

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

COURSE SYLLABUS

Course Title: Principles of Management

Course #: BMG* 202

Course Description: Principles of Management is an introductory course that covers in depth the theory and applied practice of management as a discipline and process. The Vision to Value Creation Model will be a primary tool employed to introduce the four major management principles – Planning (Strategic Value), Organizing (Organizational Design & Structure Value), Leading (21st Century Leadership Value), and Controlling (Learning & Growth Value). Major topic areas include:

- The evolution, development and scope of the management process.
- Growth performance measures and strategic consequences: How does management balance the constraints of capital adequacy, growth and business risk?
- Planning and decision making starts with the vision, purpose and soul of the business. Management must answer the question - What business are we really in? Answering this question correctly is critical to management's success or failure.
- Managing Change: Managing the corporate vision and mission in a continuously dynamic business landscape.
- Leadership and work process improvement. The challenge of management to redesign the structure of work in order to increase its talent mindshare.

Emphasis will be given to the importance of managing in a global environment and in understanding the ethical implications of managerial decisions.

Three (3) semester hours.

Prerequisites: ENG* 063, ENG* 073 and MAT* 075 or satisfactory scores on placement tests.

Goals: The overall course goals are:

1. To be able to apply a broad range of management concepts necessary to operate a business in today's changing environment.
2. To be able to understand the risks and strategic moves management must take to assure success within today's dynamic global environment.
3. To be able to assess value creation or value destruction by interpreting limited financial information.
4. To be able to apply the strategic models introduced.

Outcomes:

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

1. Describe and explain the relationship between the components of the vision to value creation continuum (Rodgers, 1999) & the four management principles – planning, organizing, leading, and controlling.
2. Explain the basic managerial process.
3. Discuss how environmental factors, ethics and social responsibility, and the global environment affect management.
4. Know the options available when confronting ethical issues.
5. Discuss “how to make things happen” in an organization including planning, decision making, managing information, and controlling.
6. Describe how to “meet the competition” through global management, organizational strategy, innovation and change, and designing adaptive organizations.
7. Organize people, projects, and processes.
8. Describe the leadership skills needed to be an effective manager, including motivating employees and managing communication.
9. Describe organizational structure components and how they can enhance or hinder organizational performance.
10. Illustrate and discuss the essential components of effective high performance work teams.
11. Describe diversity and explain the basic principles and practices that can be used to manage diversity.
12. Explain how managers can manage effective one-on-one and organization-wide communication.

College Policies

Plagiarism: Plagiarism and Academic Dishonesty are not tolerated at Northwestern Connecticut Community College. Violators of this policy will be subject to sanction. Please refer to the “Student Handbook” under “Policy on Student Rights,” the Section entitled “Student Discipline,” or the College catalog for additional information.

Americans with Disabilities Act (ADA): The College will make reasonable accommodations for persons with documented learning, physical, or psychiatric disabilities. Students should notify Roseann Dennerlein, the Counselor for Students with Disabilities. Her office is located at Green Woods Hall, in the Center for Student Development. Her phone number is 860-738-6307 (V/TTY) and her E-mail address is rdennerlein@nwcc.commnet.edu.

School Cancellations: If snowy or icy driving conditions cause the postponement or cancellation of classes, announcements will be made on local radio stations. Students may also call the College directly at **(860) 738-6464** to hear a recorded message concerning any inclement weather closings.

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