

Cedar Crest College
BUA 110 – Principles of Management
Spring, 2009 – Hamilton Blvd. Building, Room 11

Instructor: Tom Muller (Adjunct Faculty)

Preferred Contact Options

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Emergency Contact Options

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Location

Classroom: Hamilton Blvd. Building, Room 11
Day/Time: Tuesday, 7:00 PM – 9:30 PM
Format: Lecture/Discussion/Group Work

Required Text

Business Essentials, Ebert/Griffin, 6th Edition
Students must purchase the text and complete some reading prior to the first class and should bring the text to each class.

Required Materials

Each student is required to use her/his Cedar Crest e-mail account for communication with the instructor and fellow classmates. Students should check their e-mail 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 and global business world. It explores the traditional functions of planning, controlling and organizing and pays special attention to organizational structures, leadership, ethics and motivation in both large and small business operations. This is an excellent course for both business and non-business majors and will involve both textbook and experience-based teaching. An important goal of the course is to prepare each student to develop an effective business plan. This course has no prerequisites. (3 credits)

Course Objectives

At the completion of the course, students should be able to:

1. Define management and describe its changing nature and the major challenges faced by managers in both today's complex organizational environment and small business operations.

2. Discuss the dynamic global business environment in which management takes place today and the impact of that environment on the management process.
3. Define business ethics and social responsibility and the implications for government, business, employees and consumers.
4. Discuss the key components of each of the major functions of management.
5. Explain how contemporary issues and innovation are changing the way people manage and behave in organizations.
6. Understand the role of communications at all levels of business and the ways to use communications for business success.

Attendance, Participation & Classroom Protocol

All students are expected to attend class and contribute actively to class and group discussions. Students are expected to come to class prepared to discuss the assigned topics; therefore, they should read the assigned chapter(s) prior to attending class.

Unexcused absences will be a factor in determining grades.

Since the class only meets 15 times, ***each unexcused absence beyond one will result in a reduction of the final exam grade by ten (10) points.***

Students who miss class are expected to contact the instructor and/or a classmate, as any 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)

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

Honor Philosophy

"The Cedar Crest Honor Philosophy states that the 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 disabilities who wish to request accommodations should contact Academic Services (Curtis Hall, Room 109).

Individual Assignments

Due to the compressed timing for this course, individual assignments between classes will be limited. Any individual assignments will be announced in class and will be due the following class.

Group Assignments

Working in a group is an important part of business communication. Students will be expected to participate actively and evenly with other group members. Some class time will be devoted to group work. There may be several group assignments in this course. Individuals will be graded by their group members as well as the instructor.

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 assignment submissions will not be accepted.

Peer Review

Peer review involves evaluating the work and contribution of those in your assigned group as well as any oral presentations by 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 instructor will not assign extra credit.

Grading Policy

The final grade for this course will be calculated as follows:

- Class Participation = 10%
- Best Two Quiz Results = 15%
- Business Plan Project & Oral Presentation = 25%
- Mid-Term Exam = 20%
- Final Exam = 30%

Date	Topic/Activity	Assignment	Reading (to be read prior to the next class)
January 19	Introductions, Syllabus Review & "Business Environments"		Chapters 2, 3 & 4
January 26	Ethics, Entrepreneurship & Globalization		Chapters 5 & 6
February 3	Business Management & Organization; BP Part 1		Chapter 7
February 10 (Quiz)	Operations Management, Video & Group Work		Chapters 8 & 9
February 17	Employee Behavior & Leadership & BP Part 2		Chapter 10
February 24	Human Resources, Video & Group Work	Study for Mid-Term	Chapter 11
March 3	Marketing & Consumer Behavior, Mid-Term & BP Part 3		Chapter 12
March 10	No Class—Spring Break		None
March 17 (Quiz)	The "Four P's" & BP Part 4		Chapters 13-16
March 24	Chapters 13-16		None
March 31	BP Parts 5 & 6; Presenting		None
April 7 (Quiz)	Video & Group Work		None
April 14	Video & Group Work		None
April 22	BP Presentations		None
April 29	BP Presentations	Study for Final	None
May 5	Final Exam & Closing Thoughts	I	None

Note: This syllabus may change when the class starts based on class size or other factors.

