

Sul Ross State University
Department of Business Administration

Principles of Management – ONLINE

MGTA 3306
Fall 2023
Section W01

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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 9th ed.; McGraw; TBA

Student Learning Outcomes:

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

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:

Engagement	05%	(050)
CONNECT – LS	15%	(150)
CONNECT – other & BB	15%	(150)
Discussion Forum	10%	(100)
Cases	15%	(150)
Midterm	20%	(200)
Final	<u>20%</u>	<u>(200)</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

Engagement:

It should be pointed out that this class is conducted on an online format. And, you are to be fully engaged in all class activities. Determination of engagement grades will be based upon a number of elements. The most important is your promptness in responding to various requests and turning in assignments. If you decide you cannot or do not want to do that, it is fine but that will not enable you to receive the full point total allowed, unless you have made arrangements in advance. We will discuss the class schedule, Blackboard work, etc. as class takes shape. Also, the reading assignment, at times, 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 you. In other words, prepare! Remember what 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:** 05% is a small but important 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.

Learn-Smart on Connect:

There are actually two Learning Management Systems (LMS) in this course – CONNECT (C) & Blackboard (BB). There are some assets with C which are valuable learning aids. One is Learn-Smart. At first glance, some think "big deal," but after doing the work, it becomes clear that the Learn-Smart approach helps with both focus and time management (two valuable assets in summer school). We will not cover every chapter but you should note two things. To receive credit for the particular chapter, it (the assignment) must be completed before the end date. Second, as there will be plenty of time to do the reading, no extensions will be granted excepting very unusual circumstances. By the way, BB does not offer anything close to this type of learning asset which is part of the reason for the use of two LMS. Plus, as there is considerable material to cover, C is an effective way to assist. There are also things associated with BB that help with the online format of the course. Most of the C assignments will be individually based which is another reason it (C) is useful. C Assignments will not be linked to BB as to grading. So, the points on C do not really matter as percentages will be computed from C and uploaded to BB.

CONNECT – Other & BB:

There are other assets with CONNECT which also are valuable learning aids. One, which is easily administered and applied is the quiz component based on individual chapter content. Variations on this are some homework modules which are also important. As there is variation as to chapter importance, assignment numbers and emphasis will reflect such variation. Further, such things as article assignments and chapter illustration capsule analyses lend themselves to BB. Thus, both LMS systems are useful tools. Once again, assignments will be announced in advance and as noted above, the assignments must be submitted on time or a late deduction will be applied. The deduction will not be excessive but enough to underscore the importance of meeting deadlines. Most, of the assignments will be assigned and due within a relatively short window (time span). The quizzes and/or homework assigned (unless noted) are intended to be completed on an individual basis and should be completed on that basis. As we get started, do not hesitate to ask if something does not make sense to you or you notice I made a mistake on an assignment date, for example. There are lots of moving pieces to these type courses and I encourage your input.

Discussion Forums:

This class is conducted on an online basis which changes several things but leaves many things intact as if it were offered on an in-class basis. One element that does not change is that proper preparation and class involvement are important. **Online classes require much higher levels of discipline and self-motivation than do in-class offerings.** Therefore, active participation and class contribution are mandatory and deviations from this can only reflect negatively on your performance. If you are not prepared, catch up and don't let it become habitual. One or two instances of less than active participation and/or discussion will be overlooked but repeated instances of this will not enable you to meet the course objectives. Discussion forum (DF) topics will be announced on the announcement page but actual topics will not be known.

Discussion forums are a valuable and integral part of the course. You are urged to contribute at your own initiative and online discussion grades, for example, will be based upon quality of comments more than on quantity. Thus, your **thoughtful contributions** are more compelling than your frequency of input!! Also, it should be noted that the reading assignment is heavy at times and again, this is largely dependent on your own initiative and time management capabilities. It is **easy to stay up with course progress but more difficult to catch up** once one falls behind. Finally, if you have difficulty with any aspect of the course, please let me know as early as possible. I will work on fixing whatever may be broken but I have no way of knowing this unless you let me know!! **Remember that 15% is a “chunk” of your grade.**

Cases Assignments:

You will be asked to write two (2) or three (3) chapter cases. The purpose of these is to provide more linkage between what we are studying and its application. As well, this element also helps you start and/or improve your ability to "think" like a manager and will also help you appreciate the nuances among management issues 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 around 1 page. 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. This information can also be found on BB. Use the assignment tool for submitting but it is not necessary to submit a word document.** Remember that cases are written to inform in a professional and succinct way. **The cases you submit must be independently written.** I truly think you will enjoy this part of the course. **Once more, cases are to be done individually – no groups.**

Midterm & Final Exams:

The tentative format for all exams in this course will be comprised of "objective type" questions. These may include, but not be limited to, multiple choice, true/false, and matching questions. If you take the exam online, a different format will be used. That is, an online exam will include short answer and/or essay type questions. You are responsible for all 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: a make-up exam will not be available unless the virus changes course!

Final Points

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.

Marketable Skills:

Marketable Skill 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

Marketable Skill 2: Students will have the ability to use research and analysis to make informed decisions.

Marketable Skill 3: Students will have the ability to write business letters, emails, resumes and reports

Marketable Skill 4: Students will have the ability to make effective oral presentations to both professional and general audiences.

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.

Distance Education Statement: *Students enrolled in distance education courses have equal access to the university's academic support services, such as Smart-thinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. As noted below, we will be using both CONNECT (which includes an E-Book) and Black-Board. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.*

Other: *My personal position on dishonesty is as follows: if I suspect that there is even a hint or any probability (greater than 0.0), that anyone in the course is violating the policy on academic honesty (plagiarism, copying without appropriate credit, using the work of other*

students - even with their permission, cheating) I will take the following steps. I will take every means possible to ensure that such individual does not pass the class; and I will apprise the Head of Student Affairs; College Dean; Provost and others in an attempt to have the individual dropped from the BBA program. Very simply, this is college and should be approached as such. That is, you get out of college, in large part, based on what you put into it. That is what I think is the college "mindset." Finally, do not take this personally – this is only to make certain that my position is clear and there is no confusion as to what it is!

Tentative Course Outline – SEE MASTER SCHEDULE

<i>Week</i>	<i>Topic</i>	<i>Assignment*</i>
Aug. 28	Introduction	
Sept. 04	Management Foundations – Holiday Monday	Ch. 1 – 2
11	Environment of Management	Ch. 1 – 2
18	Planning, Decision Making	Ch. 5 – 6
25	Planning – Case #1	Ch. 5 – 6
Oct. 02	Organizing & Change	Ch. 7 - 8
09	Organizing & Change	Ch. 7 - 8
16	Cont. – Midterm?	
23	Leading Individuals & Groups – Case #2	Ch. 9 - 12
30	Organizing & Controlling	Ch. 9 - 12
Nov. 06	Organizing (cont.) – Case #3	Ch. 9 – 12
13**	Organizing (cont.) -	Ch. 9 - 12
20	Other - Thanksgiving Holidays (22-24)	Ch. XXXX
27	TBD	
Dec. 04	TBD – Wrap-up & Review 06 – Last Class Day; 07 Dead Day; 08 1st day of finals	
11	11 – 13 Final Exam Period; 15 Commencement	

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

** November – 17th - Last day to withdraw from university or drop with a "W"