

MCDANIEL COLLEGE
DEPARTMENT OF ECONOMICS & BUSINESS ADMINISTRATION

BUA 2214-01
Principles of Management Syllabus
Fall 2018

Instructor
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Office Location & Hours
Room 224, 14:15 , Mondays
12:30, Thursdays

Course Materials

Course Description.

Management and analysis of basic management functions: planning, organizing, leading, directing, and controlling for establishing and accomplishing business objectives. The class reviews the evolution of management thought, function and practice and stresses current approaching and emerging concepts. Case studies are utilized. The scope of this study will also include aspects of the principles of management on individuals and organizations. A research project supplement the required text and lecture contents.

Course Objectives and Rationale.

1. Relate, discuss, understand, and present management principles, processes and procedures in consideration of their effort on individual actions.
2. Participate, summarize and/or lead class discussions, case problems and situations from both the text and student experience that relate to the text material.
3. Knowledge and understanding of the Principles of Management will enable the student manager and/ or employee and gain valuable insight into the workings of business and other organizations.

Course Outcomes

Upon completion, successful students will be able to:

1. Describe and explain the key activities in the management process
2. Describe managing at different levels of an organization
3. Describe the various aspects and areas of focus of manager's jobs
4. Describe the environmental context of management, including the internal and external environments, the social and ethical environments, and the global environment

Instructional Materials Management, 12th edition Ricky W. Griffin, 2017.

Learning strategies

Learning outcomes will be facilitated by using the following techniques:

1. Independent study (readings, research, writings)
2. Small group and class discussions/ exercises/cases
3. Executive speakers
4. Exams
5. Online assignments
6. Written assignments and oral presentations
7. Class lecture
8. Selected videos and handouts

The Honor Code

Please refer to the provisions in the McDaniel College “The Honor Code “. All students should be familiar with what constitutes cheating, plagiarism and unauthorized assistance. All assignments with plagiarized work, unauthorized assistance, cheating, fabrication or multiple submissions assignments with plagiarized work will receive a ‘0’. Any student who submits plagiarized work for their portion of the team project will receive a ‘0’ for the project and for the course. Additionally, all electronic devices must be powered off during exams. Violation of this electronic device policy will result in a ‘0’ on the exam. Any attempt to commit any of the following offenses constitutes a violation of the Honor Code.

Cheating - on tests, quizzes or homework, or giving unauthorized help to others.

Plagiarism – the use of another person’s work, facts or ideas, including computer programs or information from the internet, without proper acknowledgement.

Multiple submission – submitting a copy of a paper or substantially the same paper in different courses without permission of the instructors.

Misuse of computing or library resources and borrowing privileges.

Late assignments and make-up tests

If an exam, paper, or presentation is missed without prior permission from the instructor, the grade will be a ‘0’. there are no make-up assignments or extra-credit assignments.)Exception: family emergency or medical emergency; documentation required).

Request for Accommodations

McDaniel College, in accordance with the Americans with Disabilities Act Amendments Act of 2008 (ADAAA) and the Federal Rehabilitation Act of 1973/Section 504, will provide reasonable accommodations for eligible students with disabilities. If you require special assistance, please

see me privately and/or seek assistance directly from the Student Academic Support Services Office(SASS). You are responsible for initiating arrangements for accommodations for tests and other assignments in collaboration with the SASS Office and me.

Non-Discrimination Policy

McDaniel College does not tolerate discrimination or harassment on the basis of race, religion, color, national origin, disability, age, sex, sexual orientation, pregnancy, military status, genetic information, marital status, veteran's status, or any other legally protected status. To report an incident occurring within an academic context, contact the Office of Academic Affairs. To report other on-campus incidents, contact the Division of Students Affairs.

Resources for students who may witness or experience gender-based discrimination, harassment or violence (Title IX)

McDaniel College is committed to preserving an educational environment that is free from gender-based discrimination, gender-based harassment, sexual harassment, sexual violence and relationship violence and stalking. To report an incident and/or to obtain an academic accommodation, contact any member of the Division of Students Affairs, Department of Campus Safety, any Dean, the Provost or the Title IX Coordinator. Faculty members are not considered confidential resources and therefore incidents shared with them must be reported to the Title IX Coordinator. If you wish to speak confidentially about an incident, please contact the Wellness Center.

Testing and grading

The final course grade will be calculated according to the following formula:

Assignment	Overall % of Course Grade
Professionalism 1	2.5
Professionalism 2	2.5
Online assignments	15
Exam I	10
Exam II	10
Management spotlight presentation	15
Group paper	15
Group oral presentation	10
Final exam	20
Total	100

Each assignment will be graded out of 100. Grades will be posted to blackboard as they are earned. The overall course grade % equates to a letter grade based on the table below.

