

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

BUS 40 - Organization Management

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: Reading Level IV; English Level III; Math Level II

Transfer Status: CSU

51 hours Lecture

This course examines managerial concepts, approaches and tools relevant for organizations operating in today's changing, diverse, technology-infused and globally-competitive business environment. Within an ethics and contingency management framework, it focuses on three of the fundamental management functions: planning, organizing and controlling. It provides perspectives and guidelines and develops competencies to assist managers in understanding and addressing organizational problems.

II. OBJECTIVES

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

- A. Explain and apply terms, specific facts, and theories relating to the major environmental factors and operational concerns influencing today's managers.
- B. Engage in informed discussion about the impacts of businesses' ethical and socially responsible behavior on various stakeholders and on business results.
- C. Discuss and develop management strategies, based on the use of strategic and operational planning, with an emphasis on both effective and efficient operations.
- D. Identify and compare approaches to organizing in order to optimize the effective use of human, technological and financial resources.
- E. Examine and apply common control tools and operations management techniques used to direct operations, assess performance, and facilitate actions to enhance productivity and develop/sustain competitive advantage.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Introducing Management	3.00
2. Management Learning – Past to Present	3.00
3. Ethics and Social Responsibility	4.00
4. Environment, Sustainability and Innovation	4.00
5. Global Management and Cultural Diversity	4.00
6. Entrepreneurship and New Ventures	3.00
7. Information and Decision Making	4.00
8. Planning Processes and Techniques	3.00
9. Strategy and Strategic Management	3.00
10. Organization Structures and Design	3.00
11. Organization Culture and Change	3.00
12. Human Resource Management	4.00

13. Controll Processes and Systems	3.00
14. Operations and Services Management	3.00
15. Conducting Management Case Analysis	4.00
Total Hours	51.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Guest Speakers
- C. Collaborative Group Work
- D. Class Activities
- E. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- F. Discussion
- G. Multimedia Presentations

V. METHODS OF EVALUATION

- A. Exams/Tests
- B. Quizzes
- C. Oral Presentation
- D. Homework
- E. Group Participation
- F. Class participation
- G. Written Assignments

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 1. Read the text information about organizations being “open systems,” influenced by a variety of external factors. Conduct some online research about the sorts of external factors impacting businesses today. Be prepared for in-class discussion about the context in which businesses operate and the potential impact of these factors -- and brainstorming about appropriate business strategies taken by managers in the various business functions (e.g., Management, Production, Marketing, HRM, Accounting/Finance, IT).
 2. Read the text material pertaining to ethics in the workplace. Prepare for in-class discussion of the sorts of ethical dilemmas that business managers face (e.g., discrimination, conflicts of interest) – and identification of appropriate actions taken by organizations and their employees in order to maintain high ethical standards.
- B. Writing Assignments
 1. You are an employee at Orleans Bank, working on your A.S. in Business Management at Butte College. The bank has instituted a management training program that it hopes will decrease turnover, improve operations and facilitate upward mobility for its personnel. Self-reflect, then write a 1 to 2 page memo “selling” Orleans Bank on selecting you as a candidate for the management training program.
 2. You (and a team of several others) are volunteer board members for a hypothetical non-profit that needs to raise funds to support its mission and expand the services provided. The organization expects board members to assist in generating necessary donations via special events. With your team, brainstorm and create an 8 to 10 page event plan that incorporates specifics and could be easily understood, assessed and implemented by staff and volunteers.
- C. Out-of-Class Assignments
 1. With a small team of classmates, write an 8 to 10 page report and prepare/deliver a 20

minute PowerPoint presentation. Format both to facilitate understanding and implementation and address the following situation. You are applying for the Director of Knowledge Management position with a hypothetical firm. In preparation for your job interview:

- Identify your vision for Knowledge Management.
 - Describe the training that should be provided to staff. Specify to whom, when, using what training mode(s) and with what assessment.
 - Create an organization chart depicting the structure of the Knowledge Management Department and including job titles. Indicate to whom the Knowledge Management Director reports.
 - Create a job description and a job specification for the Director of Knowledge Management position.
2. Read and critically evaluate a detailed case study (provided by the instructor) that describes a dysfunctional business operation. Write up your case analysis findings in a 5 page report, following a prescribed format and applying your insights about relevant course content. Identify the symptoms or indicators that problems exist; specify (and provide evidence of) the causes (or contributing factors); and detail short- and long-term recommendations to address all issues.

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

- A. Certo, S.C. and Certo, T.. Modern Management. 12th Edition. Prentice-Hall, 2011.
- B. Schermerhorn, J.R., Jr.. Management. 11th Edition. John Wiley, 2011.

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