

Cedar Crest College
BUA 110 – Principles of Management
Fall 2008
Curtis 354, MW, 1:00-2:15pm

Professor: Gaetan Gianni
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Office Hours:
M: 2:30-4:00 & 5:30-7:00
T: 9:00-11:00
W: 10:00-12:00

Required Text

Business In Action-Fourth Edition, Bovee/Thill, Pearson Prentice Hall, Upper Saddle River, NJ, 2008 ISBN: 0-13-615408-5

Required Materials

Each student is required to use her/his Cedar Crest email account for communication with the professor and fellow classmates. Students should check their email regularly.

Course Description

Everyone needs to understand the functions and responsibilities of business management. This course examines the fundamentals of management and explores why management is needed in today's complex business world. It explores the traditional functions of planning, controlling and organizing and pays special attention to organizational structures, leadership, and motivation. An excellent course for both business and non-business majors, it requires no prerequisites. (3 credits)

Course Objectives

At the completion of this course, students should:

1. Define management; describe its changing nature, and the major challenges faced by managers in today's complex organizational environment.
2. Explain the major historical approaches to the study of management and their contemporary contributions to the field.
3. Discuss the dynamic global business environment in which management takes place today, and the impact of that environment on the management process.
4. Define business ethics and social responsibility, and discuss the implications for government, business, employees, and consumers.
5. Discuss the major components of the each of the major functions of management.

6. Explain how contemporary issues such as operations management, quality, and innovation are changing the way people manage and the way people behave in organizations.

Attendance, Participation and Classroom Protocol

All students are expected to attend class and contribute regularly to class and group discussions. Students are expected to come to class prepared to discuss the assigned topics; therefore, they should read the assigned chapters prior to class.

Students who miss class are expected to contact the professor and/or a classmate, as all assignments will be distributed in class. In addition, a missed class does not imply an automatic extension on an assignment's due date. All assignments are due on the assigned due dates.

"Appropriate classroom behavior is implicit in the Cedar Crest College Honor Code. Such behavior is defined and guided by the complete protection for the rights of all students and faculty to a courteous, respectful classroom environment. That classroom environment is free from distractions such as late arrivals, early departures, inappropriate conversations and any other behaviors that might disrupt instruction and/or compromise students' access to their Cedar Crest College education." (Cedar Crest College Catalog, page 29)

Please turn off all cell phones, beepers and pagers prior to the start of class.

Honor Philosophy

"The Cedar Crest Honor Philosophy states that students shall uphold community standards for academic and social behavior in order to preserve a learning environment dedicated to personal and academic excellence. Individuals who accept the honor of membership in the Cedar Crest College community of scholars pledge to accept responsibility for their actions and the effect their actions may have on other members of the College Community." (Cedar Crest College Catalog)

Academic Dishonesty

Whether "deliberate or accidental, academic dishonesty is a serious academic offense and a violation of the spirit of the Cedar Crest Honor Code." (Cedar Crest College Catalog)

Any confirmed instance of academic dishonesty can result in a failing grade for this course.

Students with Documented Disabilities

Students with documented disabilities who may need academic accommodations should discuss these needs with the professor during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

Quizzes

There will be a quiz following each chapter posted on e-College. Students are to complete the quiz on their own within three days of the instructor finishing that portion of the lecture. The best 12 of 14 quizzes will be counted.

Assignments

Students will work in groups of 3-4 to complete the assignments that represent one section of a business plan, with the last being an edited and completed business plan including an executive summary. Groups will present their plans to the class as a part of the grade.

Due dates for each assignment will be given by the instructor in class and groups are expected to turn in all assignments before class via the E-COLLEGE system. Each assignment should be submitted through one student's "drop box" and your names must appear on the document.

Unless otherwise specified, all assignments are to be typed.

Late Submissions

Students are expected to submit all assignments on the assigned due date. Students who are absent from class are still responsible for timely submission of assignments. Late submissions will not be accepted.

Peer Review

Peer review involves review the work and contribution of those in your assigned group as well as reviewing the oral presentations of your classmates. The evaluation of another student's work is important. Please do not write anything that is not appropriate for sharing with every classmate.

Extra Credit

The professor will not assign extra credit.

Grading Policy

The final grade for this course will be made up as follows:

- ✓ Assignments (50 points each)
- ✓ Quizzes (Take the best 12 grades of 14 for 50 points each)
- ✓ Class Participation and Attendance (200 points)

Total of 1100 points

Date	Lecture Topic	Chapter
8/25/2008	Introduction & Business Environment	1
8/27/2008	Fundamentals of Business & Economics	1
9/1/2008	No Class	
9/3/2008	Ethics & Social Responsibility	2
9/8/2008	Ethics & Social Responsibility	2
9/10/2008	Global Business	3
9/15/2008	Global Business	3
9/17/2008	Business Systems	4
9/22/2008	Business Systems	4
9/24/2008	Business Structures	5
9/29/2008	Business Structures	5
10/1/2008	Small Business & Entrepreneurship	6
10/6/2008	Small Business & Entrepreneurship	6
10/8/2008	Accounting & Financial Management	7
10/13/2008	No Class	
10/15/2008	Accounting & Financial Management	7
10/20/2008	Banking & Securities	8
10/22/2008	Banking & Securities	8
10/27/2008	Marketing	9
10/29/2008	Marketing	9
11/3/2008	Product & Pricing	10
11/5/2008	Product & Pricing /Distribution & Communication	10/11
11/10/2008	Distribution & Communication	11
11/12/2008	Management	12
11/17/2008	Management /Organization	12/13
11/19/2008	Organization	13
11/24/2008	Human Resources	14
11/26/2008	No Class	
12/1/2008	Human Resources/ Business Plan reviews	14
12/3/2008	Business Plan reviews	
12/8/2008	Business Plan reviews	

Syllabus is subject to change with prior notice from the professor.