

**Administrative Studies**  
**COURSE NUMBER: 33:011:100**  
**COURSE TITLE: Introduction to Business**

**Course Material**

**Textbook: Understanding Business, 9th ed., Nickels, McHugh and McHugh**

**ISBN 978-0-07-351170-2**

**FINAL GRADE ASSIGNMENT**

Final Grade Weighting:

- 2 Tests @ 20% = 40 points
- 1 Final Exam @ 30% = 30 points
- 3 Project Papers @ 10% = 30 points
- Total = 100 points

Final grade values: 90-100=A; 87-89=B+; 80-86=B; 77-79=C+; 70-76=C; 60-69=D; below 60=F

Any assignments turned in late will result in an automatic 15 point reduction.

Administrative Studies (33:011:100)

**COURSE SCHEDULE**

Date	Ch.	Topic	Tests and Project Papers
1/18/2011		Course Expectations	Meet & Greet
1/21/2011	1	Taking Risks and Making Profits	Lecture, Video, Discussion
1/25/2011	2	How Economics Affects Business	Lecture, Video, Discussion
1/28/2011	3	Doing Business in Global Markets	Lecture, Video, Discussion
2/1/2011	4	Ethics and Socially Responsible Behavior	Lecture, Video, Discussion
2/4/2011	5	How to Form a Business	Lecture, Video, Discussion
2/8/2011		Student Presentations	<b>Project Paper #1 Due (10%)</b>
2/11/2011	6	Entrepreneurship and Small Business	Lecture, Video, Discussion

2/15/2011		Chapters 1,2,3,4,5,6	<b>Test #1 (20%)</b>
2/18/2011	7	Management and Leadership	Lecture, Video, Discussion
2/22/2011	8	Adapting Organizations to Markets	Lecture, Video, Discussion
2/25/2011	10	Motivating Employees	Lecture, Video, Discussion
3/1/2011	11	Human Resource Management	Lecture, Video, Discussion
3/4/2011	12	Employee - Management Issues	Lecture, Video, Discussion
3/8/2011		Student Presentations	<b>Project Paper #2 Due (10%)</b>
3/11/2011	13	Marketing: Helping Buyers Buy	Lecture, Video, Discussion

3/15/2011		Spring Break	No Class
3/18/2011		Spring Break	No Class
3/22/2011	14	Developing & Pricing Goods and Services	Lecture, Video, Discussion
3/25/2011		Chapters 7,8,10,11,12,13,14	<b>Test #2 (20%)</b>
3/29/2011	9	Production and Operations Management	Lecture, Video, Discussion
4/1/2011	15	Distributing Products	Lecture, Video, Discussion
4/5/2011	16	Using Effective Promotions	Lecture, Video, Discussion
4/8/2011	17	Accounting and Financial Information	Lecture, Video, Discussion
4/12/2011	18	Financial Management	Lecture, Video, Discussion
4/15/2011	19	Securities Markets: Financing & Investing	Lecture, Video, Discussion
4/19/2011		Student Presentations	<b>Project Paper #3 Due (10%)</b>
4/22/2011		Good Friday	No Class
4/26/2011	20	Money, Financial Institutions and the Fed	Lecture, Video, Discussion
4/29/2011		Semester Review	
5/11/2011		Entire Course	<b>Final Exam (30%)</b>

#### **Additional Course Policies and Information:**

Students are expected to attend all classes; attendance will be monitored.

Students are expected to read and be prepared to discuss the assigned chapter for each class. All project papers

must be original with proper citations used; no plagiarism; no dishonesty.

All project papers must be double spaced, font size 12.

All project papers must be free of spelling and grammar errors.

Routine method of contact with instructor is by using the Rutgers e-mail system. All e-mails will be answered within 24 hours. If an emergency, please call me.

Disruptive behavior (such as chatting, texting or answering phones) will not be tolerated. Use of laptops is allowed but must be restricted to relevant classroom learning.

Students with documented special learning needs should inform the instructor so that reasonable accommodations can be provided in accordance with university policy.

