



**BUS 101: Introduction to Management**  
15 Weeks On-line (3 Credits)

**Semester:**

**Location:**

**Instructor:**

**Office Hours: .**

**Office Location:**

**Phone Number:**

**Email:**

**Prerequisite/Co-requisites: None**

**Course Description**

This course provides an introduction to the basic principles of management and their relationship to customer expectations. An overview of major topics and concepts including planning and decision making, organization, staffing and leading, Information Systems, and ethics and social responsibility will be covered.



**Course Goals**

Be able to explain and discuss management functions, the use of management theories to guide planning and decision-making, and to gain insight into your own approach to management.



**Required Text**

Bauer, T., Erdogan, B., Sort, J., & Carpenter, M. (2016). Principles of Management. v 3.). Washington DC: Flatworld Knowledge, eISBN: 978-1-4533-7502-7. Purchase the book from the [Goodwin University Bookstore](#) or from [Flatworld](#).

**Student Learning Outcomes and Assessment Methods**

<b>Learning Outcomes</b>	<b>Assessment Methods</b>
Define and discuss management levels	Paper: Who are managers and what do they do? Quiz
Define and determine roles and functions of managers	Discussion board including leadership resources Paper: who are managers and what do they do? Paper: managers responsibilities
Understand and apply the classical, behavioral, quantitative, system and contingency management theories	Discussion board Your choice research article Quiz
Define and apply theories related to motivating employees, managing teams, and leading organizations	Discussion boards including Motivating your Staff and Making Meeting work Paper love it/loathe it Assessment: MBTI Paper: What kind of leader am I? Paper: Zappos case study Task: Linked-In
Understand and develop a basic plan	Discussion boards including Balanced score card, SWOT analysis and writing smart goals
Understand the organization as a system	Discussion boards including organizational culture and Organizational change Paper: Person-organization fit Paper - Triple bottom line
Understand and apply the POLC framework	Discussion board: mission, vision and the POLC framework Paper: decision-making and control, final project

**Rev. 011219**



### Grading Policy

Your performance in this course is assessed using multiple, varied methods in the areas listed below and based on the expectations as described in the syllabus and outlined in assessment scoring guides or rubrics. If you do not understand the expectations, it is your responsibility to ask the instructor questions.

Online Discussions/Participation	30%
Weekly Assignments	20%
Quizzes	20%
Final Project	30%
Total:	100%

### Grading Key

93-100 = A	80-82 = B-	67-69 = D+
90-92 = A	77-79 = C+	63-66 = D
87-89 = B+	73-76 = C	60-62 = D-
83-86 = B	70-72 = C-	Below 60 = F



### Assessment Methods

**Online discussions (30%):** Reply to my question and reply to at least two classmates every week (unless otherwise noted). The first posting is due by Wednesday and your last posting should occur no later than Saturday. For full credit, posting need to refer to the class assignments (e.g., summarizing, restating, analyzing), cite sources, provide real-world examples, ask thoughtful questions, and be a minimum of a 3-5 sentence thoughtful paragraph.



**Weekly Writing Assignments (20%):** Writing assignments are an opportunity for you to demonstrate your learning, show your analytical skills, and refine your writing skills, within suggestions from me. Strive to format your papers according to APA guidelines.



**Quizzes and Exams (20%):** Students will complete quizzes and exams based on assigned course readings. The tests are open-book, but answers may not be shared with others. You have three attempts to complete the quiz and the computer will use only your highest score.



**Project (30%):** The final project is a research paper, executive summary and slide deck. Please read the information in Weekly Unit 1 and set-aside time each week to work on your project. The final project must be formatted to APA guidelines (e.g., running head, different first page header, page numbers, double-spaced, etc.). Guidelines, sample papers and other help is provided online in the Read Before Week 1 section. The left menu also includes an option APA Resources, and the course includes an embedded librarian to whom you can ask questions every week.

