



# COURSE SYLLABUS

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## SECTION 1: COURSE INFORMATION

**Format:** Eight weeks.

**Course ID:** BBUS 3203

**Course Title:** Essentials of Management

**College:** College of Unrestricted Education – Department of Business and Leadership

**Prerequisites:** None

**Credit Hours:** 3

**Instructor:** See the online course in MyFIRE for instructor contact information and availability.

### Course Description

This survey course introduces the theories of management and emphasizes the basic management functions of planning, organizing, leading, and controlling organizations. The course emphasizes the functions of management with appropriate quantitative and behavioral concepts and encourages students to develop a set of professional ethics from a Christian world-view.

## Course Overview

Essentials of Management introduces the student to the P-O-L-C framework for management that describes the work of managing any organizing. Any organization requires specific planning, organizing, leading, and controlling activities. These activities ensure that the organization achieves its mission and properly utilizes its human and fiscal resources. The success of the 21st century organization will depend on the quality and consistency of the management structure. Students will complete this course with a greater sense of the complexity involved in business management, whether in a for-profit or non-profit content.

## Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is **46.56 (5.82 hours per week)**.

## Course Materials

NO TEXTBOOK REQUIRED –OER'S USED IN THE COURSE

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To view or save the textbook, please visit the following link: [Principles of Management](#)

Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

**Disclaimer:** The resources utilized in this course provide information, thoughts and

insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

## Course Topics

**The purpose of this course is to introduce, reinforce, and measure learning on the following topics:**

1. Classical and Contemporary Theories of Management
2. Planning Function of Management
3. Organizing Function of Management
4. Leading Function of Management
5. Controlling Function of Management
6. Organizational Design
7. Human Resource Management
8. Organizational Change
9. Management from a Christian Worldview

## Intended Learning Outcomes

**As a result of reading, study, and assessments in this course, the student should be able to:**

1. Describe the classical and contemporary theories of management.
2. Demonstrate an understanding of the planning function of management.
3. Demonstrate an understanding of the organizing function of management.
4. Demonstrate an understanding of the leading function of management.
5. Demonstrate an understanding of the controlling function of management.
6. Identify important considerations regarding organizational design, human resource management, and organizational change.
7. Analyze management from a Christian worldview perspective by defining a set of Christian ethics for professional conduct in contemporary society.

## **Late Work**

All assignments must be submitted by 11:59 p.m. of the deadline to receive full credit. Any assignment (reading quiz, writing assignment, etc.) not submitted by the deadline will be considered late and penalized accordingly. All student have exactly one week from the deadline to submit the full assignment for credit, which will be assessed a 10% deducted off the earned grade. Any late (after the one-week deadline) or partial submissions will not be accepted and will receive a 0 grade. Please note that the final may not be taken late.

## **Extra Credit**

Extra credit is provided at the discretion of the instructor. Students will be notified in advance of any potential offerings. Keep this in mind, present your best effort, and submit work on time to avoid a grade penalty.

## **SECTION 2: SOUTHEASTERN POLICIES**

### **Academic Policies**

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.

## SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.

**Note:** Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

### AIM, LEARN, AND APPLY DESCRIPTIONS

#### Aim



When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

#### Learn



When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

#### Apply



When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

**MODULE 1:**  
**XX/XX/XX – XX/XX/XX**



**Aim:**

- Describe the classical and contemporaries of management
- Demonstrate an understanding of the planning function of management, with emphasis given to the organizational mission, values, and vision
- Review an organizational context to assess its mission, vision, and values
- Use the business periodical databases to conduct research on a current topic in management studies



**Learn:**

- Read Classical & Contemporary Theories of Management
- Read Principles of Management 1.5 P-O-L-C Management Framework
- Read Principles of Management 4.1 Developing Mission, Vision, and Values through 4.7 Crafting Mission and Vision Statements
- Review supplemental presentation



**Apply:**

- Discussion for Week 1
  - Due: Friday, Tuesday
  - Points: 30
- Current Topics Essay #1
  - Due: Tuesday
  - Points: 50

**MODULE 2:**  
**XX/XX/XX – XX/XX/XX**



**Aim:**

- - Describe the essential steps in the strategic planning process
  - Review an organizational context to assess its strategic planning function
- Use the business periodical databases to conduct research on a current topic in management studies



**Learn:**

- Read Principles of Management 5.1 Strategizing through 5.7
- Developing Strategy Through External Analysis
- Read Principles of Management 6.1 Goals and Objectives through 6.7
- Integrating Goals and Objectives with Corporate Social Responsibility
- Review the supplemental presentation
- Watch Balanced Scorecard video from Harvard Business Review



**Apply:**

- Discussion for Week 2
  - Due: Friday, Tuesday
  - Points: 30
- Quiz #1
  - Due: Tuesday

