

## **COURSE OUTLINE**

### **Principles of Management**

#### **Course Description**

BA 210. Principles of Management. 3 hours credit. This course will enable the student to develop short and long-range plans to effectively accomplish organizational goals. Through the use of terminology, exercises and case studies, students will be able to give a critical appraisal of real life situations involving organizing, staffing and motivating others. The student will also learn tools to aid in problem solving, valuing diversity and coping with change.

#### **Course Relevance**

The principles learned in this course will allow the student to effectively work with and through others in an organization. The principles are relevant to any type of organization or group, empowering the student to lead others, negotiate, embrace change and better understand the role of business in society.

#### **Required Materials**

Kreitner, R. (2009). *Management* (11<sup>th</sup> ed.). Boston, MA: Houghton Mifflin.

#### **Learning Outcomes**

The intention is for the student to be able to:

1. Work as an effective team member and leader.
2. Demonstrate understanding of the aspects of successful planning.

#### **Learning PACT Skills that will be developed and documented in this course**

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

##### **Analytical Thinking Skills**

1. Problem solving
  - By applying skills learned in lessons, readings, and discussions, students analyze specific management problems and present their own creative solutions.

#### **Major Summative Assessment Task(s)**

These learning outcome(s) and the Learning PACT skill(s) will be demonstrated by:

1. Completing a departmental project that measures the student's ability to solve problems related to the management function including: using planning, communication, and motivation to achieve group objectives.

#### **Course Content**

- I. Skills or Competencies – Actions that are essential to achieve the course outcomes:
  - A. Provide critical analysis of real life management strategies
  - B. Recognize, create, and compare effective plans and decision making processes

- II. Themes – Key recurring concepts that run throughout this course:
  - A. Teamwork
  - B. Planning
  - C. Problem solving
- III. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
  - A. Overcoming resistance to change
  - B. Actively listening to, and appreciating, others' views and opinions
- IV. Concepts – Key concepts that must be understood to address the issues:
  - A. Understanding the communication process
  - B. Understanding effective motivation and influences tactics

### **Learning Units**

- I. The difference between managers and entrepreneurs
  - A. Definition of management
  - B. The functions of management
  - C. The various roles managers play
  - D. The importance of change to managers
- II. The evolution of management thought
  - A. The historical foundations of management
  - B. Contributors to management thought
- III. The changing environment of management
  - A. The changing political-legal environment is affecting the practice of management
  - B. The challenges and opportunities of a diversified workforce
  - C. Seven major changes shaping the 21st century workforce
- IV. The impact of a global market has on management
  - A. Multinational companies and global corporations
  - B. The nature and importance of cross-cultural training in international management
- V. Corporate social responsibility
  - A. Arguments for and against corporate social responsibility
  - B. Cultural and social changes influencing management decisions
  - C. Ethical behavior in management
  - D. How managers can become more responsive to social issues
- VI. The Basics of Planning and Project Planning
  - A. Types of planning
  - B. The role of objectives in planning
  - C. Policies rules, and a programs
- VII. Strategic management
  - A. SWOT
  - B. Three types of forecasts

- C. The steps in strategic management
- VIII. Four basic steps in the creative problem solving process
- A. Risk
  - B. Contingency management
  - C. Programmed and non-programmed decisions
  - D. The decision making process
- IX. Common to all organizations
- A. Learning organization
  - B. Restructuring
  - C. Characteristics of organizational cultures
- X. Contingency organizational design
- A. Centralized and decentralized organization
  - B. Delegation
  - C. The five basic departmentalization formats
- XI. Human resource management
- A. The essential components of human resource
  - B. The biggest human resource concerns of today's managers
  - C. The importance of performance appraisals and how they can be used effectively
- XII. The communication process
- A. Understanding the communication process
  - B. Computer networks, videoconferences, and telecommuting as organizational communication
- XIII. Striving to motivate an increasingly diverse workforce
- A. Motivational lessons taught by Maslow's theory and Herzberg's theory
  - B. Extrinsic rewards and intrinsic rewards
  - C. The contributions of quality circles to job performance
- XIV. The significance of cohesiveness, roles, norms, and ostracism in regard to the behavior or group members
- A. The six stages of group development
  - B. Groupthink
  - C. Trust
- XV. Generic influence tactics used in modern organizations
- A. The bases of power
  - B. Leadership theories
- XVI. Organizational change
- A. Responding to change
  - B. Conflict resolution techniques
  - C. Effective organizational development program

XVII. Feedforward, concurrent, and feedback control

- A. Components common to all organizational control systems
- B. Organizational control from a strategic perspective
- C. The characteristics of budgeting

**Learning Activities**

Learning activities will be assigned to assist the student to achieve the intended learning outcomes. These activities may include lecture, discussion, reading assignments, exams, case studies, and other activities at the discretion of the instructor.

**Grade Determination**

The student will be graded on assessment tasks, examinations, written assignments, case studies and other methods of evaluation at the discretion of the instructor.