

Course: BUSN112 Principles of Management
Department: Business Administration

Course Description:

This is an initial course in management with emphasis upon the principles and techniques of the managerial process in business. The basic concepts of management planning, organizing, directing, staffing, and controlling are related to the operations of businesses. Recent implications of social theory, communications theory, and group functions are considered. Utilizes case studies as a vehicle to enable students to apply theory to practice.

Prerequisites: ENGL092 Preparing for College Reading II, ENGL099 Introductory Writing, and MATH010 Fundamentals of Mathematics; waiver by placement testing results; or departmental approval.

COURSE OUTCOMES	SAMPLE OUTCOMES ACTIVITIES	SAMPLE ASSESSMENT TOOLS
Upon successful completion of this course students should:	To achieve these outcomes students may engage in the following activities:	Student learning may be assessed by:
1. Describe the functions and skills of managers so that you understand the scope of a manager's job. (WC, OC, CCT, IG)	<ul style="list-style-type: none"> • Explore management functions and skills through discussion, a video case, and an in-class exercise. 	<ul style="list-style-type: none"> • Quiz • Class participation
2. Discuss how managers create and maintain effective organizational cultures. (WC, OC, IL, CCT, IG)	<ul style="list-style-type: none"> • Identify the key dimensions of organizational culture through discussion and a case study. • Learn how culture influences employee behavior through discussion and a case study. • Understand how culture is created and maintained through discussion and a case study. • Assess the College's organizational culture through employee interviews. • Evaluate the impact of various managerial decisions on organizational culture through an in-class exercise. • Explore the impact of strong and weak cultures on organizational performance through discussion and case studies. 	<ul style="list-style-type: none"> • Written assignment • Quiz • Class participation

<p>3. Explain how managers encourage ethical and socially responsible behavior within their organizations in order to achieve organizational goals. (WC, OC, CCT, IG, GL)</p>	<ul style="list-style-type: none"> • Through discussion and a case study, evaluate the importance of organizations acting both ethically and responsibly in order to achieve their goals. • Explore the factors that influence ethical behavior through discussion and a case study. • Learn how managers encourage ethical behavior through lecture and discussion. • Through discussion and a case study, understand how to manage stakeholder relationships to mutually benefit both the organization and its stakeholders. 	<ul style="list-style-type: none"> • Quiz • Class participation
<p>4. Describe the strategic management process and how effective planning contributes to the attainment of organizational goals. (WC, OC, CCT, IG)</p>	<ul style="list-style-type: none"> • Learn the role of strategy in gaining a competitive advantage through lecture and discussion. • Explore the strategic management process through a case study. • Understand the various types of competitive strategies through discussion and an in-class exercise. 	<ul style="list-style-type: none"> • Quiz • Class participation
<p>5. Design an effective organizational structure for supporting organizational goals and strategies. (WC, OC, IL, CCT, IG)</p>	<ul style="list-style-type: none"> • Explore the various elements of organizational structure through research, an oral presentation, a case study, and an in-class exercise. • Understand how structure follows strategy through an in-class exercise. • Through discussion and an in-class exercise, distinguish between mechanistic and organic structures and explore the factors that affect structural choice. • Address the challenges of managing a virtual organization through a case study. 	<ul style="list-style-type: none"> • Written assignment • Quiz • Class participation
<p>6. Identify techniques for promoting change and innovation to ensure that an organization adapts to its external environment. (WC, OC, IL, CCT, IG)</p>	<ul style="list-style-type: none"> • Explore why people resist change and how managers reduce resistance to change through discussion and an in-class exercise. 	<ul style="list-style-type: none"> • Quiz • Class participation

	<ul style="list-style-type: none"> • In an in-class exercise, use Lewin's change model to plan a personal change. • Learn how organizations stimulate innovation through discussion and a case study. 	
7. Identify the characteristics and behaviors of successful teams so that you are able to function effectively as a team member and leader. (WC, OC, IL, CCT, IG)	<ul style="list-style-type: none"> • Distinguish between groups and teams through lecture and discussion. • Understand the benefits of working in teams through discussion and a team project. • Explore the factors that influence group performance and satisfaction through discussion, an in-class exercises and a self-assessment. • Role play effective coaching skills. 	<ul style="list-style-type: none"> • In-class exercises • Quiz • Team project (written report and oral presentation) • Peer evaluation • Team assessment (written reflection) • Class participation
8. Compare, contrast, and evaluate theories of motivation, and apply them to increase the productivity and job satisfaction of employees. (WC, OC, CCT, IG)	<ul style="list-style-type: none"> • Understand what motivates you through a self-assessment. • Compare, contrast, and evaluate various theories of motivation and explore their management implications through discussion, case studies, and in-class exercises. 	<ul style="list-style-type: none"> • Quiz • Class participation
9. Compare, contrast, and evaluate theories of leadership, and demonstrate how to use power and influence to accomplish your work. (WC, OC, CCT, IG)	<ul style="list-style-type: none"> • Complete a leadership skills assessment. • Explore the various sources of power and learn how to develop your power base through discussion and an in-class exercise. • Demonstrate various influence tactics through a role-play exercise. • Understand your personal leadership style through a self-assessment. • Compare, contrast, and evaluate various theories of leadership through discussion, in-class exercises, a role-play, and a case study. 	<ul style="list-style-type: none"> • Quiz • Class participation

10. Describe the control process and apply the various types of controls to ensure that you accomplish your work activities both effectively and efficiently. (WC, OC, CCT, IG)	<ul style="list-style-type: none"> • Understand the control process through lecture and discussion. • Explore the various types of organizational controls through discussion and a case study. 	<ul style="list-style-type: none"> • Quiz • Class participation
11. Use effective written communication skills and apply these skills to a variety of business-related tasks and settings. (WC, IL, CCT, IG)	<ul style="list-style-type: none"> • Read case studies or articles and write responses to question prompts. • Write a research report analyzing the management practices of an organization. 	<ul style="list-style-type: none"> • Written assignment • Written report

This course includes the following core competencies: Written Communication (WC), Oral Communication (OC), Information Literacy (IL), Critical and Creative Thinking (CCT), Integrative Learning (IG), and Global Learning (GL).