

I. CATALOG DESCRIPTION:

- A. Department Information:
Division: Business & Information Technology
Department: Business Administration
Course ID: BUSAD 200
Course Title: Business Management
Units: 3
Lecture: 3 hours
Prerequisite: BUSAD 100
- B. Catalog and Schedule Description:
Designed for business majors, this course examines the primary dimensions of the management process including planning, organizing, decision-making and controlling organizational activity.

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One

III. EXPECTED OUTCOMES FOR STUDENTS:

Upon successful completion of the course, the student should be able to:

- A. appraise the importance of the environment, technology and human resources in determining structural and operating features/processes that are most appropriate in achieving high performance and total quality management.
- B. examine basic managerial concepts and their application in achieving high performance.
- C. apply knowledge of the theory and practical application of the open-system managerial process.
- D. cultivate familiarity of the historical development and varying perspectives concerning management theory and its application to business organizations.

IV. CONTENT:

- A. Understanding the Manager's Job
1. An introduction to management
 2. The evolution of management
 3. Contemporary management theory
- B. The Environment of Organizations and Managers
1. The organization's environment
 2. The ethical and social environment of management
 3. The international environment of management
 4. The organization's culture
 5. Managing cultural diversity in the workplace
- C. Planning
1. Planning and strategic management
 2. Planning and organizational goals
 3. The nature of strategic management
 4. Using SWOT analysis to formulate strategy
 5. Formulating business-level strategies
 6. Formulating Corporate-level strategies
 7. Tactical planning
 8. Operational planning
- D. Managing Decision Making
1. The nature of decision making
 2. Rational perspectives on decision making
 3. Behavioral aspects of decision making

4. Group and team decision making in organizations
- E. Organization Structure and Design
 1. The nature of organizing
 2. The bureaucratic model of organization design
 3. Situational influences on organization design
 4. Basic forms of organization design
 5. Emerging forms of organization design
- F. Organization Change and Innovation
 1. The nature of organization change
 2. Managing change in organizations
 3. Organization development
 4. Organizational Innovation
- G. Managing Human Resources
 1. The environment context of Human resource management
 2. Attracting human resources
 3. Developing human resources
 4. Maintaining human resources
 5. Managing workforce diversity
 6. Managing labor relations
- H. Leading
 1. Managing individual behavior
 2. Understanding individuals in organizations
 3. Personality and individual behavior
 4. Attitudes and individual behavior
 5. Perception and individual behavior
 6. Stress and individual behavior
 7. Creativity in organizations
 8. Types of workplace behavior
- I. Motivating Employee Performance
 1. The nature of motivation
 2. Content perspectives on motivation
 3. Process perspectives on motivation
 4. Reinforcement perspective on motivation
 5. Popular motivational strategies
 6. Using reward systems to motivate performance
- J. Leadership and Influence Processes
 1. The nature of leadership
 2. The search for leadership traits
 3. Leadership behaviors
 4. Situational approaches to leadership
 5. Related perspectives on leadership
 6. Political behavior in organizations
- K. Communication in Organizations
 1. Communication and the manager's job
 2. Forms of communication in organizations
 3. Importance of understanding communication & possible breakdown variables
 4. Informal communication in organizations
 5. Managing organizational communication
- L. Managing Groups and Teams
 1. Groups and teams in organizations
 2. Characteristics of groups and teams
 3. Managing conflict in organizations

- M. Controlling
 - 1. Managing the control process
 - 2. The nature of control in organizations
 - 3. Operations control
 - 4. Financial control
 - 5. Structural control
 - 6. Managing control in organizations
- N. Managing for Total Quality
 - 1. Managing total quality
 - 2. Managing productivity
 - 3. Managing quality through operations management
 - 4. Using operations systems for quality

V. METHODS OF INSTRUCTION:

- A. Lecture
- B. Discussion
- C. Term Project/Written Papers
- D. Audio-Visual

VI. TYPICAL ASSIGNMENTS:

- A. Reading, writing, critical thinking
 - 1. Read two articles on approaches to management, be prepared to discuss developments and practicalities in the discipline of management.
 - 2. Analyze and identify the managerial approaches used in the assigned hypothetical situation.
- B. Class and group discussion
 - 1. What are the key differences between operational planning, tactical planning, and strategic planning?
 - 2. Meet in groups of three to five members and create a list of leadership traits, a list of leadership behaviors, and a definition of both.

VII. EVALUATION:

- A. Methods of Evaluation
 - 1. Examination: Short Answer, True & False, Multiple Choice
 - a. Typical examination question: Compare and contrast decentralization and centralization.
 - b. List two basic managerial concepts and their application in achieving high performance.
 - 2. Class Participation
 - 3. Project(s):
 - a. Book Report - "The One Minute Manager"
 - b. Manager Interview
 - c. Current Article Reviews in regards to issues that managers are faced with today (Stress and its effect in the workplace, dealing with change, etc.)
- B. Frequency of Evaluation
 - 1. 4 Quizzes
 - 2. 1 End of term cumulative Final Examination
 - 3. 1 Book Report
 - 4. 3 Current Article Review

VIII. TYPICAL TEXTS:

San Bernardino Valley College
Curriculum Approved: February 2, 2004
Last Updated: January 2004

Draft, Richard L. and Marcic, Dorothy. Understanding Management, Cincinnati, OH: Thomson South-Western, 2004.

Jones, Gareth. Contemporary Management, Columbus, OH: McGraw Hill, 2003

Maidment, Fred H. Management, Columbus, OH: McGraw Hill, 2003

IX. OTHER SUPPLIES REQUIRED OF STUDENTS: None.