A+	96-100	4.0
A	93-95	4.0
A-	90-92	3.7
B+	87-89	3.3
B	83-86	3.0
B-	80-82	2.7
C+	77-79	2.3
C	73-76	2.0
C-	70-72	1.7
D+	67-69	1.3
D	63-66	1.0
D-	60-62	0.7
F	1-59	0.0

Professionalism (5%)

Professionalism will be assessed twice during the semester. Each assignment is worth 2.5%. Professionalism includes the following dimensions:

1. Preparation : Review and analyze assigned materials prior to class. Be prepared to discuss them. Demonstrate critical and analytical thinking both verbally and in writing.
2. Class participation: Class participation is an integral part of the learning process. ask questions and contribute thoughts and personal experiences whenever relevant. Draw on class materials and other useful information to substantially add to the overall discussion.
3. Group participation. Also an essential part of the learning process. Be an active participant and contributor at group meetings and on group projects.
4. Behaviors: Create a safe and appropriate learning environment for other students. Demonstrate respect, fairness, integrity and honesty. Demonstrate critical thinking.

Regular attendance throughout the semester is important. Understanding will not be acquired by reliance on assigned readings. Arrive on time and stay until class is dismissed. Similarly, attend scheduled group meetings.

Grades will be assigned based on the criteria outlined in Appendix A of this syllabus.

Online Assignments (15%)

There will be 17 online assignments one for each chapter of the textbook we cover in class. They are automatically graded. In total the assignments are worth 15%. Access to the quizzes requires the MindTap®Management, 1 term (6 months) Printed Access Card. Registration instructions can be found in the Course Documents selection of the Blackboard.

Exams I and II (20%)

There will be two, not-cumulative exams during the semester, each worth 10%. Exam questions will be multiple choice based on the assigned readings, class lectures and discussions.

Management Spotlight Presentation (15%)

Management Spotlight Presentation is a three-or four-student team assignment. Students will form their own teams. No more than 10 teams will be formed.

Each team will select an organization that has really faced one or more management issues that directly relate to one or more of the concepts covered/to be covered in class. The selected issue(s) faced by the organization must be 2015 or later and should be based on research conducted using the popular press (e.g. Wall Street Journal, Washington Post, etc.), business journals (e.g. Harvard Business Review, McKinsey Quarterly, and/or scholarly journals (e.g. Academy of Management Journal, Journal of Management).

Leveraging their research, each team will **prepare and deliver a 10-minute oral presentation**, that at a minimum, covers the following:

- Brief overview of the organization (e.g. name, industry, products and services, strategy, performance, etc.)
- Description of key management issue(s) faced (fundamental root cause, not merely symptoms)
- Resolution(s)/outcome(s) of key management issues
- Relevance to management concepts and principles covered/to be covered in class

No two teams may select the same company. Sign up will be available beginning the 3rd week of class.

Grades will be assigned based on the presentation criteria outlined in Appendix B of this syllabus. Visual aids should be part of the presentation. All team members are expected to participate in delivering the presentation. Business casual attire is expected for all presentations.

Group Paper and Oral Presentation (25%)

Groups (no more than 3) will be formed by the instructor the 3rd week of class. Each group will select, research and analyze the management concepts from chosen companies. Focus is on the POLC principles of Management.

Concept	Company
The environmental context of managing	Google
Planning and decision making	Daimler Benz
The organizing process	McDonalds
The leading process	Microsoft
The controlling process	Starbucks

No 2 groups may select the same company. **Sign up will be available beginning the 3rd week of class.**

1. Group Paper (15%)

Each group will **prepare a 10-15 page paper** (excludes cover page and reference page). Do not include an abstract. The paper should have a minimum of 5-6 credible scholarly references (Wikipedia, quickmba.com, businessballs.com, etc. are not considered scholarly sources) each of which should be appropriately cited in the text. The noted contributors above are simply references to get started. At a minimum, the paper should address the following key questions/aspects of the concept:

- History and summary of the concept/theory.
- Refinements/developments since inception, if applicable (by contributor(s) or others)
- Strengths and weaknesses (as a concept/theory and in practice)
- Specific company/industry examples
- Notable contributions/advancements to the field of management

All papers must demonstrate exemplary writing and comply with the format requirements of the Publication Manual of the American Psychological Association (APA), 6th edition. The Purdue Online Writing Lab (OWL) is a useful source of information on APA standards. For more information, visit <https://owl.english.purdue.edu/owl/>

The final paper must be submitted in Microsoft Word format by 5:00 pm on the respective due date via email to your instructor.

Grades will be assigned based on the group paper criteria outlined in Appendix C of this syllabus. All group members are expected to contribute to the paper.

2. Group Presentation (10%)

Each group will **prepare and deliver a 20-minute oral presentation** that discusses the key aspects of the paper as outlined above. All group members should participate in the presentation. Time management is an important aspect of all presentations. Business casual attire is expected for all presentations.

3. Final exam (20%)

The final exam, worth 20%, will be cumulative and will consist of multiple choice questions and one essay/short answer question.

