

NVCC COLLEGE-WIDE COURSE CONTENT SUMMARY

BUS 200 - PRINCIPLES OF MANAGEMENT (3 CR.)

COURSE DESCRIPTION

Teaches management and the management functions of planning, organizing, directing and controlling. Focuses on application of management principles to realistic situations managers encounter as they attempt to achieve organizational objectives. Lecture 3 hours per week.

GENERAL COURSE PURPOSE

Provides the student with a theoretical knowledge of the role, functions, and environment of the manager. The student will learn about the development of management principles and their integration into modern management theory. The primary management functions and skills required to perform those functions will be studied and analyzed by the student. The course is a basic preparation for the knowledge and understanding required to (1) become an effective manager and (2) study management application techniques offered in BUS 202 - "Applied Management Principles".

ENTRY LEVEL COMPETENCIES

An ability to read, comprehend, analyze material written at a college level. An ability to write and present ideas using standard English. The student should also have completed BUS 100 - "Introduction to Business" or the equivalent.

COURSE OBJECTIVES

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

- A. define and understand the role of management; and identify the major contributions to the evolution of management theory
- B. identify appropriate managerial functions, skills, and theoretical approaches that can be used within the manager's unique environment
- C. demonstrate a knowledge of the process of setting objectives, planning, decision-making, strategy formulation and the tools (MBO, probability, decision trees, PERT, forecasting, etc.) necessary to carry out these functions
- D. identify and integrate methods of organizational structure and the related topics of division of labor, authority/responsibility, span of control, centralization/ decentralization, delegation, organizational change, staffing, and diversity within the workforce
- E. identify and understand accepted theories of leadership and motivation as they relate to utilizing effective communication and the management of individual and group behavior
- F. demonstrate a knowledge of the control function and process as related to production management, total quality management, information systems, control tools (break-even analysis, budgeting critical path management, etc.) and human reaction to control systems
- G. define and understand the concept of social and ethical responsibility pertinent to the managerial role

- H. demonstrate a knowledge of the role of global management for the domestic manager

MAJOR TOPICS TO BE COVERED

- A. Definition and role of management and skills required to function within the managerial environment
- B. Management theories and their evolution
- C. Objectives, planning, decision-making, and related processes and tools
- D. Division of work/labor, organizational structure, and related functions
- E. Human resource development and organizational change
- F. Leadership, communication, and motivation
- G. Diversity, work groups and their behavior
- H. The control process, production management, total quality management, information systems, and control tools
- I. Social and ethical responsibilities of managers
- J. Global management

OPTIONAL TOPICS

- A. Development of a conceptual framework to the approach of management
- B. Integrating an understanding of human elements with management functions and structures
- C. Applying problem solving techniques to basic management principles
- D. Utilizing current events issues to reinforce basic management principles