

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY BUS 202 – APPLIED MANAGEMENT PRINCIPLES (3 CR.)

Course Description

Focuses on management practices and issues. May use case studies and/or management decision models to analyze problems in developing and implementing a business strategy while creating and maintaining competitive advantage. Lecture 3 hours per week. 3 credits

General Course Purpose

This course is designed to provide the student with practical applications for management problems. Current issues in management will be studied and solutions will be offered by the student. Students will also learn how to apply basic management principles.

Course Prerequisites/Corequisites

Prerequisite: BUS 200

Course Objectives

Upon completing the course, the student will be able to:

- Analyze and solve problems related to the external environment that impact management goals and objectives
- Demonstrate the ability to solve organizational problems using appropriate management tools, such as MBO, decision trees, PERT, forecasting, and SWAT analysis
- Employ both individual and group decision-making processes
- Solve organizational problems that relate to change management
- Solve organizational control problems using financial and information systems
- Respond to issues unique to international management
- Analyze and offer solutions to contemporary issues in management

Major Topics to be Included

- The application of management principles and theories to real or simulated management problems
- Management tools and skills required to solve organizational problems
- Organizational planning and strategy
- Organizational development
- Managing change.
- Managing conflict
- Control techniques
- International management
- Management ethics
- Managing teams
- Contemporary issues in management