

## SYLLABUS--PRINCIPLES OF MANAGEMENT

Course No: BUA 2214

Section: 01; Monday, Wednesday, Friday (9:10 - 10:10 am)

Instructor: Joe Carter  
Office Phone No.: 857-2459 (extension 2459 on campus)  
Ofc. Hours: Monday & Wednesday 1:00 - 2:30 pm,  
Monday, Wednesday, Friday 10:20 - 11:20 am  
and by appointment  
Lewis Recitation Hall 115

Class Description: This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This class will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.

Required Text: *Management* Stephen Robbins & Mary Coulter; 8<sup>th</sup> edition, Prentice Hall

Testing & Grading: This class will test the students' mastery of fundamental management concepts, principles, and definitions. There will be two exams (100 points each, minimum). A research paper, as outlined in Exhibit I, will be required (100 points in value). Additional course requirements include:

1. Classroom attendance & participation\*
2. Periodic quizzes (an approximate total of 100 pts.)
3. In class presentation of research paper findings (50 pts.)

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### Rules of Engagement (ROE):

*"Make the mind command the body—never let the body command the mind." —George S. Patton, Jr.*

\* Classroom attendance and participation are course requirements. Case study discussions and guest speakers are essential parts of this course which require your presence. Absence will adversely affect your final grade....

### ROE Specifics

1. You are expected to be in class, **on time**, prepared to discuss the material assigned on the syllabus.
2. Foodstuffs should be consumed prior to or after class. (Please notify the instructor about special medical conditions which merit an exception.)
3. Leaving during a class session should occur only for emergencies. Checking one's e-mail is not a valid emergency. (Please notify the instructor about special medical conditions which merit an exception.)
4. Common courtesy dictates only one conversation at a time. Priority is given to the conversation initiated by the instructor or guest speaker.
5. Get your money's worth! The average cost per class session is \$84.50. Attend, participate, learn and grow! Challenge yourself—even on Friday mornings. We will learn a great deal from each other.

### CLASS SCHEDULE — FALL 2002

SESSION	SUBJECT(S)	ASSIGNMENTS (from text)
Aug. 30	Why do you want to be a manager?	Read Dilbert Comic Strips
Sept. 1	Manager Functions and Roles	Text Chapter 1, pp. 2 – 23
Sept. 3	Evolution of Management Theory	Text Chapter 2, pp. 25 – 47
Sept. 6	Labor Day—No Class	
Sept. 8	Evolution of Management Theory con't.	
Sept. 10	↓	
Sept. 13	Total Quality Management	<b>Research Topics Due</b>
Sept. 15	Organizational Culture	Text Chapter 3, pp. 48 – 75
Sept. 17	Managing Globally	Text Chapter 4, pp. 76 – 97
Sept. 20	<b>Quiz</b>	Text: Chapters 1 – 4
Sept. 22	Ethics & Social Responsibility	Text Chapter 5, pp. 98 - 131
Sept. 24	↓	
Sept. 27	Planning & Strategic Management	Text Chapter 7, pp. 156 – 177
Sept. 29	↓	Text Chapter 8, pp. 178 – 203
Oct. 1	↓	
Oct. 4	Decision Making – Tools & Techniques	Text Chapter 6, pp. 132 – 155
Oct. 6	↓	Text Chapter 9, pp. 204 – 231
Oct. 8	↓	
Oct. 11	<b>Midterm Exam Part One</b>	Chapters 1 – 9
Oct. 13	<b>Midterm Exam Part Two</b>	↓
Oct. 15	No Class – Research Project	Conduct Interviews for Research Topic
Oct. 18	No Class – Fall Break	
Oct. 20	Organizational Structure & Design	Text Chapter 10, pp. 232 – 253
Oct. 22	↓	
Oct. 25	Communication and Information Technology	Text Chapter 11, pp. 254 – 279
Oct. 27	↓	
Oct. 29	Research Presentations	
Nov. 1	Human Resource Management	Text Chapter 12, pp. 280 – 309
Nov. 3	↓ Guest Speaker	Mr. Jim Welkos, Random House
Nov. 5	Research Presentations	
Nov. 8	Managing Change	Text Chapter 13, pp. 310 – 339
Nov. 10	<b>Quiz</b>	Chapters 10 – 13
Nov. 12	Research Presentations	
Nov. 15	Groups and Teams	Text Chapter 15, pp. 368 – 389
Nov. 17	↓	
Nov. 19	Research Presentations	
Nov. 22	↓	
Nov. 24	Thanksgiving Holiday	
Nov. 26	No Class	
Nov. 29	Motivation	Text Chapter 16, pp. 390 – 419
Dec. 1	↓	
Dec. 3	Leadership	Text Chapter 17, pp. 420 – 455
Dec. 6	↓	
Dec. 8	Control	Text Chapter 18, pp. 456 - 487
Dec. 10	↓	
Week of Dec. 13	<b>Final Exam</b>	Chapters 10, 11, 12, 13, 15, 16, 17, 18

## EXHIBIT I

### Research Paper - Principles of Management

**Topic:** An in-depth managerial analysis of a selected organization, e.g., a corporation, company, firm or association (ideally, an organization which the students have some interest in joining as an employee or associate)

**Issues and Questions to be Addressed:**

1. What is the mission of the organization?
  - a. What planning methodologies are utilized?
  - b. Define and assess the organization's strategy.
  - c. Identify its customers and/or constituents; and its competitors.
2. Describe how the firm is organized.
  - a. Note the formal structure (organizational charts); also what informal entities exist?
  - b. Describe the decision-making process.
  - c. How does the organization manage change?
3. What is the leadership style?
  - a. Who are the organization's heroes?
  - b. Describe the motivational environment.
  - c. Assess the effectiveness of the organizational communications.
4. Comment on the processes for control
  - a. Note the type of controls.
  - b. Describe the financial controls.
  - c. Describe the operational controls.
  - d. What role(s) do information systems play?
5. Evaluate any innovative managerial practices.
  - a. How is entrepreneurship encouraged?
  - b. What ethical dilemmas are faced?
  - c. What sources of "employee empowerment" are utilized?
  - d. Role(s) of technology
6. Assess your interest in joining the organization.
  - a. Why or Why Not?
  - b. How?

**Methodologies:**

1. Literature review (e.g. Bios of founders)
2. Employee interviews
3. "Promotional" materials assessment (including web sites)
4. Industry analysis

**Length:** Approximately 15 pages with well documented references and bibliography

**Classroom Presentation:** A ten-minute review of the significant findings of your research efforts: preferably using PowerPoint presentation software

**Note:** This research effort can be done as an individual or in a group (maximum of 3 students).



## Research Presentations

Oct. 29 (10% Bonus (+5 points) for selecting this early date)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

- Nov. 5
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_

- Nov. 12
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_

- Nov. 19
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_

Research papers are due the day you select for classroom presentation. If you do not present your findings, the paper is due on November 22, 2004.