- Points 50
- Current Topics Essay #2
  - Due: Tuesday
  - Points: 50
- Consulting Project: Topic Selection
  - Due: Tuesday
  - Points: 25

**MODULE 3:**  
**XX/XX/XX – XX/XX/XX**



**Aim:**

- Demonstrate an understanding of the organizing function of management with emphasis given to structure and change
- Review an organizational context to assess its organizational design
- Use the business periodical databases to conduct research on a current topic in management studies



**Learn:**

- Read Principles of Management 7.1 Organizational Structure and Change through 7.6 Planning and Executing Change Effectively
- Watch “Leading bold change” video
- Review the supplemental presentation



**Apply:**

- Discussion for Week 3
  - Due: Friday, Tuesday
  - Points: 30
- Current Topics Essay #3
  - Due: Tuesday
  - Points: 50

**MODULE 4:**  
**XX/XX/XX – XX/XX/XX**



**Aim:**

- Demonstrate an understanding of the organizing function of management with emphasis given to culture
- Review an organizational context to assess its organizational culture
- Use the business periodical databases to conduct research on a current topic in management studies



**Learn:**

- Read Principles of Management 8.1 Organizational Culture through 8.6 Creating Cultural Change
- Review the supplemental presentation



**Apply:**

- Discussion for Week 4
  - Due: Friday, Tuesday
  - Points: 30
- Quiz #2
  - Due: Tuesday
  - Points 50
- Current Topics Essay #4
  - Due: Tuesday

- Points: 50
- Consulting Project: Status Update
  - Due: Tuesday
  - Points: 25

**MODULE 5:**



**Aim:**

**XX/XX/XX – XX/XX/XX**

- Demonstrate an understanding of the leading function of management with emphasis given to leading people and organizations
- Review an organizational context to assess its leadership environment
- Develop and define a set of behaviors or traits that are essential for Christian leaders or manager



### **Learn:**

- Read Principles of Management 10.1 Leading People and Organization through 10.6 Contemporary Approaches to Leadership
- Read Be a leader for God's sake: From values to behaviors (required for weekly essay)
- Watch "Steve Jobs talks about managing people" video
- Review the supplemental presentation



### **Apply:**

- Discussion for Week 5
  - Due: Friday, Tuesday
  - Points: 30
- Christian Ethics Essay
  - Due: Tuesday
  - Points: 50

**MODULE 6:**

**XX/XX/XX – XX/XX/XX**



**Aim:**

- - Demonstrate an understanding of the leading function of management with
- emphasis given to team leadership and motivation
- Review an organizational context to assess its team leadership context
- Use the business periodical databases to conduct research on a current topic in management studies



**Learn:**

- Read Principles of Management 13.1 Managing Groups and Teams through 13.6 Barriers to Effective Teams
- Read Principles of Management 14.1 Motivating Employees through 14.4 Process-Based Theories
- Watch “How great leaders inspire action” video
- Watch “Who should you surround yourself with?” video
- Review supplemental presentation



**Apply:**

- Discussion for Week 6
  - Due: Friday, Tuesday
  - Points: 30
- Quiz #3

- Due: Tuesday
- Points 50
- Current Topics Essay #5
  - Due: Tuesday
  - Points: 50

**MODULE 7:**  
**XX/XX/XX – XX/XX/XX**



**Aim:**

- Demonstrate an understanding of the controlling function of management with emphasis given to financial and non-financial controls
- Review an organizational context to assess its team financial and non- financial
- Use the business periodical databases to conduct research on a current topic in management studies
- Develop a visual report that demonstrates the student's application of the P-O-L-C framework to an organizational problem



**Learn:**

- Read Principles of Management 15.1 The Essentials of Controls through 15.7 Lean Control
- Review the supplemental presentation



**Apply:**

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## Discussion for Week 7

- Due:  
Friday,  
Tuesday
- Points: 30

## Current Topics Essay #6

- Due:  
Tuesday
- Points: 50

## Consulting Project: Final Submission

- Due: Tuesday
- Points 150

**MODULE 8:**  
**XX/XX/XX – XX/XX/XX**



**Aim:**

- Demonstrate an understanding of the controlling function of management with emphasis given to strategic human resource management
- Review an organizational context to assess its team financial and non- financial
- Use the business periodical databases to conduct research on a current topic in management studies



**Learn:**

- Read Principles of Management 16.1 Strategic Human Resource Management through 16.7 Designing a High-Performance Work System
- Watch “Be strategic with your workforce” video
- Watch “Best Practice HR Tips from Liane Hornsey, Google VP Operations” video
- Review supplemental presentation



**Apply:**

- Discussion for Week 8
  - Due: Friday, Tuesday
  - Points: 30
- Quiz #4
  - Due: Tuesday

○ Points 50

- Current Topics Essay #7
  - Due: Tuesday
  - Points: 50

## SECTION 4: ASSESSMENTS

### Discussion Forums

#### Description

Overview. Each week, students will engage in an online discussion. The goal is to stimulate a thorough reflection and analysis of particular issues with the goal to promote a holistic understanding of and appreciation for the function of management in organization. This activity will require two levels of input.

