

SYLLABUS

1. Wayland Baptist University, Virtual Campus, School of Business
2. Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.
3. Course: **MGMT 3304 – VC02**, Principles of Management
4. Term: Summer 2009
5. Instructor: Penny Miller, SPHR
6. Office Phone and email: 940-397-4557, pennydmiller@aol.com
7. Office Hours, Building, and Location. NA
8. Class Meeting Time and Location: NA
9. Catalog Description: Concepts of management for both profit and nonprofit organizations; management functions of planning, organizing, leading, and controlling; and managerial skills and roles in today's environment
10. Prerequisites: none
11. Required Textbook and Resources:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	REVIEW
<u>Management</u>	Robbins/Coulter	10th	2009	Pearson	0-13-209071-6	

12. Optional Materials:
13. Course Outcome Competencies:
Upon completion of this course the student should be able to:
 - Define management and the management process and explain the functions of management in an organization.
 - Discuss the four major historical eras of management theory and distinguish two major contributions made by each historical era.
 - Define organization culture and describe the seven dimensions of organization culture
 - Describe the two external environments and distinguish the impact each environment has on management.
 - Distinguish between international management and U.S. management.
 - Discuss the concept of social responsibility and discuss the role of ethics within the application of the management process.
 - Outline the steps in decision making and describe the three decision types.
 - Define planning and explain the utility of goals in planning in management.
 - Diagram the strategic management planning process and differentiate between corporate and functional strategic plans.
 - Describe the application of planning tools in goal setting and planning.
 - Define communications and explain the nature of formal and informal communications within an organization.
 - Discuss the functional role of human resource management in strategic planning and organizing
 - List and describe techniques for reducing resistance of organizational members to change and two techniques for reducing members stress to change.
14. Attendance Requirements: The class has no specific meeting days or times. However, students are expected to participate in weekly discussion questions and to submit assignments by the due dates.

15. Disability Statement: “It is university policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university.”

16: Course Requirements and Grading Criteria:

Requirements:

- Articles: 50 points
- Journal assignment: 100 points
- Paper: 100 points
- Final exam (Comprehensive): 100 points
- Participation: 50 points
- Graded discussion questions (2): 10 points

Grading criteria:

- 10% reduction in scope for late assignments, regardless of the reason (i.e., there are no “excused” reasons.)
- There are 410 points possible in the course.
 - 90% (369 points) = A
 - 80 % (328 points) = B
 - 70% (287 points) = C
 - 60% (246 points) = D

17. Tentative Schedule: (Calendar, Topics, Assignments)

Note: The dates of “Week 1, Week 2, etc. are indicated in the Course Calendar in Blackboard.

- WEEK 1
 - Go over course expectations, syllabus, and assignments
 - Reading: Chapters 1, 2
 - **Assignment:**
 - Post a short paragraph about yourself to the bulletin board with some indication of your industry, specialty, and management background before the next class.
 - Include your time zone.
- WEEK 2
 - Reading: Chapters 3, 4
 - **Assignment:**
 - Dropbox practice (send an item—any item—to the digital dropbox as a test to be sure you know how to use this tool. When the instructor receives the item, you will receive 5 points extra credit.)
- WEEK 3
 - Reading: Chapter 5
- WEEK 4
 - Reading: Chapters 6, 7
 - **Assignment:**
 - Articles due
- WEEK 5
 - Reading: Chapters 8, 9
- WEEK 6
 - Reading: Chapters 10, 11
 - **Assignment:**

- Journal Due
- WEEK 7
 - Reading: Chapters 12, 13
- WEEK 8
 - Reading: Chapters 14, 15
 - **Assignment:**
 - Project paper due
- WEEK 9
 - Reading: Chapters 16, 17
- WEEK 10
 - Reading: Chapter 18, Appendices A and B
- WEEK 11
 - Course evaluations
 - **Final Exam**

18. The following information is provided to clarify requirements for all assignments.

ARTICLES

Purpose of the Assignment: To discover how management issues impact business today with current examples in the press.

Requirements:

- Find 5 articles relating to some aspect of management (for the purposes of this assignment, it will be much easier if the articles are posted on line).
- Provide a copy of the articles or links (this is why online is easier) so I can read the article for myself so I will know what you're talking about.
- Provide short (one or two paragraphs is fine) review of the article which answers the following questions:
 - Why is this newsworthy?
 - As a consequence of reading this article, is there any action you as a manager might take as a consequence of the information you gained from the article?

Grading Criteria: This project is worth 50 points.

- Grammar/spelling (5 points)
- Meeting requirements of assignment (40 points)
- Include articles/links (5 points)

JOURNAL ASSIGNMENT

Keep a journal. There are three requirements for the journal:

Part One:

- Interview three managers discuss the following questions (choose managers in different types of companies, and if possible, different levels of the organization):
 - What preparation did they have for their managerial position? What support do they receive from their companies in their position?
 - What are the three primary challenges they face as managers?
 - What advice would they give a new manager to help them succeed?

