

INTRODUCTION

The material in this unit will provide an overview of the role of the manager in the business world. It will also consider the possibilities for leadership in the business world. You will learn the basic managerial concepts of planning, organizing, leading, and controlling. The unit will focus on the importance of performance as an outcome of business activity. The concepts will be explored on an individual and organizational level. You will consider how your own management or workplace experience relates to the theory and application in this unit.

In the reading for Unit 1, you will be introduced to some basic concepts of management. Keep in mind that both large and small businesses need good managers and good management practices. In the past, the family business was the mainstay of commerce. Today there are many public companies that are owned by shareholders. It is public companies as well as larger privately owned businesses that employ managers. Managers are entrusted with the responsibility of running the business by its owners. Managers are also needed in entrepreneurial organizations and in non-profit organizations. The overview you receive this week will establish a foundation for learning managerial skills in the weeks to come.

READING ASSIGNMENT AND LECTURES

Carpenter, M., Bauer, T., & Erdogan, B. (2010). *Management principles*, v. 1.1. <https://2012books.lardbucket.org/books/management-principles-v1.1/index.html>. You can download the PDF version from the course homepage.

- Read Chapter 1

WATCH

HumberEDU. (2015, November 13). *Leadership and management | Part 3 of 4: The four functions of management* [Video]. YouTube.

Curriculum Wadhwani. (2013, October 7). *Explaining how to set SMART goals* [Video]. YouTube.

INTRODUCTION DISCUSSION

Introduce yourself in the Course Forum (located in the General Information area at the top of the course homepage)

Create a post introducing yourself to your classmates. In addition to your introduction, answer the following:

- What skills and/or knowledge related to management do you have at this time?
- What do you want to learn during the course?

Visit the Course Forum throughout the first week to respond to fellow classmates' posts and respond to the answers to anyone who responds to your post.