NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

COURSE SYLLABUS

Course Title: Principles of Management   **Course:** BMG* C202

Course Description: 3 credits

Principles of Management is a course that covers in depth the theory and practice of management as a discipline and process. The Vision to Value Creation Model will be the primary tool employed to introduce the four major management principles – Planning (Strategic Value), Organizing (Organizational Design & Structure Value), Leading (21st century leadership value), and Controlling (Learning Value). Major topic areas include: The evolution, development and scope of management, growth performance measures and basic design school model strategic planning process, managing the corporate vision and mission in a continuously dynamic business landscape, 21st century leadership characteristics, and the challenge of leadership to create value through organizational alignment. Emphasis will be given to the importance of managing in a global environment and in understanding the ethical implications of managerial decisions

Pre-requisite/Co-requisite: ENG* 101 (or ENG* 101W) and MAT* 137x.

Goals: The overall course goals are:

- To be able to apply a broad range of management concepts necessary to operate a business in today's changing environment.
- To be able to understand the risks and strategic moves management must take to assure success within today's dynamic global environment.
- To be able to assess value creation or value destruction by interpreting limited financial information.
- To be able to apply the strategic models introduced.

Outcomes: Upon completion of this course, students should be able to:

- explain the roles and responsibilities of managers;
- discuss and analyze the purpose of management;
- identify the significance of how historical theories have shaped management;
- describe and assess the effect of globalization on operating, growing, and managing a business;
- explain the importance of corporate culture in the business environment;
- assess the impact of a culturally diverse workforce on businesses;
- identify ethical practices in business;
- apply the essential principles of quality leadership;
- recognize and apply the skills necessary for carrying out effective management decision-making and strategic management planning;
- discuss the importance of effectively managing teams in the workplace, and identify the roles teams play;
- analyze the importance of an effective, qualified, and cohesive workforce;
- examine the importance of effective teamwork as it relates to productivity;
- assess the impacts of conflict in the workplace;
- identify ways to attract, hire, and retain high-quality employees;
- examine the importance of developing clearly identified goals and objectives;
- distinguish ways in which organizational structure impacts strategy, performance, and operations;
- analyze the significance of properly planning and executing change in an organization;
- determine ways in which technology can be used to advance an organization.