- Instead of a transcript of the interviews, summarize common themes and contrast differences in a summary

Part Two:

- Address **one** of the following case studies and respond to it in your journal:
 - “Not Just Another Outdoor Company,” pgs. 115, 116
 - “Busted,” pgs. 228, 229
 - “Gossip Girls,” pgs. 336, 337

Part Three:

- Read one book on a management topic you’re interested in.
- Write a one-page summary of the book: summarize the main point(s) of the book and indicate whether you would recommend the book to other managers and why/why not

Grading Criteria:

- Grammar/spelling/writing (10 points)
- Interviews (35 points)
- Case study (35 points)
- Book review (20 points)

PROJECT PAPER

Purpose of the Assignment:

- To learn about a broad issue in management in greater detail
- To develop skills in research and in analysis
- To practice writing

Requirements:

- This paper is focused on research (i.e., something other than your specific experiences) on a recent, specific topic chosen from the following:
 - Look at the stimulus package recently passed by Congress and signed into law. Analyze two or three major provisions and the impact on business.
 - Look at the provisions of Sarbanes-Oxley and its impact on business. What are the pros and cons and in what ways has the legislation made a difference in how businesses operate?
 - Examine the failure of the finance system and examine the governance issues related to the failure. Obviously this is a wide topic, so you need to narrow down the point(s) you choose to discuss.

Deliverables:

- Paper: Minimum length: 8 pages. Maximum length: 10 pages. (Page count does not include Title page or Bibliography)
- Format in accordance with APA standards (available on line)

Hints:

- Grammar, spelling and neatness count
- Use APA writing standards (I am not very strict, but follow the major items)

Grading Criteria: This project is worth 100 points.

- Grammar/spelling (10 points)
- Review of topic (80 points)
- Clarity and organization of writing (10 points)

FINAL EXAM

The final exam is a comprehensive, take-home final that I will load when it is time to take it. It is worth 100 points. You can use your book, notes and any other aids you like. There is no time limit, as long as you turn it in by the due date. The questions will be essay and comprehension based. All final exams are to be placed in the Digital Drop Box.

PARTICIPATION

Since this is a business course, I am assuming most of you are taking the class because class times do not fit into your schedule. Therefore, I am not setting aside a class meeting time. However, I do expect students to complete assignments on time and to participate in on-line discussion board discussions. There are three parts to the participation points.

I will pose questions weekly and look to see who responds (intelligently). Information provided in these discussions may include testable material. Responding by the due date counts. This is a subjective score from the instructor—max 30 points.

In addition, in order to have some interaction and open exchange of ideas, it is expected that students will respond to the comments of at least one posting of a fellow classmate each week. These do not need to be long. They should ask for clarification, provide additional information, or refute the other student's comments (politely). You may also expand or defend another posting. However, "me too" comments do not fulfill the requirements. Max 20 points.

GRADED DISCUSSION QUESTIONS

During the semester there will be two graded discussion questions. They will typically require 1 or 2 paragraphs to respond to. There are a few points assigned to them, but the real value to you will be they will be similar to the questions on the final. The final is all essay and students sometimes have problems because they don't get enough practice with that thought process during the course. Each will be worth 5 points for a total of 10 points.

EXTRA CREDIT

Someone always asks about extra credit. I am hoping no one will need it, but if you feel compelled to do extra credit then you have a choice of the following. You may do one or both, depending upon your time, accessibility, interest and need. I know that some of these may be somewhat more difficult for those stationed outside the US, but there should be sufficient variety to give you something to choose from.

1. Read a book on a management topic with consent of the instructor and prepare a summary which includes the following information:
 - Name of the book and author
 - Summary of the main thrust of the book (overarching theory of the book)
 - Did you find the book valuable—why or why not?
 - How might you apply the information you gained from the book to your own management career (now or in the future)?

Length not to exceed 2 pages. Possible points: 15.

2. Attend a meeting of one of the following groups:
 - Industry or professional organization. Examples include: AFA, NCOA, AFSA, BPW, SHRM, AHA, ASTD, etc.—there are hundreds out there.
 - Business development association, whether a meeting or a function: Chamber of Commerce, Board of Commerce and Industry, etc.
 - Self-improvement organization, such as Toastmasters International
 - Community service organization: Rotary, Optimists, Kiwanis
 - Governmental board, body or council: city council, Planning and Zoning Commission

After attending one of these meetings, you should talk to a member of the organization to round out your understanding of the group and its purpose. Afterwards, prepare a summary with the following information:

- Name of organization
- Date and time of meeting
- General format of meeting—what did they do?
- Purpose/focus of the organization
- What did you like/not like about the organization and/or meeting?
- What value, if any, would the organization have to your organization or management career? Or in the case of the governmental organization—of what importance is the work of that organization to a business (or what impact could the decisions of that group have on your business?)

Length not to exceed 2 pages. Points possible: 15