

**Cedar Crest College**  
**BUA 110 – Principles of Management**  
**Fall 2008**  
**Online**

Professor: Gaetan Gianni  
E-mail: gtgianni@cedarcrest.edu  
Phone: 610-606-4666 ext. 3427  
Office: Curtis Hall, Room 200

*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.

### Online Discussion

Discussion topics will be posted once a week. You are expected to contribute in a meaningful fashion that demonstrates preparation and depth of thought. You are expected to spend 1 ½-2 hours per week engaged in online discussion. This includes time researching and preparing your responses. You should respond to every topic posted by the instructor and comment on the responses of classmates. Responses to the instructor's postings should be completed within a week of their being posted. Responses to classmates' responses can be made at any time during the semester.

### Online Discussion grading:

- Relate discussion topic to lecture discussion and assigned readings.
- Demonstrate research beyond the course text and lecture material.
- Demonstrate a depth of analysis that proves an understanding the concepts in question that goes beyond "your opinion."
- Quality of responses to instructor's postings as well as classmates' responses.
- Communicate clearly and thoroughly.

The discussion thread entitled *Questions and Comments* will be used to allow you to post questions about the class (ex: clarifying assignment requirements) and for me to comment on common themes that I discover while reviewing your assignments or other elements of the class discussion. While it is vitally important that you check in with this thread frequently, participation here will not count toward your grade.

### 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. Work at your own pace. All quizzes must be completed by October 10 at Midnight.

## **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.

Due dates for assignments are in the table below 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.

<b><u>Date</u></b>	<b><u>Assignment Due</u></b>
9/1/2008	Assignment 1
9/8/2008	Assignment 2
9/15/2008	Assignment 3
9/22/2008	Assignment 4
9/29/2008	Assignment 5
10/10/2008	Assignment 6

## **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 (200 points)

Total of 1100 points

### **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.

Syllabus is subject to change with prior notice from the professor