

SYLLABUS

PRINCIPLES OF MANAGEMENT-MGT.K111 (3 semester hour credit)

Wednesday (Starting Jan 22 2003) - Wednesdays 6:30 PM to 9:15 PM
Thames Campus, Room K 134

Instructor- Alan D. Spargo

Phone # days (860) 388-0015 Eves & Wknds (860) 388-2976

Office hours - Weds. @ 6:00PM or by appointment

Text-"Essentials of Management" 6th edition

Author- Andrew J. DuBrin

Published by South-Western Publishing

Course Description-

Fundamental principles of management and operations are discussed with an emphasis placed on management orientation, policy making, problem analysis, ethics (given the problems of Enron, World-Com, Quest and the like) and philosophy. While business management will be the preliminary focus of the course, we will relate the materials to not-for-profit organizations and the public sector. In addition, attention is centered upon planning, organizing, directing or leading, controlling, budgeting, decision making and financial analysis.

Attendance

This course meets on each Wednesday evening for 16 weeks, except on March 12 (Spring vacation), starting on January 22, 2003 and concluding on May 14, 2003. However, we are scheduled for a Final on May 21.

Because the class meets just once a week for only two hours and thirty minutes, attendance is critical. Therefore any student who has three (3) unexcused absences can expect to have his or her grade reduced by one half a grade point. (examples B to a B- or C- to a D+) Any additional unexcused absences will result in a reduction of one half a grade point for each absence.

Withdrawals

Withdrawals from this course will be in strict conformance with the College Withdrawal Policy (see Catalog).

Grades

There will be 5 quizzes given during the course which will constitute at between 55-65% of the grade for the course. There will be one or two projects that will constitute 20-25% of the grade. Participation and preparation will be a significant component of the remainder. Attendance and promptness are assumed and a lack thereof can negatively impact your final grade. The instructor reserves the right to change the above standard and to vary it to include other projects, reports and an all comprehensive final examination.

SCHEDULE

WEEK OF:

Managing for Personal Effectiveness

1/22/03 Ch.17 Enhancing personal productivity & managing stress

Introduction to Management

1/29/03 Ch.1 The Manager's Job
2/5/03 Ch.2 International Mgt, cultural diversity & etc
TEST
2/12/03 Ch.3 Ethics & Social responsibility
2/19/03 Ch.4 Managing for quality & customer satisfaction
TEST

Planning & Decision Making

2/26/03 Ch.5 Essentials of Planning
3/5/03 Ch.6 Problem solving & decision making
3/12/03 vacation Supplemental assignment
3/19/03 Ch.7 Specialized planning & decision-making techniques
TEST

Organizing

3/26/03 Ch. 8 Job Design & Work Schedules
4/2/03 Ch.9 Organization Structure and Culture
Research paper due
4/9/03 Ch.10 Staffing & Human Resources Mgt.
TEST

LEADING

4/16/03 Ch.11 Leadership
4/23/03 Ch.12 Motivation
4/30/03 Ch.13 & Ch.14 Communication, Teams & teamwork
Major Report Due

Controlling

5/7/03 Ch.15 Controlling (Presenting Major Report)
5/14/03 Ch.16 Managing ineffective performers
5/21/03 Final test/exam

Instructor's Expectations

This is a college level course and I expect college level attitude & work.

EACH WEEK:

1. I expect you to read & be familiar with the assigned textual material, and
2. I expect you will be fully prepared to discuss that material*, and
3. As part of your class preparation, I expect you to regularly read the business section of a newspaper or a news magazine, and
4. I expect you to bring to class relevant articles from your business section readings and to be prepared to relate the articles to the course. (Failure to bring such an article shall mean you are absent.
5. I expect you to voluntarily participate in the class discussion.
6. I expect you will complete any outside assignment, totally and on time.

Instructor's Pledge:

If you honor my expectations, I promise, that to the best of my ability, I will make the course interesting, fulfilling and rewarding.

* As any material is fair game on a test, I expect that you will ask questions about any aspect of the text you do not comprehend.

MAJOR INDIVIDUAL PROJECT
PRINCIPLES OF MANAGEMENT

Project is due April 30, 2003

Description:

You are to develop a business plan for a small business that you are starting. The choice of business is up to you, but I suggest that it be something that you have some interest in or knowledge about. The plan should be put together under the premise that you will use it to secure investment and/or loan capital. The plan should be complete, including, but not limited to: a mission statement, market evaluation or research, objectives/goals, pro forma revenue and expense statements and alternative plans.

There are a number of "How-to" books available at your local library which will provide guidance in the scope, content and format for your project. Those books can be found on the shelves in section 658.xx.

In no case shall the project be more than 10 pages in length.

Note: This project should not be too burdensome unless you procrastinate.

RESEARCH PROJECT

Due 4/2/03

To better understand how a business works (or doesn't work), I want you to prepare a report on a publicly held (owned) business firm that FAILED. Filed bankruptcy or otherwise went out of business as a result of improper management

The report should included, but shall not be expressly limited to the following:

The history of the firm.

Some details of the industry it was in and the economics of the industry and the era.

Particulars about the management and their background.

The firms products and services compared to its competition.

Its market and its strategies as compared to its competitors.

Why it failed according to:

Its management

Its owners

Its employees

Its customers

Its community

Its competitors

and, to conventional wisdom.

I want you to understand what happened to the firm and have some ideas about how its demise could have been avoided.

This paper should be only 6 to 10 pages long, but I expect it to be well researched and well reasoned. It should be the kind of report you would give to your superiors at work. That means grammatically correct and spelled "write". This is college work, not high school work.