

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**

COURSE OUTLINE

BSAD 301 - PRINCIPLES OF MANAGEMENT

PREPARED BY: Dr. Charles R. Fenner

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
Spring 2015**

BSAD 301 - PRINCIPLES OF MANAGEMENT

- A. TITLE: Principles of Management
- B. COURSE NUMBER: BSAD 301
- C. SHORT TITLE: Management
- D. CREDIT HOURS: 3
- E. WRITING INTENSIVE COURSE: N/A
- F. COURSE LENGTH: 15 weeks
- G. SEMESTER(S) OFFERED: Fall and Spring
- H. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL ACTIVITY: 3 hours of lecture per week

I. CATALOG DESCRIPTION:

This course applies key management concepts to all organizations; domestic and international, profit and non-profit, manufacturing and service, brick and mortar and virtual. It provides direction to the management philosophy, realities and imperatives for efficient and effective decision making, planning, organizing, leading, and controlling used for superior organizational performance. It equips students with skills and tools needed to contend the challenges encountered in domestic and/or global environment of the 21st century and the implication for IT. It allows students to transfer this knowledge to practice.

J. PRE-REQUISITES/CO-COURSES: Introduction to Business (BSAD 100) or Introduction to Health Services Management HSMB 101) or Introduction to EADM (EADM 201) or Business Law I (BSAD 201) or Business Communication (BSAD 200) and minimum 30 credit hours with 2.0 GPA or permission of instructor.

K. STUDENT LEARNING OUTCOMES: Upon completion of this course, students will be able to:

Learning Outcomes	Institutional SLO
1. Explain the importance of organizational vision, mission and goal setting	1. Communication 2. Critical Thinking 3. Professional Competence
2. Use historical groundwork to defend the success of today's organizations.	2. Critical Thinking 3. Professional Competence
3. Interpret management obligations, ethics, and social responsiveness.	2. Critical Thinking 3. Professional Competence

4. Explain the procedures of planning with critical operational implication.	1. Communication 2. Critical Thinking 3. Professional Competence
5. Identify traditional organizational structure then import adaptive structural approach.	2. Critical Thinking 3. Professional Competence
6. Employ managerial tools for sound decisions making and enterprise strategy.	2. Critical Thinking 3. Professional Competence 4. Inter/Intrapersonal Skills
7. Explain motivational theories and the link to performance.	1. Communication 2. Critical Thinking 3. Professional Competence
8. Differentiate and achieve diversity in preference to affirmative action.	2. Critical Thinking 3. Professional Competence 4. Inter/Intrapersonal Skills
9. Negotiate, manage conflicts and politics.	2. Critical Thinking 3. Professional Competence 4. Inter/Intrapersonal Skills
10. Identify key leadership theories appropriate to various situations and effective work force.	2. Critical Thinking 3. Professional Competence 4. Inter/Intrapersonal Skills
11. Develop effective communication skills.	1. Communication 2. Critical Thinking 3. Professional Competence 4. Inter/Intrapersonal Skills
12. Evaluate organizational performance and use the steps in control to drive organizational activity.	2. Critical Thinking 3. Professional Competence
13. Analyze the implication of IT in managing critical organizational practice	2. Critical Thinking 3. Professional Competence 4. Inter/Intrapersonal Skills

L. TEXTS:

Williams, Chuck, MGMT 7, Mason, OH: Cengage Learning 2014

Lussier, Robert, Management Fundamentals, Mason, OH: South-Western, 2014

REFERENCES:

Kreitner, Robert, Management, Ninth Edition, Boston, Houghton-Mifflin, 2006

Daft, Richard, and Marcic, Dorothy, Understanding Management, Seventh Edition, Harcourt, 2010

M. EQUIPMENT: Standard

N. GRADING: Standard A-F Scale

O. MEASUREMENT CRITERIA: Assignments, In-class Group Lead Forums, Quizzes, Exams, and Special Project and/or Research Paper

P. DETAILED TOPICAL OUTLINE

I. Introduction

- A. Identify Organizations
- B. Management Process
- C. Efficiency and Effectiveness

II. Historical Development

- A. Scientific Management
- B. Administrative Management
- C. Behavioral Management
- D. Modern Approaches

III. Environment of Management

- A. Personality Types and Behavior
- B. Social/Ethical Responsibility
- C. Diversity
- D. Global Environment

IV. Organizational Culture

- A. Soft Side of Management
- B. Managing Organizational Culture
- C. Importance of Symbols, Norms, and Ceremonies
- D. Adaptive and Inert Cultures

V. Planning

- A. Vision, Mission and Goal Setting
- B. Planning Process: Corporate, Business and Structural Level Strategies
- C. Decision Making and Problem Solving
- D. Implementation

VI. Decision Making

- A. The Decision Making Process
- B. Bias and Group Decision Making
- C. Organizational Learning
- D. Creativity

VII. Organizing

- A. Task and Functional Departmentalization
- B. Managing Organizational Structure and Culture
- C. Emerging Concepts

VIII. Diverse Work Force

- A. Surface Level Diversity
- B. Deep Level Diversity that Matters
- C. Managing Diversity as Good Business Habit

XI. Leadership

- A. Motivation and Performance
- B. Theories of Leadership
- C. Leading Effective Work Force

X. Communication

- A. Information Richness
- B. Communication Media and Networks
- C. Information Technology and Communication

XI. Control

- A. Organizational Controls
- B. Performance Appraisal and Behavioral Control
- C. Input and Output Controls
- D. Evolutionary and Revolutionary Change

XII. Information Technology

- A. IT Revolution
- B. Types of Management Information Systems
- C. Impact and Limitations of IT