

Las Positas College
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Course Outline for BUSN 56

INTRODUCTION TO MANAGEMENT

Effective: Fall 2016

I. CATALOG DESCRIPTION:

BUSN 56 — INTRODUCTION TO MANAGEMENT — 3.00 units

Introduction to the application of tools, principles and concepts in business management. Emphasis will be on planning, organizing, leading, and controlling. Additional topics will include decision-making, employee motivation, team work, and current trends.

3.00 Units Lecture

Grading Methods:

Letter or P/NP

Discipline:

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

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

- A. Compare and contrast the primary managerial functions of planning, organizing, leading, and controlling.
- B. Discuss the importance of management in delivering successful results in today's organizations.
- C. Describe the skills required and the challenges those different skills present.
- D. Debate the role of social responsibility and ethics for managers within a business;
- E. Demonstrate skill in thinking conceptually about management problems and theories.
- F. Apply decision-making tools and techniques to new multicultural business scenarios
- G. Evaluate and critique approaches to business leadership, employee motivation, group work, and organizational communications
- H. Evaluate the relationship between human resources and operations management.

V. CONTENT:

A. Introduction

1. Define Management
2. Primary Functions
3. Management Theory and History

B. Characteristics, Values, and Culture

C. Ethics and Diversity

1. Stakeholders and Ethics
2. Diversity in the Workforce

D. Global Economy and Understanding the Various Other Business Environments and Cultures

E. Decision Making and Learning

F. Creativity and Entrepreneurship

G. Planning and Strategy

H. Organizational Structures and Job Design

I. Control and Change in the Organization

J. Leadership and Motivation

- K. Team Management
- L. Human Resources
- M. Operations Management

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Audio-visual Activity** -
- C. Online Material
- D. **Research** -
- E. **Observation and Demonstration** -
- F. Simulations
- G. **Field Trips** -
- H. **Projects** -
- I. Collaborative Learning - Group work
- J. Multi-media - videos and website activities
- K. Student use of technology and business applications
- L. **Student Presentations** -
- M. **Written exercises and case studies** -
- N. **Guest Lecturers** -
- O. **Classroom Activity** -
- P. **Discussion** -

VII. TYPICAL ASSIGNMENTS:

Instructors will utilize a variety of assignments designed to meet the objectives of the course, to enhance the students' varied strengths and to minimize learning weaknesses in students. Some typical assignments may include:

- A. Discussion: Compare pros and cons of leadership styles.
- B. Practical writing, reading, speaking and listening tasks that demonstrate or elicit an understanding of and/or a possession of the facts. Examples include:
 1. Students are expected to review assigned section on cultural work styles. Identify differences which may create work group conflict.
 2. Group Presentations - students may select from a provided list of topics and present to class using video and/or other multimedia.
 3. Reading - A sample assignment may be to read chapter 5 on Scheduling Demands and prepare 5 discussion topics.
 4. Writing - Reflect on current ethical challenges in the business environment
- C. Case Studies: Follow the steps of nominal group decision making.
- D. Project: research business situation or chapter topic. Analyze and evaluate the information based on textbook information, student experience, interviews, and/or researched sources.
- E. Peer Review/Evaluation of assignments such as peer evaluation of student presentations in terms of content and accuracy.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Papers
4. Projects
5. Class Work

B. **Frequency**

1. Exams/Tests: Instructors may choose how and when to assess students' understanding. Up to 4 exams and a final assessment would be typical.
2. Quizzes: Quizzes will be given as needed to ensure that students are building on the concepts and to identify if there needs to be a change in the type of assignments or the presentation of material.
3. Projects: Up to four projects may be utilized throughout the semester
4. Papers: Up to four papers may be required to offer students an opportunity to analyze various managerial scenarios.
5. Class work: Assignments from textbook and case studies dependent on student's needs and progress.

IX. TYPICAL TEXTS:

1. McGraw-Hill . *Essentials of Contemporary Management*. 5 ed., McGraw-Hill , 2013.
2. Pearson . *Modern Management*. 13 ed., Pearson Prentice Hall, 2014.
3. Thomson Learning: South-Western. *Effective Management*. 7 ed., Thomson Learning: South-Western, 2015.
4. Prentice Hall; . *Management: A Focus on Leaders*, . 2 ed., Prentice Hall; , 2013.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer and printer access
- B. Internet access
- C. Access to business publications, magazines and periodicals (i.e. USA Today, Wall Street Journal, Fortune Magazine, Harvard Business Review)
- D. Access to recording equipment (i.e. smartphone)