

BUSI-142: PRINCIPLES OF MANAGEMENT

Effective Term

Fall 2023

CC Approval

4/21/2023

AS Approval

4/25/2023

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Business (Master's Degree)	

Subject Code

BUSI - Business

Course Number

142

Department

Business and Entrepreneurship

Division

Career Education and Workforce Development (CEWD)

Full Course Title

Principles of Management

Short Title

Principles of Management

CB03 TOP Code

0506.00 - *Business Management

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

Five-year review.

SECTION B - Course Description

Catalog Course Description

Analysis of basic management theory and concepts. The primary functions of management (planning, organizing, coordinating, and controlling) are studied in depth.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites**SECTION D - Course Standards****Is this course variable unit?**

No

Units

3.00

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval**Is this course offered through Distance Education?**

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent

SECTION E - Course Content**Student Learning Outcomes**

Upon satisfactory completion of the course, students will be able to:	
1.	Demonstrate a knowledge of the complexities of management processes and functions and the solution of typical problems through the use of case studies.
2.	Describe, examine and analyze the need for multicultural awareness, and ethical conduct by managers.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Explain the role and importance of management to society and individuals.
2.	Demonstrate an understanding of the planning, organizing, leading and controlling functions performed by managers.

Course Content

The course content will be supported throughout by the use of case studies and simulations to provide active participation by students to confirm theoretical study.

1. Management roles and processes and their relationship to other disciplines.
2. The historical roots of contemporary management practices and their importance in the development of contemporary practices.

3. The current management environment with emphasis on the effects of globalization, technology, social responsibility, ethical behavior, and a diverse workforce.
4. Planning in an uncertain environment, including strategic and tactical planning, single-use and standing plans, management by objectives and SWOT analysis.
5. Decision making including problem definition, aids to decision making including payoff matrices, decision trees, break-even analysis, ratio analysis, linear programming, queuing theory, and economic order quantity.
6. Organizing including team-based structures and recognizing the cultural factors in organizational design.
7. Human Resource Management including the legal environment, and an examination of current issues in Human Resource Development including workforce diversity, sexual harassment, workplace violence, and the need for unions and management cooperation.
8. Change, stress, and innovation including organizational change and member resistance, reducing stress, and fostering creativity and innovation. I. Individual and group behavior, including explaining and predicting behavior, and basic concepts of group behavior.
9. Motivation including a critical examination of current motivation theories, work teams including the challenges of turning individuals into team players, maximizing employee effort.
10. Leadership and trust including managers as leaders, and the critical importance of trust.
11. Communication and Interpersonal skills including overcoming communicational barriers, and the influence of technology on communication.
12. Control including the adjustment of control for cultural differences.
13. Operations Management including its contribution to productivity.
14. Project Management including the use of scheduling tools including PERT and Critical Path Analysis.

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Activity	Nokia Management Team Decision What do you think would be a more effective strategy for Nokia to respond to Micromax—differentiate itself from Micromax or replicate what it is doing? How could a shadow-strategy task force help Nokia identify the best way to proceed? What positioning strategy should Nokia use to gain an advantage against Micromax and other competitors?
Group Work	Read pages 143-145 Using the “creative work environment” model come up with ideas about innovations in higher education that might arise by paying attention to the following components of a creative work environment: (1) challenging work (2) organizational encouragement (3) supervisory encouragement (4) workgroup encouragement (5) freedom Groups should also list any organizational impediments to innovation in higher education. In a nutshell: How can we make public education more creative?

Online Adaptation

Types	Examples of learning activities
Discussion	Read the Apple case study. Analyze the questions in the case study. If you were in charge of leadership at Apple, what would you do? Discuss.
Lecture	Management Levels

Instructor-Initiated Online Contact Types

Discussion Boards
E-mail Communication
Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
Discussions
Group Work

Course design is accessible

Yes

Methods of Evaluation**Methods of Evaluation**

Types	Examples of classroom assessments
Quizzes	Quiz: Chapter 9
Homework	What Would You Do? ISG Steelton Case Study
Exams/Tests	Midterm (Chpts. 1-9)

Assignments**Reading Assignments**

Students will study before class Chapter 2 on the Historical Roots of Contemporary Management Practice in conjunction with Instructor Notes. The Instructor Notes will outline salient points in the study material. The Instructor will use a PowerPoint presentation to introduce group discussions on selected topics. Groups will report verbally to the class on their conclusions. Student will have access to the presentation which will have a narration after the discussion session. Homework will be the completion individually of two online quizzes, the highest score to count.

Writing Assignments

Chapter 9 Understanding Work Teams. After a group discussion, studying a case problem and submitting written group solutions. Home work: Performing graded management decisions online in a simulated organization.

Outside-of-Class Assignments

In Chapter 14 perform in groups PERT exercises to plan and control small business projects making class presentations of their completed PERT project.

SECTION F - Textbooks and Instructional Materials**Material Type**

Open Educational Resource (OER)

Author

Bright, David

Title

Principles of Management

Publisher

OpenStax

Year

2019

ISBN #

978-1-59399-876-9

SECTION G - Diversity, Equity and Inclusivity**Course Codes (Admin Only)****CB00 State ID**

CCC000130612

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No