Course Description

Presents the dynamics involved in managing organizations within the construct of today’s global environment. The course provides students with an opportunity to study and discuss the functions and elements of management. Topics include the principles of management as they pertain to leadership, strategic decision making, motivation, goal-framing effects, organizational design and change, perceptions, high-performance teams, and group behavior.

Course Textbook

No physical textbook is required; resources are integrated within the course.

Course Learning Outcomes

Upon completion of this course, students should be able to:

1. Analyze the impact of change and innovation in organizational processes.
2. Evaluate the role of strategic planning in organizations.
3. Recommend ways to motivate employees by applying a human behavior theory, a leadership theory, and a leadership style.
4. Recognize the impact of ethics on shaping an organization.
5. Explore the value of corporate social responsibility.
6. Identify the impact of different types of leadership on organizational behavior.
7. Discuss the value of human capital in an organization.
8. Relate resource management to strategic planning in an organization.
9. Define the five components of management: planning, organization, staffing, directing, and control.
10. Apply managerial skills, principles, and decision-making strategies to the implementation of business best practices.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Study Guide:** Each unit contains a Study Guide that provides students with the learning outcomes, unit lesson, required reading assignments, and supplemental resources.
2. **Learning Outcomes:** Each unit contains Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
3. **Unit Lesson:** Each unit contains a Unit Lesson, which discusses lesson material.
4. **Reading Assignments:** Each unit contains Reading Assignments from one or more outside resources.
5. **Suggested Reading:** Suggested Readings are listed in the Unit I, VI, and VII Study Guides. Students are encouraged to read the resources listed if the opportunity arises, but they will not be tested on their knowledge of the Suggested Readings.
6. **Unit Assessments:** This course contains two Unit Assessments, one to be completed at the end of Units III and IV. Assessments are composed of written-response questions.
7. **Unit Assignments:** Students are required to submit for grading Unit Assignments in Units I-III and V-VIII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with each assignment. Specific information about accessing these rubrics is provided below.
8. **Ask the Professor**: This communication forum provides you with an opportunity to ask your professor general or course content related questions.
9. **Student Break Room**: This communication forum allows for casual conversation with your classmates.

**CSU Online Library**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the “My Library” button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, *Ask a Librarian*, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

**LibGuides**

Click [here](#) for the LibGuide for this course.

Think of a LibGuide (a Library Guide) as a mini-website to help you with your assignments. It has relevant information such as databases, eBooks, and websites specific to your courses. If you have any questions, please reach out to your friendly library staff.

**Unit Assignments**

**Unit I Essay**

This first course assignment has you demonstrate the applications of the important components dealing with business management. In this assignment, explain the importance of planning, organization, staffing, directing, and controlling for effective business management. Share your own experiences tied to management skills, principles, and strategies you have implemented that have or have not worked in your past or current careers. If you do not have any experience tied to management skills, address what you like to see in managers who you have worked for in the past.

Your essay submission must be at least two pages in length. You are required to use at least one outside source to support your explanation. Your essay response should be formatted in accordance with APA style.

For step-by-step instructions for formatting a paper in APA style, please refer to the CSU Citation Guide ([http://www.columbiasouthern.edu/downloads/pdf/success/citation-guide](http://www.columbiasouthern.edu/downloads/pdf/success/citation-guide)). Instructions for formatting formal documents can be found on page 17.

Information about accessing the Grading Rubric for this assignment is provided below.

**Unit I Article Review**

Visit the CSU Online Library, and locate an article that addresses one of the following best practices tied to management: planning, organization, staffing, or directing. The ABI/INFORM Collection database features a number of excellent articles covering these concepts. In order to find these resources, you must first log into the myCSU Student Portal and access the ABI/INFORM Collection database within the CSU Online Library.
After reading the article and briefly summarizing the purpose for the article, answer the following questions:

- What is the main point?
- Who is the intended audience?
- Do the arguments within the article support the main point?
- What evidence supports the main point?
- What is your opinion of the article? Do you agree with the findings?

Your article review submission must be at least one page in length. The article review should be formatted in accordance with APA style.

Information about accessing the Grading Rubric for this assignment is provided below.

**Unit II PowerPoint Presentation**

Are you motivated to succeed in business? It is time to develop a mini business plan! Prepare a 15-slide PowerPoint presentation. The PowerPoint presentation will be a business venture you want to launch. You can use the information in the required readings and information from other reliable sources. You may use the slide notes function to explain slide contents, if necessary.

- Describe what you want to do (this is a strategic plan) (five slides).
  - Identify the goal.
  - Explain why the opportunity is promising.
  - Make an estimate about how long you think this will take.
  - Make a statement about the advantages of your business and the desire to pursue it (vision/mission statement).
  - Distinguish strategic planning from other managerial actions within your strategic plan.
- Describe why you will be successful (three slides).
  - Describe your past performance (company history, if any, what you have done and are doing).
  - Explain the tools or services available (investors? services? local association?).
- Describe what you need in order to do this (three slides).
  - Estimate the necessary capital.
  - Estimate the necessary staff (organization chart); include why the staff you designated will best fit the plan.
  - Describe necessary approvals/licenses.
- Describe the products and services you plan to offer (one slide).
- Identify management (three slides).
  - Are you the manager (other owners/officers, board members, consultants, or attorneys)? Describe why these choices best fit the plan.
- You are required to use at least one outside source to support your PowerPoint presentation.

Evaluate the role of strategic planning within the decisions you will be making for the company.

Information about accessing the grading rubric for this assignment is provided below.

