



COURSE OUTLINE

BUS210
Course Number

Principles of Management
Course Title

Division of Business & Technology
Division

15 Weeks
Length of Semester

3
Credits

3
Lecture/Laboratory Hours

Catalog description:

Provides framework to manage a business including different methods and styles as well as current management concepts to operate effectively in the complex and dynamic world of business.

Prerequisites: None

Corequisites: None

Required texts/other materials:

Required Text:	Title:	MANAGEMENT
	Author:	Plunkett/Attner/Allen
	Publisher:	Thompson Southwestern Publishing
	Edition:	9E

Last revised: AUGUST 2007

Professor Ellen A. Benowitz
Course Coordinator

Course Requirement: The student must:

1. Research at least five current articles pursuant to the topics being studied during the semester.
2. Be prepared to present the article orally to the class.
3. Your instructor will announce the due date or dates for the articles.

Article Preparation:

1. The article must be as current as possible (within one calendar year.)
2. The article should be summarized in the student's own words.
3. The article must also be critiqued; that is to say, the author's main ideas should be brought to bear relative to their effects on current market situations. (See attached required format)

Library resources:

Journal of Marketing/Retailing
Business Week
Harvard Business Review
Advertising Age
Personnel Journal

Wall Street Journal
Nation's Business
Forbes
Fortune
Journal of Applied Psychology

Academic Integrity Statement

“A student who a) knowingly represents work of others as his/her own, b) uses or obtains unauthorized assistance in the execution of any academic work, or c) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.” (Student Handbook)

Student Conduct Statement

It is the students' responsibility to attend all of their classes. If they miss a class meeting for any reason, students are responsible for all content that is covered, for announcements made in their absence, and for acquiring any materials that may have been distributed in class. It is expected that students be on time for all their classes. If students walk into a class after it has begun, it is expected that they choose a seat close to where they entered the room so that they do not disrupt the class meeting.

Students are expected to follow ordinary rules of courtesy during class sessions. Engaging in private, side conversations during class time is distracting to other students and to the instructor. Leaving class early without having informed the instructor prior to class is not appropriate. Unless there is an emergency, leaving class and returning while the class is in session is not acceptable behavior. Disruptive behavior of any type, including sharpening pencils during class while someone is speaking, is not appropriate.

The college welcomes all students into an environment that creates a sense of community and pride and respect; we are all here to work cooperatively and to learn together.

Course goals

This course is designed to introduce students to terminology theories, and principles at the core of business management. Upon completion of the course students will have developed their own philosophy of management and be equipped with the essentials necessary to become a manager of their own concerns as well as the work of others.

The student will be able to:

- Define management and the needs that management must address, management functions, management roles, management roles and the different levels of management.
- Discuss the evolution of management and identify the theorists that have contributed each of the schools of management.
- Discuss ethical issues and the need to be proactive when managing for social responsibility
- Explain the importance of planning, the framework of plans, types of plans, and the planning process.
- Discuss the process of organizing and why different organizations adopt different approaches to structuring their operations.
- Discuss the concepts of staffing, communication, motivation, leadership, team management and leadership and the sociocultural and legal influences on these activities.
- Explain the different aspects of the principles and theories of control.
- Discuss the recent trends affecting businesses in global markets, the nature of the international business environment, and the nature of multinational corporations.

Unit I Management Concepts

Learning Objectives

The student will be able to...

- Define management, the needs managers must address, management levels, management functions, management roles, and management skills.
- Discuss the evolution of management and identify contributing theorists to each of the schools of management.
- Discuss ethical issues and the link between ethical applications and legal requirements
- Explain the link between quality, productivity, and profitability

Unit II Planning and Decision Making

Learning Objectives

The student will be able to...

- Explain the relationship between planning and all other management functions
- Explain the importance of planning, the framework for plans, types and uses of plans and the planning process
- Explain the nature of strategic, planning, elements of planning strategies, levels of strategic planning, and the strategic planning process
- List the steps for rational decisions
- Discuss the decision making climate and the various influences on the manager's problem-solving efforts

Unit III Organizing

Learning Objectives

The student will be able to...

- Explain the organizing and why different organizations adopt different approaches to structuring their organization
- Discuss organizational design, the range of organization-design outcomes, contingency factors affecting organizational design, and the structures in common use
- Explain the manifestation of cultures, subcultures, creation of cultures, nature of change, managing and implementing change, and the concepts with organizational development

Unit IV Staffing and Leading

Learning Objectives

The student will be able to...

- Discuss staffing from human resource planning to employee separation.
- Explain the sociocultural and legal influences that affect all phases of the staffing process
- Discuss the communication process and identify both barriers to communication and how managers can improve their communication efforts.
- Define motivation and identify the most relevant theories
- Discuss leadership and its importance and associations with power and authority.
- Define conflict and discuss the causes and methods for managing it.

Unit V Controlling

Learning Objectives

The student will be able to...

- Explain information flow and how it can be managed in organizations
- Identify the control process, the types of controls, characteristics of effective controls and how to make controls effective
- Explain the four kinds of controls: financial, budgetary, market, and human resource

Unit VI International Management

Learning Objectives

The student will be able to...

- Identify the trends affecting business in global markets, the nature of the international business environment and the nature of multinational corporations
- Discuss each management function as it applies to an international operation and environment

Evaluation Procedures

Course Grade Evaluation:

Quizzes	40%
4 Hourly Exams (Date to be announced)	40%
<u>Exam Schedule</u>	
1st Exam - Chapters 1-2-3-4	
2nd Exam - Chapters 5-6-7-8	
3rd Exam - Chapters 9-10-12-13	
4th Exam - Chapters 14-16 and Appendix B	
Class Participation - Attendance and Assignments	20%
Final Grade	100%

NOTE: All test questions will relate to the chapter objectives indicated at the beginning of each chapter. All of the chapter objectives as stated in your text will be accomplished with at least a 60% accuracy level. Objectives will be measured utilizing at least one (1) to the following testing methods:

- (a) Essay questions.
- (b) Objective - True, False, matching, or multiple choice type questions.
- (c) A combination of Essay and Objective type questions.

GRADING

Letter Grade	Nominal %
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
D	60-69
F	0-59

Required Format

Name: _____ Section: _____

A REACTION PAPER

Title of Article:

Source and Date:

Author:

Summary of Article:

Reaction and Recommendations: