

Tompkins Cortland Community College

Master Course Syllabus

Course Discipline and Number: BUAD 208

Year: 2018-2019

Course Title: Principles of Management

Credit Hours: 3

Attendance Policy: To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.

Services for Students with Disabilities: It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.

Course Description

Focuses on contemporary management techniques with a minimal amount of time devoted to the personnel function. The course introduces students to the basic managerial functions of planning, organizing, staffing, directing, and controlling. Class time is also devoted to total quality management and computer use in management. Prerequisites: MATH 090 if required by placement testing; prior completion or concurrent enrollment in RDNG 116 if required by placement testing; prior completion or concurrent enrollment in ENGL 101. 3 Cr. (3 Lec.) Fall and spring semesters.

Course Context/Audience

This is a required course for students in the following programs: Business Administration - A.A.S., Business Management - Certificate, Manufacturing Management Technology – Certificate, Office Management and Administration A.A.S. degree, and Sport Management – A.S. degree. It is also appropriate for someone with a general interest in the management field.

Basic Skills/Entry Level Expectations

- Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.
Math: M2 Completed MATH 090 if required by placement testing.
Reading: R3 Course may be taken concurrently with RDNG 116 if required by placement testing.

Course Goals

- By successfully completing this course, the student will be able to demonstrate:
1. An understanding and the ability to apply the theories and concepts of contemporary management.
2. Analytical and decision making skills.
3. An understanding and the ability to apply the five basic managerial functions of planning, organizing, staffing, directing, and controlling.
4. His/her knowledge about and ability to apply the basic theories and concepts of managerial leadership, motivation of employees, team dynamics, and communication.

Course Objectives/Topics

Table with 2 columns: Objective/Topic and # Hours

Students will learn how management evolved from historical management to contemporary management theory.	6 Hours
Students will learn and be able to apply the function of goal setting and planning.	4 Hours
Students will learn the process of managerial decision making.	6 Hours
Students will learn how organizations establish structure and assign authority and responsibility.	5 Hours
Students will understand the workings of the human resources department including HR planning, recruitment, selection, training, compensation and benefits.	6 Hours
Students will learn the theory and application of motivation and leadership of employees.	6 Hours
Students will learn the basics of managerial communication including what should be communicated and how best to communicate it.	3 Hours
Students will learn the difference between groups and teams including their formation and how they operate.	3 Hours
Students will learn the managerial function of control including the process of Total Quality Management. They will learn the history of TQM and how W. Edwards Deming developed the process.	3 Hours
Students will learn how computers are used in management today including internet usage and wireless communication systems.	3 Hours

**General Education Goals - Critical Thinking & Social/Global Awareness**

<b>CRITICAL THINKING OUTCOMES</b>	<b>HOW DOES THE COURSE ADDRESS THE OUTCOMES</b> (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
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<p>Students will be able to</p> <ul style="list-style-type: none"> <li>➤ develop meaningful questions to address problems or issues</li> <li>➤ gather, interpret, and evaluate relevant sources of information</li> <li>➤ reach informed conclusions and solutions</li> <li>➤ consider analytically the viewpoints of self and others</li> </ul>	<p>Students will study issue in management to help determine appropriate strategies.</p> <p>Student will use case studies to examine companies who are experiencing problems. They will provide analysis and recommendations.</p> <p>Students will review management for the purpose of determining its effective use in the planning of management strategies.</p> <p>Students will review sample data from a variety of sources, including textbook, power points, internet and videos.</p>
<p><b>SOCIAL/GLOBAL AWARENESS OUTCOMES</b></p>	<p><b>HOW DOES THE COURSE ADDRESS THE OUTCOMES</b> (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)</p>
<ul style="list-style-type: none"> <li>➤ Students will begin to understand how their lives are shaped by the complex world in which they live.</li> <li>➤ Students will understand that their actions have social, economic and environmental consequences</li> </ul>	<p>Students will spend a good portion of semester examining variations in management strategies based on location and culture in the US and the rest of the world.</p> <p>Textbook reading and ancillary reading will cover cultural issues within the US and the world. Videos provided by the publisher will take the student outside the classroom. Appropriate websites will give student access to information from other parts of the world as well.</p> <p>Students will study the effect that US and other companies have on the cultures in which they attempt to sell their products.</p> <p>Case studies and case histories on the actions of companies and their effect on culture will provide knowledge in this area.</p>

**Instructional Methods**

The instructor should use multiple instructional methods. Lecture and discussion should make up approximately 50% - 80% of the class time while the rest of the course time should be made up of small group exercises. Students can work in teams to complete the required case study.

## Methods of Assessment/Evaluation

Method	% Course Grade
Hourly Exams/Quizzes (includes Case Studies & Homework Assignments)	80% - 90%
Class Participation	10% - 20%

## Text(s)

Fundamentals of Management, Griffin, Ricky W., 7th Edition, © 2010 Houghlin Mifflin Publishing Company.

## Bibliography

First Things First, Stephen Covey

How Full is Your Bucket, Tom Rath and Donald Clifton

Who Moved My Cheese; Spencer Johnson

How the Mighty Fall, Jim Collins

How to Win Friends and Influence People, Dale Carnegie

Good to Great, Jim Collins

It's OK to be the Boss, Bruce Tulgan

## Other Learning Resources

### Audiovisual

Available with Instructor's Materials from Publisher  
The Prendismo Video Collection

**Electronic** - Various Google and YouTube managerial opportunities are used.

**Other** - Not available at this time