketing
- () “ “ “
- ()** Chapter 12 Product and Distribution Strategies

Assignment 1: Load Articles/Synopsis for 1-6 Chapters by () ()

Chapter 12 Product and Distribution Strategies

- () Chapter 13 Promotion and Pricing Strategies
- () Chapter 13 Promotion and Pricing Strategies
- () Chapter 15 Understanding Accounting and Financial Statements

Assignment 2: Article 2/Synopsis submission (Chap 11-13) by ()

Finance

- () Chapter 15 Understanding Accounting and Financial Statements and Bus Plan
- () Chapter 16 The Financial System
- () Chapter 16 The Financial System
- () Chapter 17 Financial Management

() Chapter 17 Financial Management

Business Plan Due

- () Case Presentation Groups 1 and 2
- () Case Presentation Groups 3 and 4
- () Case Presentation Groups 5 and 6
- () **EXAM 2** Chapters 11-17

Article Review Form (use as template)

1. Citation: Author, Article title, Publication, Date & Page (3 points)

2. Corresponding Chapter in Boone & Kurtz (3 points)

3. Article Abstract (1-2 paragraphs summarizing the MAIN IDEA of the article (10 points))

4. Information and ideas discussed in this article which are also discussed in your textbook or other readings (cite text chapter and page # (7 points)

5. Your personal thoughts/opinions on the subject/article (10 points)

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of **gender or sex-based discrimination or harassment**, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]