**Unit III Essay**

Review the motivational ideas or theories addressed in the readings for Unit III. Using yourself as an example, do you feel that one or more of the ideas or theories are particularly effective in motivating you, or is there a better way you can be motivated?

- Engage the reader in the topic with some form of creative “hook” (such as a story, quote, or example).
- Provide an example of a situation in which a leader used one of these theories to successfully motivate you.
- Next, provide an example of a situation where an attempted motivational tool did not work.
- What was it about the second example that did not work? Explain your answer.

Your essay submission must be at least three pages in length. You are required to use at least one outside source to support your explanation. Your essay should be formatted in accordance with APA style.

Information about accessing the grading rubric for this assignment is provided below.
Unit V Homework Assignment

For this homework assignment, you will develop a supporting human resource (HR) plan for an organizational strategy. In a paper of three to four pages (750-1000 words) of text, offer your ideas for a promising HR assignment, development plan, and sustainment plan to support the strategy of an organization expanding to open offices in sub-Saharan Africa. Drawing from appropriate sources, develop a scenario that provides the business of the organization, identify how much expansion is taking place, and identify the countries in which the expansion is taking place.

- A useful starting point is estimating the total number of relocating employees that can be supported in the host country.
- Will the organization need to establish a commissary (for grocery purchases), banking and currency exchange, and limited urgent-care stations?
- Should the organization set assignment lengths of one year or two with families? What does research say is the optimal time period?
- If there are families, what would be the children’s school arrangements?
- How will the employees be housed?
- Do they need an increased housing allowance, or does the organization need to procure its own compound of apartment housing?

Your homework assignment must be at least three pages in length. You are required to use at least one outside source to support your explanation. Your homework assignment response should be formatted in accordance with APA style.

Information about accessing the grading rubric for this assignment is provided below.

Unit VI Scholarly Activity

For this scholarly activity, develop a supporting human resource (HR) plan for an organizational strategy. Research a company that has undergone (or attempted to undergo) a shift in organization or culture within the past five years. This shift must have been a result of innovation. Some examples of companies that have gone through this change are Apple, General Motors, Marvel, Delta Airlines, Starbucks, Old Spice, J. Crew, CBS, Pabst Blue Ribbon, Nintendo, Converse, Lego, and Lacoste.

In a paper of a minimum of three pages (maximum of four pages) of text, describe the organization or culture before and after the shift. Has the shift been successful (e.g., made the company more profitable or influenced the employees to be more productive employees more productive), or did the shift fail? Explain your reasoning. You are required to use at least one outside source to support your explanation. Your scholarly activity submission should be formatted in accordance with APA style.

Information about accessing the grading rubric for this assignment is provided below.

Unit VII Homework Assignment

Research your present or past company’s view on corporate social responsibility. If you do not currently work for a company, pick a company that supports corporate social responsibility. Are there programs or initiatives in place to contribute to the community in some way? Review and describe these programs, and comment on their effectiveness to the community and organization, the employees, and the company.

Your homework assignment must be at least two pages in length. Use at least one outside source to support your explanation. Your homework assignment should be formatted in accordance with APA style. All sources used must be referenced; paraphrased and quoted material must have accompanying citations and be cited per APA guidelines.

Information about accessing the grading rubric for this assignment is provided below.
Unit VIII Scholarly Activity

Using the CSU Online Library, find two articles on information systems best practices. The Academic Search Complete database will provide you with excellent articles on this concept. Discuss some of the key issues to be aware of and the best practices to mitigate them.

- Discuss strategic analysis decisions in the next five years, what we need to watch out for in the information technology (IT) field, and how these decisions will impact the overall company.
- Examine potential changes in IT related to innovation and organizational processes.
- List and describe internal (online) information security risks and mitigation tactics and how they will affect decision-making strategies.
- List and describe external (building) information security risks and mitigation tactics and how they will affect decision-making strategies.

Your scholarly activity submission must be at least three pages in length. You are required to use at least one outside source to support your explanation. All sources used must be referenced; paraphrased and quoted material must have accompanying citations and be cited per APA guidelines.

Your scholarly activity should be formatted in accordance with APA style.

Information about accessing the grading rubric for this assignment is provided below.

APA Guidelines

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide by clicking here. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

Grading Rubrics

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Assessment (Written Response) and (2) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

Again, it is vitally important for you to become familiar with these rubrics because their application to your Assessments and Assignments is the method by which your instructor assigns all grades.

Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.
Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

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<tr>
<th>Component</th>
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<td>Homework Assignments (2 @ 10%)</td>
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<td>Scholarly Activities (2 @ 12%)</td>
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<td>Unit I Essay</td>
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<td>Unit I Article Review</td>
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<td>Unit II PowerPoint Presentation</td>
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<td>Unit III Essay</td>
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<td><strong>Total</strong></td>
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Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
BBA 3602, Principles of Management

Course Schedule

By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

<table>
<thead>
<tr>
<th>Unit I</th>
<th>Management in Today's Environment</th>
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<tbody>
<tr>
<td>Review:</td>
<td>Unit Study Guide</td>
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<td>Read:</td>
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<td>Suggested Reading: See Study Guide</td>
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<td>Submit:</td>
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<td>Article Review</td>
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<td>Notes/Goals:</td>
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<th>Planning as a Manager</th>
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<td>Human Capital, Health, and Safety</td>
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<td>VII</td>
<td>Ethics and Corporate Social Responsibility</td>
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<td>VIII</td>
<td>Managing Information Systems Security</td>
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