Course Description

MAN2021 Principles of Management 3.00 credits

The student will learn to analyze the major functions of management. Emphasis is placed on learning how to manage organizations for excellence in both performance and employee satisfaction. Major topics include but are not limited to business ethics and social responsibility, strategic and operational planning, decision making, organization structure and behavior, managing groups and teams, communication and information technology.

Course Competencies:

Competency 1: The student will demonstrate knowledge of contemporary management by:
1. Describing the basic responsibilities of managers
2. Explaining the four management functions
3. Describing different managerial roles
4. Describing the three levels of management
5. Identifying different types of managerial skills

Competency 2: The student will demonstrate knowledge of "the managerial" environment by:
1. Describing various internal and external environmental factors that influence management
2. Defining organizational culture
3. Defining business ethics, with examples of ethical and unethical practices
4. Describing various examples of social responsibility

Competency 3: The student will demonstrate knowledge of global management issues by:
1. Explaining the differences between domestic, international, and multinational businesses
2. Describing particular challenges of international business, including differences in culture, politics, economic systems, etc.
3. Listing different types of involvement in international business

Competency 4: The student will demonstrate knowledge of entrepreneurship by:
1. Describing opportunities for entrepreneurs today and the contributions of entrepreneurship to the economy
2. Describing the essential components of a business plan

Competency 5: The student will demonstrate knowledge of the decision-making process by:
1. Explaining the decision-making model and its importance for managers
2. Explaining the differences between programmed and nonprogrammed decisions
3. Explaining the differences among conditions of certainty, uncertainty, and risk
4. Contrasting different methods for stimulating creativity in organizations

Competency 6: The student will demonstrate knowledge of strategic and operational planning by:
1. Defining and comparing strategic and operational planning
2. Describing how different types of planning are performed at different levels of management
3. Describing corporate vision and mission statements
4. Describing the goal setting and goal accomplishments process
5. Describing various types of corporate strategies
6. Explaining management by objectives
7. Defining and giving examples of policies, procedures, and rules
8. Describing different types of planning tools

Competency 7: The student will demonstrate knowledge of the organization function of management by:
1. Describing various traditional management principles, such as unity of command, span of management, chain of command, etc.

2. Explaining the differences between formal and informal authority and centralized and decentralized authority
3. Contrasting line and staff authority
4. Explaining various approaches to departmentalization
5. Explaining various approaches to job design
6. Describing the process of delegating work

Competency 8: The student will demonstrate knowledge of managing change by:
1. Explaining types of changes taking place at work
2. Listing reasons why people may resist change
3. and ways to deal with resistance

Competency 9: The student will demonstrate knowledge of human resources management by:
1. Explaining the basic functions of human resources management
2. Defining job descriptions, job specifications, and job analysis
3. Describing recruitment, orientation, and current training methods
4. Describing the importance of performance appraisal

Competency 10: The student will demonstrate knowledge of organizational behavior issues by:
1. Describing various dimensions of personality
2. Explaining the perception process and factors that influence it
3. Demonstrating the relationship among personality, perception, and attitude
4. Defining power and describing different types of power
5. Describing organization politics
6. Explaining various approaches to managing conflict
7. Explaining how organizations create stress and ways to deal with it

Competency 11: The student will demonstrate knowledge of groups and teams in the workplace by:
1. Explaining various components of group structure
2. Explaining various group process issues: group roles, norms, cohesiveness, status, decision-making, conflict resolution, etc.
3. Describing stages of group development
4. Describing ways of developing groups into teams

Competency 12: The student will demonstrate knowledge of communication and information technology by:
1. Explaining ways communication flows through organizations
2. Describing the interpersonal communication process
3. Describing the major types of information systems and their relationships
4. Listing the components of an information network

Competency 13: The student will demonstrate knowledge of the process of motivating employees by:
1. Explaining the process of motivation
2. Comparing the various theories of motivation, including Maslow's hierarchy of needs, Herzberg's two-factor theory, ERG theory, equity theory, expectancy theory, reinforcement theory, and others
3. Explaining practical approaches for building an ethical business

Competency 14: The student will apply knowledge of managerial leadership by:
1. Defining leadership
2. Comparing the trait, behavioral, and situational leadership models
3. Explaining the difference between managing and leading.
4. Describing various styles or patterns of leadership

Competency 15: The student will demonstrate knowledge of managerial control by:
1. Explaining the steps in the control process

2. Describing different types of managerial controls
3. Explaining various types of financial controls
4. Explaining various types of non-financial controls

Competency 16: The student will demonstrate knowledge of operations management, quality, and productivity by:
5. Explaining the differences among operating systems
6. Defining total product quality
7. Describing various management tools such as PERT, JIT, MRP, and SPC

<u>Learning Outcomes:</u>
- Communicate effectively using listening, speaking, reading, and writing skills
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Use computer and emerging technologies effectively