Tompkins Cortland Community College

Master Course Syllabus

Course Discipline and Number: BUAD 208 **Year: 2025-2026**

Course Title: Principles of Management **Credit Hours: 3**

I. Course Description:-

This course provides the student with a thorough overview of how to manage people and organizations in today's society. Emphasis is on personal and corporate ethics, social responsibility, corporate strategy and decision-making, and human resource activities necessary to lead people in the corporate world in the twenty-first century. Prerequisites: Prior completion of, or concurrent enrollment in, ENGL 100 and RDNG 116 if required by placement assessment. 3 Cr. (3 Lec.) Fall and spring semesters.

II. Additional Course Information:

1. BUAD 208 is required course for the Business Administration Certificate, Business Administration A.A.S., Entrepreneurship A.A.S., and Sport Management A.S.
2. This course may be used to fulfill a BUAD elective requirement, or as an unrestricted elective in any program.
3. For this course, it is recommended that assignments be posted and submitted in Blackboard.
4. Students need basic computer skills, such as word processing and web browsing for research.
5. Required readings may be in print or from on-line resources.
6. Some sections of this class may be provided in an OER format both in class and on-line.

III. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Describe the basic elements and activities required to manage people and organizations.
2. Explain how to communicate effectively with customers, suppliers, supervisors, managers, and employees.
3. Identify specific employment opportunities that are available in the management profession.
4. Evaluate whether being a manager might be an employment opportunity for them in the future.

IV. Tompkins Cortland General Education & SUNY Competency Goals

☒ Critical thinking (Tompkins Cortland GE Goal; SUNY Competency)
In this course, students may write in various formats (essays, note taking, and correspondence) and for various purposes (informing, explaining, persuading, defending, and teaching). Assignments, videos, and activities will require an application of academic concepts and principles.

☒ Social/Global Awareness
Management is a critical segment of the global economy. The vast majority of the students will someday manage others, and need to gain an understanding of how to do it well. Students will better understand how managing well plays a vital role in making our global economy grow.

☒ **Information Management**
In this course, students will learn the importance of using customer and corporate management tools to enhance their decision-making while in a managerial role.

☐ This course does not address either of these Tompkins Cortland or SUNY General Education Goals.

V. Essential Topics/Themes

1. General Management Principles
2. Personality, Attitudes, and Work Behaviors
3. Mission, Vision, and Goals
4. Strategy, Organizational Structure, and Change
5. Planning, Leading, Operating, and Control
6. Decision-Making
7. Communication
8. Motivation
9. Human Resource Management

VI. Methods of Assessment/Evaluation

Method	% Course Grade
1. Quizzes, Exams	0% - 70%
2. Assignments and Written Reports	25% - 90%
3. Class Participation	5% - 15%

(Only two methods are required)

VII. Text - REQUIRED

1. *Principles of Management*, University of Minnesota Library. OER material (author and publisher do not want recognition). This book will be available in Blackboard.

VIII. Bibliography of Supplemental Materials

1. YouTube videos posted in Blackboard
2. Suggested readings posted in Blackboard

IX. Other Learning Resources

Audiovisual: None specified

Electronic: None specified

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Other: None specified

Attendance Policy: *To maintain good grades, regular attendance at the place of work is necessary. Absence from scheduled work is considered a serious matter. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of the internship. 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 the internship for religious reasons should discuss the absence in advance with their instructors, or the business owner/manager. 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.*

Academic Integrity: *Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms.*
Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.
Several degree programs offer student learning opportunities (such as internships, field work, and clinical experiences) outside the standard classroom setting. As part of the learning process, students must understand and engage in conduct that adheres to principles guiding employment within the professional workplace. These behaviors include, but are not limited to, academic integrity, accountability, reliability, respect, use of appropriate language and dress, civility, professional ethics, honesty, and trustworthiness. Disciplinary action may be initiated for inappropriate conduct occurring while participating in any course-related project or event.