Initial Post. The student will submit one primary post, which will respond to the discussion question(s) for the week. This post must (a) be a minimum of 200-300 words in length, (b) exhibit college-level writing, and (c) include a reference to an external resource, i.e. textbook, course lecture, scholarly article, or appropriate website. All references should follow proper citation rules in APA format. The initial post must be submitted by Friday evening as to provide ample opportunity for feedback from classmates.

Peer Responses. The student will respond to a minimum of two peers with the expectation to interact with and elaborate on peer comments and responses. Comments should not simply agree or disagree with the peer; however, the responses should add to the discussion as to enhance the class interaction. All responses are to (a) be a minimum 100-200 words in length and (b) exhibit college-level writing. The peer responses must be submitted by Sunday evening.

Submission Instruction: By the end of the week, each student will submit three posts (1 initial, 2 peer responses), which should total to a minimum of

#### Total Possible Points

240

#### Grade Weight

23%

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### Reading Quizzes

#### Description

On even weeks, students will complete a quiz, which will assess comprehension of the assigned reading. The weekly quizzes will be multiple choice, will cover specific terms and concepts outlined in the textbook, and will range between 10 and 25 questions. Students will complete quizzes in the MyFIRE course by 11:55 p.m. of the deadline.

**Total Possible Points**

200

**Grade Weight**

19%

**Current Topics Essay****Description**

Overview. In weeks 1-4 and 6-7, students will submit a written assignment on current management and/or organizational issues. The write-to-learn assignment will expect the student to relate course concepts to real-world examples and to examine the relevance of management practice.

1. Find an article (published after January 1, 2010) from any popular press (Harvard Business Review, Wall Street Journal, Business Week, Fortune, Forbes, Economist, and others) that addresses or relates to a concept or theory pertinent to this course, preferably a topic within the current week.

2. Provide the article's APA reference citation at the top of the essay.

3. In the body of the essay, answer the following prompts: (a)

Describe the scenario, situation, or issue in your own words (e.g., How do you hire and retain good employees?). (b) Identify the concept or theory in the article (e.g., see "War on Talent" in Principles of Management, ch. 16.4). (c) Describe how the concept or theory is utilized in this particular case.

Submission Instruction. The essay must (a) range between of 300 and 400 words in length, (b) exhibit college-level writing, and (c) include appropriate references to the article and your textbook. (Both references should follow proper APA citation rules.)

**Total Possible Points**

350

**Grade Weight**

34%

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**Christian Ethics Essay****Description**

In week 5, the student will prepare an essay that analyzes management from a Christian worldview. The student will (a) outline the essential ethics (e.g., integrity) of a Christian manager, including references to Scripture and other reputable sources to

support these claims, and (b) provide practical outcomes of these qualities (e.g., integrity helps build consumer trust). The essay must (a) range between of 300 and 400 words in length, (b) exhibit college-level writing, and (c) include appropriate references in APA format. Students will upload the essay into MyFIRE as a Word document, using 12- point Times New Roman font. Evaluation of the essays will be based on the rubric in the course information folder.

### **Total Possible Points**

50

### **Grade Weight**

5%

## **Consulting Project**

### **Description**

#### Overview

Each member of the class will fulfill the role of a consultation, who is hired to solve a critical problem for a particular organization. The consultant will utilize the business periodical databases to conduct research on the problem and to offer a solution. Students will research the problem and respond with a solution in a consulting report of a minimum of 3000 words with a minimum of 6 academic sources from research and following APA guidelines for format, style, and citation.

#### Schedule

- In Module 2, students will select their topic from the critical organizational problems options in the provided forum. This is a graded assessment.
- In Module 4, students will provide a status update on the project communicating the following: a) reference list, b) major observations, and c) anticipated timeline for completion. This is a graded assessment.
- In Module 7, students will submit their final consulting project. This is a graded assessment.

#### Sections

The consulting report will include the following sections: (1) a description and diagnosis of the critical problem with supporting evidence from the business periodical databases and (2) recommendations for the following managerial functions:

- the planning functions to guiding the solution, including mission and vision, strategic planning, and goal/objective development;
- b) the organizing functions to manage the solution, including organizational design and culture;

- c) the leading functions to execute the solution, including leadership, decision-making, communication, groups/team, and employee motivation;
- d) the controlling function to ensure the success of the solution, including systems/processes and strategic human resource management.

#### Research

This project requires a thorough analysis of the organizational problem through the collection of research from at least 6 scholarly resources, including scholarly journal articles, periodicals, videos, and appropriate websites. In addition, each of the managerial recommendations must reflect the research in the field.

#### **Total Possible Points**

200

#### **Grade Weight**

19%