

Date Adopted: _____

Date Reviewed: Aug 2015

Date Revised: Aug 2015

BUS 275 – Principles of Management

I. BUS 275 – Principles of Management– 3 Semester Hours

II. Course Description

This course provides a basic study of the principles of management. Topics include planning, organizing, staffing, directing, and controlling with emphasis on practical business applications.

III. Prerequisite

None

IV. Textbook

Textbook: Management, 11th Edition

Publisher: Southwestern

Authors: Griffin

V. Course Objectives

These should be the contributions of this course to the major learning outcomes of the program.

The student will:

1. understand the concept of “Management” in its universality.
2. understand the major historical approaches to management thought.
3. understand organizational objectives.
4. understand the major functions of “Management.”
5. understand major motivational techniques.
6. understand communication and its importance to successful management.
7. understand the decision-making process and major aids to decision-making.
8. understand the importance of social responsibility to the manager.
9. develop a personal philosophy of management.

VI. Course Outline of Topics

1. The student will understand the concept of “Management” in its universality.
2. The student will define management in terms which would apply to any type of organization.
3. The student will develop an understanding of the major historical approaches to management thought.

The student will:

- a) define/explain the following approaches to management thought:
 - 1) the “classical” approach
 - 2) the “behavioral approach
 - 3) the “management-science” approach
 - 4) the “systems” approach
 - 5) the “contingency” approach
- b) list the major contributions to management thought of the following:
 - 1) Fredrick W. Taylor
 - 2) Frank and Lillian Gilbreth
 - 3) Henry L. Gantt
 - 4) Henry Fayol
 - 5) The Hawthorne Studies
 - 6) Peter F. Drucker

4. The student will understand organizational objectives.
5. The student will define/explain the following in relation to organizational objectives.
 - a) definition of organizational objectives
 - b) decision making
 - c) organizational efficiency
 - d) organizational consistency
 - e) performance evaluations
 - f) individual objectives
 - g) trends
 - h) hierarchy of objectives
 - i) guidelines for making objectives
 - j) MBO
6. The student will understand the major functions of “Management.”
7. The student will define/explain the following in relation to the management function of planning:
 - a) “planning”
 - b) strategic planning
 - c) tactical planning
 - d) the six steps in the planning process
 - e) primacy of planning
 - f) policies
 - g) procedures
 - h) rules
 - i) programs
 - j) budget
 - k) forecasting
 - l) Delphi method
 - m) Gantt charts
 - n) PERT networks
8. The student will be able to define/explain the following in relation to the management function of organizing:
 - a) “organizing”
 - b) the five steps of the organizing process
 - c) bureaucracy
 - d) formal structure
 - e) informal structure
 - f) departmentalization, including basis for departments
 - g) line vs. staff positions
 - h) span-of-management
 - i) scalar relationships
 - j) unity of command
 - k) delegation
 - l) responsibility
 - m) accountability
 - n) authority
 - o) centralized vs. decentralized structures
 - p) job analysis
 - q) job description
 - r) job specification

9. The student will be able to define/explain the following terms in relation to management function of influencing:
 - a) “influencing”
 - b) leadership
 - c) motivating
 - d) “trait” vs. “situational” approaches to leadership
 - e) the continuum of leadership behavior
 - f) the “OSU” studies
 - g) “task” vs. “relationship” leadership
 - h) “power,” including the sources of power for a manager
 - i) McGregor’s theory of leadership (x + y)
 - j) management by objectives
 - k) theory “z”
10. The student will be able to define/explain the following terms in relation to the management function of controlling:
 - a) “controlling”
 - b) the three steps in controlling
 - c) standards
 - d) the three types of management control
 - e) feedback
 - f) characteristics of effective controls
 - g) management by exception
 - h) break-even analysis
 - i) production/operation
 - j) management information system
11. The student will understand major motivational techniques
12. The student will explain the following theories of motivation:
 - a) the needs-goal model
 - b) the Vroom expectancy model
 - c) the Porter-Lawler model
 - d) the Hierarchy of needs model (Maslow)
 - e) the need of achievement model (McClelland)
 - f) the two factor model (Herzberg)
 - g) the four systems model (Likert)
 - h) the maturity-immaturity continuum (Argyris)
 - i) Behavior Modification (Skinner)
13. The student will understand communication and its importance to successful management.
14. The student will define/explain the following:
 - a) communication
 - b) interpersonal communication
 - c) the three basic elements of interpersonal communications
 - d) barriers to successful interpersonal communications
 - e) the “Ten Commandments” of good communication
 - f) verbal vs. nonverbal communication
 - g) formal organizational communications
 - h) informal organizational communications (grapevine)
 - i) model of communication process
15. The student will understand the decision-making process and major aids to decision-making.

16. The student will define/explain the following:

- a) decision-making
- b) programmed decisions
- c) non-programmed decisions
- d) the five steps of decision-making process
- e) relevant alternatives
- f) probability theory
- g) decision trees
- h) the three conditions under which decisions are made
- i) management information systems

17. The student will understand the importance of social responsibility to the manager.

18. The student will define/explain the follow:

- a) the Davis Model
- b) areas of social responsibility activity
- c) opinions of social responsibility
- d) the social audit

19. The student will develop a personal philosophy of management.

20. The student will describe his/her feeling for how he/she would operate as a manager, including the approach to motivation, leadership, and decision-making. This description will be written at the end of the course.

VII. Evaluation and Assessment

Evaluation and assessment will be determined by the instructor and specified on the instructor's class syllabus. Grades will be based upon following scale: A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

VIII. Attendance

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect eligibility for federal financial aid.

IX. Statement on Discrimination/Harassment

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual's race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

X. Americans with Disabilities

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College. The ADA Accommodations Office is in FSC 305 (205-856-7731).