*The Course Outline / Class Schedule contains due dates.*

### Course Outline / Class Schedule\*

Week / Dates	Online Discussion Topics	Book Chapter Reading Assignment & Lecture Notes	Writing Assignments
1	Introduction (not graded)	1. Principles of Management.	Who are managers and what do they do?
2	Gauge, Discover, Reflect Play to your Strengths	2. Personality, Attitudes, & Work Behaviors.	Triple Bottom Line
3	Benefits & Pitfalls of Personality Assessments (Case) Positive Attitudes, Job Performance and Turnover	2. Personality, Attributes, & Work Behaviors Continued; 3. History, Globalization, and Values-Based Leadership (optional).	Love it/Loathe it (started) MBTI
4	Mission, Vision and the POLC Framework	4. Developing Mission, Vision, and Values.	Managers Responsibilities First Quiz
5	Sustainable Competitive Advantage MBTI Reflections	5. Strategic Management	SWOT Analysis
6	Balanced Score Card SMART Goal Example	6. Goals and Objectives.	Your Choice Research Article PPT Love it/Loathe it (due)
7	Organizational Change	7. Organizational Structure and Change.	Final Paper Outline Second Quiz
8	Your Choice Posting	8. Organizational Culture.	Person-Organization Fit
9	Leadership Resources	9. Leading People and Organizations.	What Kind of Leader am I?
10	Final Project Update/Questions	10. Decision Making.	Decision-Making and Control
11	Social Media	11. Communication in Organizations.	Linked-In
12	Making Meetings Work	12. Managing Groups and Teams.	Third Quiz
13	Motivating Your Staff	13. Motivating Employees.	Zappos Case Study
14	Control versus Inspiration	14. The Essentials of Controls.	Finish Project, Executive Summary and PPT
15		Final Project.	

***\*This syllabus is subject to change. Changes, if any, will be announced on Blackboard.  
Be sure to check Blackboard and your Goodwin email regularly!***

## Class Policies



**Class Meetings:** Online only. Regular attendance and participation in class is expected. If you are unable to log on to the course for any period of time, please contact me.



**Blackboard:** Blackboard contains class materials such as PowerPoints, worksheets, media, and links for submitting assignments. ***Be sure to check Blackboard often*** to stay up to date on announcements, new course materials, and other important information. ***All assignments must be submitted on Blackboard.*** Microsoft Word is the only tool to use. If you have a problem while trying to submit it, DO NOT SEND a paper copy or e-mailed copy. It must be submitted through Blackboard.



**Late Assignments:** Per department policy, all work is expected to be handed in on time. Any work submitted to the instructor after the due date will result in a zero for that particular assignment. Late assignments or make-up exams are not permitted except when there are documented extenuating circumstances (i.e., medical and family emergencies), and the instructor has been notified 24 hours before or after the deadline. In circumstances in which the instructor permits a make-up exam, the format of the exam is at the discretion of the instructor.



**Course Decorum:** We will create a positive environment in the classroom. There is an expectation of respect and professionalism (i.e., demonstrate respect for instructors, peers, and self, participate in online activities, and follow course and college policies).



**Communication and E-mail:** Students are expected to communicate in a professional manner (i.e., verbal, written, and electronic). I will send course updates and announcements through Blackboard so please ***check your Goodwin e-mail account regularly.***



**APA Style:** This course follows APA style format for all written assignments. All written assignments must be produced using software that is compatible with Blackboard. Assessment of written assignments will include use of APA format, writing, grammar, quotations, and references. APA Style Central is also available at <http://apastylecentral.apa.org/>, the course Blackboard shell, and through the Hoffman Family Library.

Expectations for Written Work: The following are basic expectations for all written work:

1. One-inch margin for all sides of the page (e.g., top, bottom, left, and right side of the page).
2. The font is 12 point.
3. The paper is double spaced.
4. The first page of the paper includes:
  - ✓ Your full name
  - ✓ The date of submission

## Goodwin University Policies and Services

**This course adheres to all policies outlined in the Goodwin University catalog.**

General academic policies of Goodwin University may be found on the college web site at and in the college catalog at <http://www.goodwin.edu/academics/catalogs.asp>.

Student services information may be found on the Goodwin University website at <http://www.goodwin.edu/student-services/> and <http://www.goodwin.edu/library/>.