Course Schedule

Week	Calendar	Topic	Reading	Exercises
1.	*	Introductions- course, instructor, students I. Introduction to management	Ricky W. Griffin Management 11e Chapter 1. Managing and the manager's job	
2.	*	I. Introduction to management	Chapter 2. Traditional and contemporary Issues and Challenges	
3.	*	II. The environmental context of management	Chapter 3. The environment and culture of organizations Chapter 4. The Ethical and Social environment	
4.	*	II. The environmental context of management	Chapter 5. The Global Environment Chapter 6. The Multicultural Environment	
5.	*	III. Planning and Decision making	Chapter 7. Basic Elements of Planning and Decision Making Chapter 8. Managing Strategy and Strategic Planning	
6.	*	III. Planning and Decision making	Chapter 9. Managing Decision Making and Problem solving Chapter 10. Managing new Venture Formation and Entrepreneurship	
7.	*	IV. The Organizing Process	Chapter 11. Basic Elements of Organizing Chapter 12. Managing Organization Design	
8.	*	IV. The Organizing Process	Chapter 13. Managing Organization Change and Innovation Chapter 14. Managing Human Resources in Organizations	
9.	*	V. The Leading Process	Chapter 15. Basic Elements of Individual behavior in Organizations Chapter 16. Managing Employees Motivation and Performance	

Week	Calendar	Topic	Reading	Exercises
10.	*	V. The Leading Process	Chapter 17. Managing Leadership and Influence processes Chapter 18. Managing Interpersonal Relations and Communication	
11.	*	V. The Leading Process	Chapter 19. Managing Work Groups and Teams	
12.	*	VI. The Controlling Process	Chapter 20. The Elements of Control Chapter 21. Managing Operations, Quality and Productivity Chapter 22. Managing Information and Information Technology	
13.	*	Exam I	Midterm *	
14.	*	Final Exam	Group Presentations 1,2,3 Group Presentations 4,5	

* Date will be announced according to the course schedule dates in fall.

APPENDIX A
Principles of Management
Professionalism Evaluation Criteria

0%	1-25%	26-50%	51-75%	76-99%	100%
<p>Never participates in class</p> <p>Never participates in group discussions /exercises. Does not contribute to group paper and group presentation assignment s.</p>	<p>Rarely participates in class.</p> <p>Rarely participates in group discussions /exercises. Minimal contributor to group paper and group presentation assignment s, cannot be relied on by other group members. Rarely demonstrates respect, fairness, integrity and honesty.</p>	<p>Sometimes participates in class</p> <p>Sometimes participates in group discussions /exercises. Minimal contributor to group paper and group presentation assignment s, cannot be relied on by other group members. Consistentl y creates a safe and appropriate learning environment for others through respect, fairness integrity and honesty. Sometimes demonstrates respect, fairness, integrity and honesty.</p>	<p>Sometimes participates in class in a way that demonstrates preparation and critical thinking. Sometimes participates in group discussion s/exercises in class in a way that demonstrates preparation and critical thinking. Valuable contributor to group paper and group presentation assignment s, can be relied on by other group members some of the time. Consistentl y demonstrates respect, fairness, integrity and honesty</p>	<p>Frequently participates in class in a way that demonstrates preparation and critical thinking. Frequently participates in group discussion s/exercises in class in a way that demonstrates preparation and critical thinking. Valuable and equal contributor to group paper and group presentation assignment s, can always be relied on by other group members. Consistentl y demonstrates respect, fairness, integrity and honesty.</p>	<p>Always participates in class in a way that demonstrates preparation and critical thinking. Always participates in group discussion s/exercises in class in a way that demonstrates preparation and critical thinking. Valuable and equal contributor to group paper and group presentation assignment s, can always be relied on by other group members. Consistentl y demonstrates respect, fairness, integrity and honesty.</p>

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APPENDIX B
Principles of Management
Management Spotlight Presentation Evaluation

Section/Students: _____

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Each of the presentation components below is evaluated:

- Content (40%): _____
- Demonstrated Subject Matter Expertise (15%) _____
- Critical Thinking (15%) _____
- Organization (10%) _____
- Visuals (5%) _____
- Clarity (10%) _____
- Body Control/Voice/Delivery (5%) _____
- OVERALL (100%) _____

APPENDIX C
Principles of Management
Group Paper Evaluation

- Critical Thinking (30%): _____
- Appropriately Addressed Key Questions (30%): _____
- Supporting Evidence/References (20%): _____
- Organization (10%): _____
- Writing/Grammar/APA (10%): _____
- OVERALL GRADE (100%): _____

APPENDIX D
Principles of Management
Group Presentation Evaluation

Section/Group: _____

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Each of the presentation components below is evaluated:

Content (40%): _____

**Demonstrated Subject
Matter Expertise (25%)** _____

Organization (15%) _____

Visuals (5%) _____

Clarity (10%) _____

Body Control/Voice/Delivery (5%) _____

OVERALL (100%) _____