

Cedar Crest College
BUA 110 – Principles of Management
Fall 2009
Curtis 241, MWF, 11:00-11:50 Am

Professor: Gaetan Giannini
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Office: Curtis Hall, Room 200

Office Hours:

Monday & Friday: 9:30-11:00 AM
Wednesday: 5:30-7:00 PM

Required Text

Better Business, Poatsy & Martin, Prentice Hall, 2010
MyBizLab, Pearson

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.

Each student must have purchased to Pearson's MyBizLab to gain access to class quizzes and video exercises.

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 2-3 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 their 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 (5 at 80 points each)
- ✓ Quizzes (Take the best 12 grades of 14 for 25 points each)
- ✓ Group Presentation (150)
- ✓ Class Participation and Attendance (150 points)

Total of 1000 points

Date	Lecture Topic	Chapter	Due
8/24/2009	Introduction. Syllabus, e-College & MyBizLab Review		
8/26/2009	Business Environment & Types	1	
8/28/2009	Business Plan Intro (Pick Partners & Companies)		
8/31/2009	Economics	2	
9/2/2009	Economics	2	
9/4/2009	Business Plan: Mini Chapter 2		
9/7/2009	No Class		
9/9/2009	Ethics & CSR	3	
9/11/2009	Business Plan Assignment One Review		
9/14/2009	Ethics & CSR	3	
9/16/2009	International Trade	4	
9/18/2009	Business Plan Assignment Group Work		
9/21/2009	Global Cultural, Political and Legal Factors	4	
9/23/2009	Entrepreneurship	5	
9/25/2009	Business Plan Assignment 1 Group Work		
9/28/2009	Franchising & Small Business Financing	5	
9/30/2009	Forms of Ownership	6	
10/2/2009	Business Plan Assignment 2 Review		Assignment 1
10/5/2009	Management: Planning & Strategy	7	
10/7/2009	Management: Organizing, Leading & Controlling	7	
10/9/2009	Business Plan Assignment 2 Group Work		
10/12/2009	No Class		
10/14/2009	Motivation	8	
10/16/2009	Business Plan Assignment 3 Review		Assignment 2
10/19/2009	Leadership	8	
10/21/2009	HR Management: Recruiting, Training & Evaluating	9	
10/23/2009	Business Plan Assignment 3 Group Work		
10/26/2009	HR Management: Compensating & Diversity	9	
10/28/2009	Production Management	11	
10/30/2009	Business Plan Assignment 4 Review		Assignment 3
11/2/2009	Quality Control	11	
11/4/2009	Marketing Environments	12	
11/6/2009	Assignment 4 Group Work		
11/9/2009	Consumer Behavior	12	
11/11/2009	Product & Pricing	13	

11/13/2009	Business Plan Assignment 5 Review		Assignment 4
11/16/2009	Promotion	14	
11/18/2009	Distribution	14	
11/20/2009	Business Plan Assignment 5 Group Work (Work on your own-no class)		
11/23/2009	Preparing a presentation		
11/25/2009	No Class		
11/27/2009	No Class		
11/30/2009	Finance & Accounting	15	Assignment 5
12/2/2009	Finding a job	m/c 4	
12/4/2009	Personal Finance	m/c 5	
12/7/2009	Presentation		
12/8/2009	Presentations		

Syllabus is subject to change with prior notice from the professor