

Sul Ross State University
Department of Business Administration

Principles of Management

MGT 3360:001
Fall 2014
MW 12:30 – 1:45PM
BAB 318

Professor: Dr. William C. Green
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Office Hours: By appt. &
MW 10:30 - 11:30; 3:00 - 5:00
T, Th. 8:30 - 9:30

Course Description:

Study of the management discipline. Includes an overview of management, the environment in which managers function and the functions managers perform; the manager and the organization, and other topics related to management concepts and processes. Course is developed around lectures, class discussion and other appropriate material(s).

Prerequisite(s):

Junior standing or Instructor Permission

Course Material(s):

Jones & George; Essentials of Contemporary Management 5th ed.; McGraw; ISBN: 978-00-780-29-349

Program Learning Objectives:

- PLO 1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies
- PLO 2 Communicate business information through written, oral and other delivery processes
- PLO 3 Identify and discuss the impact of ethical and social responsibility issues in business
- PLO 4 Identify and describe the major components of the external business environment

Course Objectives:

An understanding of pertinent areas of management, their function, objectives, and interrelationships

An appreciation of the complex and dynamic nature of the business environment

An appreciation for making decisions under uncertainty and or in dynamic market conditions

Development of a broad based vocabulary of management terminology, especially as used in industry

Appreciation of how the management area fits with and is related to other functional areas within the organization

In sum, a theoretical yet practical working knowledge of management as an aid in further study and career pursuits

Course Grades:

Grades in this course will be determined on a percentage/points basis. Percentages and (points) for course requirements follow:

Class Participation	20%	(200)
Cases	20%	(200)
Exam #1	15%	(150)
Exam #2	15%	(150)
Final	<u>30%</u>	<u>(300)</u>
TOTAL	100%	(1000)

Grades in the course will be assigned as follows:

A =	90 - 100%
B =	80 - 89%
C =	70 - 79%
D =	60 - 69%
F =	Below 60

Class Participation:

It should be pointed out that this class is conducted on a lecture and discussion format. And, you are urged to participate at your own initiative. Determination of participation grades will be based upon both quantity and quality of comments. Thus, your attendance is at a premium and, very simply, you need to show up for class and ready to participate. If you decide you do not want to come to class, that is fine but that will not enable you to receive the full point total allowed. If you must miss class, try and let me know in advance and the penalty will not be as great. In other words, repeated absences can only hurt your class standing and not enable you to fully satisfy the course requirements. We will discuss the class schedule, Blackboard work, etc. during the first day of the course.

Also, it should be noted that the reading assignment is relatively heavy. I know that it is easy to "blow-it-off" and I will overlook one or two instances of this, but repeated lack of preparation can only diminish the experience for us all. In other words, prepare and show up for class. Remember what this experience (college) is all about in terms of individual initiative, etc.

Finally, if you are having difficulty with any aspect of the course, please let me know as early as possible. I will work with you on fixing whatever may be broken but you must let me know! **Remember:** 20% is a sizeable portion of your grade and is very directly under your control. While it may not seem too important right now, please avoid ending up the semester only to find that you are so close yet so far away from the grade you feel you deserve.

Cases Assignments:

You will be asked to write four (4) chapter case assignments. The purpose of these is to provide more linkage between what we are studying and its application. As well, as is the case with the application question groups, this element also helps you start and/or improve your ability to "think" like a marketing manager. This will also help you appreciate the nuances among marketing elements and certainly help you make decisions under uncertainty. Finally, these are a primary component in helping us achieve the course objectives.

"Cases" should be typed and single spaced. Length will be dependent on the number of questions assigned to address the issues of the case. However, typical length usually falls somewhere between 1 and 2 pages. Any case with excessive mechanical errors (misspellings, typos, etc.) will be penalized. Cases will be evaluated on thoroughness, creativity and practicality revealed in your responses and the quality of organization, writing and clarity. ***The actual submission of cases will be detailed prior to your first due date.***

Remember that cases are written to inform in a professional, succinct and efficient way. Thus, verbosity should be avoided. The case analysis you submit must be independently written. As mentioned previously, you must prepare adequately for the case. I would think at a minimum, this would require an initial reading of the case for general content and then at least one or two more readings to make certain you really have a good grasp of the situation.

Note: All assignments will be due on Wednesday of the week assigned. No assignments will be accepted after the next Monday (5 days of grace period).

Exams:

The tentative format for all exams in this course will be comprised, for the most part, of "objective type" questions. These may include, but not be limited to, multiple choice, true/false, and matching questions. An additional portion of the exams may also include short answer and/or essay type questions.

The midterm exam will cover the first part of the course while the Final exam will emphasize the entire course. You will be responsible for all course content on the final. This includes lecture materials, reading assignments from book, outside readings that may be assigned from time to time and any other areas which are course related. In other words, any topic will be "fair game" on the final exam. Note: where a make-up exam is given, both the degree of difficulty and effort necessary to complete the exam are subject to change.

A Final Point:

This syllabus represents the plan of action for the course. It is, in many respects, a contract between us. Should you lose this document or not understand any part of it, please let me know immediately and I will help you fix the problem. Make sure to modify the schedule contained in this syllabus as necessary.

Students with Disabilities

Qualified students with disabilities needing academic or other accommodations to ensure full participation in the programs, services and activities at Sul Ross State University should contact the Office of Student Support Services, Ferguson Hall Room 112, Box C-117, Alpine, Texas 79832 (915) 837-8203.

Tentative Course Outline

Week	Topic	Assignment*
Aug. 25	Introduction	
Sept. 01	Management Foundations Monday - Labor Day Holiday	Ch. 1 - 2
08	Environment of Management	Ch. 1 - 2
15	Planning, Decision Making - Case #1 Due	Ch. 5 - 6
22	Planning	Ch. 5 - 6
29	Organizing & Change – Case #2 Due	Ch. 7 - 8
Oct. 06	Organizing & Change	Ch. 7 - 8
13	Exam #1	
20	Leading Individuals & Groups	Ch. 9 - 12
27	Organizing & Controlling - Case #3 Due	Ch. 9 -
12		
Nov. 03	Organizing (cont.)	Ch. 9 - 12
10**	Organizing (cont.) – Case #4 Due	Ch. 9 - 12
17	Exam #2 Introduction to - Managing other critical processes	Ch. 13 - 14
24	Thanksgiving Holidays 26-28 Managing other critical processes (cont.)	Ch. 13 – 14
Dec. 01	Wrap – up & review	Ch. 3 -4
08	Final Exam – 12/10/2014 @ 12:30PM	

* Assignments should be completed close to the day they are assigned

** November - 14th - Last day to withdraw from university or drop with a "W"