

SYLLABUS

DIVISION: Arts, Sciences, and Business

REVISED: Spring 2020

CURRICULA IN WHICH COURSE IS TAUGHT: Business Management

COURSE NUMBER AND TITLE: BUS 200, Principles of Management

CREDIT HOURS: 3 HOURS/WK **LEC:** 3 HOURS/WK **LAB:** NA

I. CATALOG DESCRIPTION: Teaches management and the management functions of planning, organizing, leading, and controlling. Focuses on application of management principles to realistic situations managers encounter as they attempt to achieve organizational objectives.

II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES: As a required introductory course for all students enrolled in management and marketing, BUS 111 will directly address the following DCC business management program objectives:

- utilize industry standard computer software products in business communication media such as written reports and business plans using word processing software (i.e., Microsoft Word) and business presentations using presentation software (i.e., Microsoft PowerPoint);
- understand the basic concepts associated with business ethics and the importance of developing and adhering to a strong set of generally-accepted ethical principles;
- demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting;
- understand basic legal and regulatory requirements for business and industry;
- understand standard methods for interviewing, hiring, training, motivating, and supervising employees; • recognize basic business strategy and philosophy development techniques (e.g., SWOT analysis, vision, mission, values, goals, objectives, etc.).

III. REQUIRED BACKGROUND/PREREQUISITIES: This course has no general course prerequisites.

IV. COURSE CONTENT:

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|----------------------------|--|
| • The Managerial Functions | • Employee Recruitment, Selection, Orientation, and Training |
| • Communication | • Managing Work Groups |
| • Motivational Principles | • Resolving Conflicts in the Workplace |
| • Essentials of Planning | • Fundamentals of Controlling |
| • Supervisor Organizing | |

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE

ADDRESSED IN THIS COURSE

 Civic Engagement – The ability to contribute to the civic life and well-being of local, national, and global communities as both a social responsibility and a life-long learning process. Degree graduates will demonstrate the knowledge and civic values necessary to become informed and contributing participants in a democratic society.

X Critical Thinking – The ability to use information, ideas, and arguments from relevant perspectives to make sense of complex issues and solve problems. Degree graduates will locate, evaluate, interpret, and combine information to reach well-reasoned conclusions and solutions.

X Professional Readiness – The ability to work well with others and display situationally and culturally appropriate demeanor and behavior. Degree graduates will demonstrate skills important for successful transition into the workplace and pursuit of further education.

 Quantitative Literacy – The ability to perform accurate calculations, interpret quantitative information, apply and analyze relevant numerical data, and use results to support conclusions. Degree graduates will calculate, interpret, and use numerical and quantitative information in a variety of settings.

 Scientific Literacy – The ability to apply the scientific method and related concepts and principles to make informed decisions and engage with issues related to the natural, physical, and social world. Degree graduates will recognize and know how to use the scientific method, and to evaluate empirical information.

X Written Communication – The ability to develop, convey, and exchange ideas in writing, as appropriate to a given context and audience. Degree graduates will express themselves effectively in a variety of written forms.

VI. LEARNER OUTCOMES

Describe the five managerial functions (planning, organizing, leading, staffing, controlling) and how they are interrelated

Examine the relationship between supervisor and other positions

Discuss the characteristics of an effective supervisor

Discuss the concepts of authority, coordination, and cooperation

Analyze the processes of organizational communication

Describe the channels of communication

Demonstrate effective oral and written communication

VII. EVALUATION

Written test

Homework questions

Supplemental assignment

Individual project

Written test

Homework questions

Supplemental assignment

Individual project

Analyze the role of operational planning in organizations

Analyze the role of operational policies in organizations

Analyze the role of operational procedures in organizations

Differentiate between a job description and job specification

Describe the correct processes for selecting, screening, orienting employees

Illustrate methods for employee performance evaluation

Written test

Homework questions

Individual project

Group project

Written test

Homework questions

Individual project

Discuss the role of management and its importance to organizational success

Explain key theories and current practices of motivation

Outline the categories of business planning and explain strategic planning

Written test

Homework questions

Individual project