

University of the Incarnate Word
School of Business, Applied Arts, & Administration
Course Syllabus

- I. Name of Institution:** University of the Incarnate Word
Course Number: BMGT 4340
Course Name: Management Skills
- II. Catalogue Description:** Course provides students with fundamental skills and insights necessary for success. Course design is based on learning through experience, and is directed toward student involvement in developing and practicing job-relevant managerial skills.
Prerequisites: BMGT 3340; BMGT 4340 is an upper level course and should be taken by juniors and seniors only.
- III. How Course Fits Within the Curriculum:** A required course for business majors pursuing a Management specialization; an elective for all others.
- IV. Description of Course:**
- A. Cognitive Elements
 - 1. Knowledge
 - 2. Comprehension
 - 3. Application
 - 4. Analysis
 - B. Requirements essential to the course
 - 1. Case Study
 - 2. Business/Industry Analysis
 - 3. Oral Presentation
 - 4. Examination
 - C. Research tools essential to the course
 - 1. Familiarity with, and access to, management oriented journals
 - 2. Internet access
- V. Assessments:**
- A. Graded chapter assignments
 - B. Comprehensive examinations
 - C. Question and Answer (Q&A) discussion periods
 - D. Written business/industry analysis
 - E. Oral report presentations
- VI. Outcomes of the Course:**
- A. Demonstrate knowledge of the fundamental disciplines of business.
 - B. Apply knowledge of management concepts by analysis of business/industry data and by application to problems and situations common to business operations.
 - C. Demonstrate the ability to think critically and to communicate complex ideas.
- VII. Assessment of Each Outcome:**
- A. Chapter assignments, comprehensive examinations, and class Q&A discussions will be used.
 - B. Analysis and evaluation of selected management cases will be used.
 - C. Case analysis and oral class presentations will be used.
- VIII. Approval Date of this Syllabus: January 15, 2004**