



**52:135:101 Business Essentials**

<b>52:135:101:01 INDEX 16827</b>	<b>Tuesday and Thursday 9:35am - 10:55am</b>
<b>52:135:101:02 INDEX 16828</b>	<b>Monday and Wednesday. 9:35am - 10:55am</b>
<b>52:135:101:03 INDEX 16829</b>	<b>Monday and Wednesday 12:30 - 1:50 pm</b>

**Spring 2023**

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Office Hours: Mondays and Wednesdays  
11:00 am-12:00 pm or by appointment

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**COURSE SPECIFICS**

**Course Description - 52:135:101 Business Essentials (3)**

Assists students in understanding how the components of the business curriculum fit together to form a cohesive whole, and how the curriculum fits within their professional development, their profession, the economy, and society as a whole. Students will also build skills in writing, speaking, networking, manners, and the consideration of others. In addition, this course will build skills necessary to succeed in a university environment, such as time management, study skills, critical thinking skills, research skills, and how to learn independently. Finally, the seminar should help create a bond between students through team projects and case studies.

For first-year students in the School of Business-Camden (school 52) and pre-business majors (006) in schools 50 (Camden College of Arts and Sciences) and 64 (University College-Camden).

**Course (Learning) Objectives**

**REQUIRED**

The objective of the Business Essentials course is to introduce first year students to a broad range of topics with the objective that they will have a framework for integrating upper-level coursework into a cohesive whole. At the conclusion of this course, they should be able to:

1. Understand how the components of the business curriculum fit together to form a cohesive whole.
2. Understand the importance of professional development, professional endeavor, and contribution to the economy and society.
3. Define the role of business in society and economy.
4. Define the role of economics and the importance of global business.
5. Define the role of business ethics and socially responsible behavior.
6. Understanding business ownership, entrepreneurship and how to start a business.

7. Understanding the importance of managing businesses using leadership and structure in organizations, including their production and operational functions.
8. Understanding the management of human resources including motivation, and employee-management relations.
9. Understanding the four functions of marketing – product, pricing, promotion, and distribution.
10. Understanding the functions of finance – accounting, financial management, securities and investment opportunities, money, financial institutions, and the role of the Federal Reserve.

## Course Materials

**REQUIRED**

### TEXTBOOK

*Understanding Business 13<sup>th</sup> edition of Nickels, McHugh and McHugh.*

Connect access code including eBook access. Link to purchase: <https://connect.mheducation.com/class/r-george-spring-2023-section-1>

### **How to succeed in this course**

The material presented in class provides the essential backbone of the course. You are expected to:

- Read all text material assigned for each class.
- Follow instructions in all assignments.
- Start assignments early and get feedback from the instructor.
- Consult/meet with the professor immediately when you need help.
- If an online tool is used (Canvas) ensure that you can access and use it appropriately.

### **Diversity Statement:**

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may be different from their own.

Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be handled with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

### **COMMUNICATION**

The best way to contact me is through email. I will check my emails regularly and will respond to you within the shortest possible timeframe. You may also meet me during my office hours.

## **Canvas**

Posted will be the syllabus, resources (articles and examples), Power Point slides, announcements, guides, etc. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course on the dashboard.

## **Rutgers email - USE YOUR RUTGERS EMAIL ADDRESS**

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. **Not checking your Rutgers email is not an excuse for missing any communications.**

## **GENERAL/ADMINISTRATIVE**

### **Pronouns**

This course affirms people of all gender expressions and gender identities. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

### **Chosen Name (Preferred Name).**

If you have a chosen name or preferred name other than what is listed on the roster, kindly let me know. If you would like to have your name changed within the rosters officially, go to:

<https://deanofstudents.camden.rutgers.edu/chosen-name-application>

### **Key Spring 2023 Dates:**

Here is the link to the Rutgers University Camden campus Registrar Office showing key Spring 2023 dates:

<https://registrar.camden.rutgers.edu/academic-calendar-2022-2023>

### **Disability Services/Accommodations**

**REQUIRED**

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

### **Academic Integrity**

**REQUIRED**

The Academic Integrity policy can be found at <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

*Students are responsible for understanding the principles of academic integrity and abiding by*

*them in all aspects of their work at the University.* Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must:

- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

### **Code of Student Conduct**

### **REQUIRED**

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University you are expected adhere to the Code of Student Conduct.

To review the code, go to the Office of Community Standards:

<https://deanofstudents.camden.rutgers.edu/student-conduct>

Note that the conduct code specifically addresses disruptive classroom conduct, which means *"engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."*

### **EXPECTATIONS OF CLASSROOM CIVILITY**

*(source: the Assoc of College and University Educators)*

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. *(In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)*

This could also include a statement regarding what your students can expect from you (*example: I will be prepared and on time for class; I will respect you and your opinions*).

- Classroom attendance is a necessary part of this course; therefore, (include specific requirements and any impact on grades).
- You are expected to do your own work. Cheating, plagiarism, and any other form of academic dishonesty will not be tolerated and will result in (include consequences).
- Meaningful and constructive dialogue is encouraged in this class and requires a willingness to listen, tolerance for different points of view, and mutual respect from all participants. All course members will be expected to show respect for individual differences and viewpoints at all times.
- The use of electronic devices can be disruptive to those around you. As a result, the use of such devices should be limited to class-related tasks.

## **CLASSROOM POLICIES**

If, for a university approved reason, you cannot take an exam at the scheduled time you must give the professor written notice at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after a missed exam. Make-up exams for non-university approved reasons are not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

### **Assessments**

#### **Exams (1, 2 and final)**

You may bring one side of one sheet of 8.5" x 11" handwritten notes to each exam. It must be your handwriting. Photocopied and typed notes are not permitted. Condensing material down to a page of notes is part of the learning process.

#### **Homework Assignments (5)**

There will be 5 Homework Assignments on the course. Details of the assignments will be provided to you in class, after discussion.

#### **Reading Assignment**

The Reading Assignment will involve the discussion of five scholarly journal articles reporting research findings relating to a key concept of your choice. More details of this assignment will be provided to you in class, after discussion.

#### **Business Simulation Project**

This project will involve teams of a maximum of three students, working on the startup of a business enterprise of their choice, integrating and applying the concepts from this course. The project involves direct, hands-on experience and focused reflection to increase knowledge, develop

skills, and utilize theory in applied practice. More details of this assignment will be provided to you in class, after discussion.

Participation and Late Work: lack of participation will be reflected in the final grade. All assignments must be handed in on time; late work will receive reduced or no credit. No makeup exams will be scheduled without prior notification and a physician's excuse.

Incompletes and Problems: If you find that you are having trouble completing course work or need further explanation of class topics, please schedule an appointment with me immediately. If you need this class for graduation, you should be sure that your performance is up to standard throughout the course. It is too late to wait until the last week of classes to ask for help. I am available to meet throughout the entire semester if you need help. "Incompletes" will only be given through prior consultation, under extreme circumstances.

## GRADING

## REQUIRED

Item	Points
Weekly SmartBook Quizzes	20
Exam 1	10
Exam 2	10
Homework Assignments (5)	20
Reading Assignment	10
Business Simulation Project	10
Final Exam	20
Total	100

## Grade Ranges

### Letter Grade Description

A 90% and above  
 B+ 84.5% to 89.9%  
 B 79.5% to 84.4%

C+ 74.5% to 79.4%  
 C 69.5% to 74.4%  
 D 60% to 69.4%  
 F Below 60%

## COURSE OUTLINE AND ASSIGNMENTS

Module	Section 1	Sections 2 & 3	Lectures and Assessment
1	1/17	1/18	Ch 00 Lec 1 Introduction to the course, syllabus, and class
2	1/19	1/23	Ch 01 Lec 2 Taking risks
3	1/24	1/25	Ch 02 Lec 3 Understanding Economics
4	1/26	1/30	Ch 03 Lec 4 Global Markets Homework Assignment 1
5	1/31	2/1	Ch 04 Lec 5 Ethics and Social Responsibility
6	2/2	2/6	Ch 05 Lec 6 Forming a Business
7	2/7	2/8	Ch 06 Lec 7 Entrepreneurship
8	2/9	2/13	Ch 07 Lec 8 Management and Leadership Homework Assignment 2
9	2/14	2/15	Ch 08 Lec 9 Organizational Structure

<b>Module</b>	<b>Section 1</b>	<b>Sections 2 &amp; 3</b>	<b>Lectures and Assessment</b>
10	2/16	2/20	Ch 09 Lec 10 Production and Operations Management
11	2/21	2/22	Ch 10 Lec 11 Motivating Employees
12	2/23	2/27	Ch 11 Lec 12 Human Resource Management Homework Assignment 3
13	2/28	3/1	Ch 12 Lec 13 Employee Relations
14	3/2	3/6	Exam 1 – This will cover chapters 01 through 10. This is an IN-CLASS EXAM.
15	3/7	3/8	Ch 13 Lec 14 Marketing
16	3/9	3/20	Ch 14 Lec 15 Pricing Homework Assignment 4
17	3/21	3/22	Ch 15 Lec 16 Distribution
18	3/23	3/27	Ch 16 Lec 17 Promotion
19	3/28	3/29	Ch 17 Lec 18 Accounting and Finance
20	3/30	4/3	Ch 18 Lec 19 Financial Management Homework Assignment 5
21	4/4	4/5	Ch 19 Lec 20 Securities Markets and Investments
22	4/6	4/10	Ch 20 Lec 21 Money, Financial Institutions, and the Federal Reserve
23	4/11	4/12	Ch 21 Lec 22 Legal Environment Reading Assignment
24	4/13	4/17	Ch 22 Lec 23 Information Technology
25	4/18	4/19	Ch 23 Lec 24 Managing Risk
26	4/20	4/24	Ch 24 Lec 25 Personal Finance and Investing Business Consulting Report
27	4/25	4/26	Stand-by day/wrapping up
28	4/27	5/1	Exam 2 – This will cover chapters 11 through 20. This is an IN-CLASS EXAM

Final Exam: Section 1: Thursday, May 4, 2023 8.00 am to 11.00 am IN CLASS EXAM  
Section 2: Wednesday, May 10, 2023 8.00 am to 11.00 am IN CLASS EXAM  
Section 3: Monday May 8, 2023 11.30 am to 2.20 pm IN CLASS EXAM

<https://registrar.camden.rutgers.edu/undergraduate-graduation-requirements#XPL>