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**Text:** Management by Richard Daft, 11<sup>th</sup> edition

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**Course Description:** An introductory course in the study of management as an art, a science, and a profession. This semester we will develop a realistic picture of what the manager's job entails and how it has changed over the years. The spirit of entrepreneurship will be presented with each topic.

**Course Objectives:**

- To gain basic understanding of management principles including planning, organizing, leading and controlling
- To explore current management challenges in both small and large businesses
- To gain basic understanding of entrepreneurship and its economic impact
- To develop an understanding and appreciation of ethics, diversity, globalization, information technology and e-business and their impact on business today.
- To develop skills in project analysis, problem solving, decision making, and communication.
- To gain experience in team problem solving and team dynamics.
- To develop oral and written communication skills as required in the business community.
- To complete a Project enabling the student to put what they have learned into practice

**Course Requirements:**

- Reading and comprehension of text—NOTE: research corporate example(s) of Chapter topic(s) and be ready to discuss.
- Class participation, attendance and completion of random weekly assignments
- Three (3) exams
- Two (2) Case Analyses
- Weekly Current Event Presentation/Discussion
- Team Project

UMBC is committed to eliminating discriminatory obstacles that disadvantage students based on disability. [Student Support Services](#) (SSS) is the UMBC department designated to receive and maintain confidential files of disability-related documentation, certify eligibility for services, determine reasonable accommodations, develop with each student plans for the provision of such accommodations, and serve as a liaison between faculty members and students regarding disability-related issues. If you have a disability and want to request accommodations, contact SSS in the Math/Psych Bldg., room 213 or at 410-455-2459. SSS will require you to provide appropriate documentation of disability. If you require accommodations for this class, make an appointment to meet with me to discuss your SSS-approved accommodations."

**ATTENDANCE/PARTICIPATION POLICY:**

By registering for this class you are making a commitment to your instructor, your classmates and to yourself. Class attendance and participation is critical for your learning experience.

Class participation is encouraged and includes participation in all class activities by: completing class assignments, asking questions relevant to the topic being covered, and sharing relevant personal and professional experiences that further will enhance student learning.

Appropriate professional conduct is expected in the classroom and this includes being prepared and on time for class.

**NO COMMUNICATION DEVICES WILL BE ON AND OPERATING DURING CLASS. THIS INCLUDES LAP TOPS, PHONES, IPADS, ETC. ANY VIOLATIONS WILL RESULT IN THE STUDENT ASKED TO LEAVE CLASS AND GRADE POINTS WILL BE DEDUCTED**

Some of the factors considered in evaluating your class participation are:

1. Do your contributions to the class discussion reflect a high level of preparation?
2. Do your contributions to the class experience reflect integration of your coursework to your personal and professional life?
3. Do your contributions enhance the class discussions and exercises?
4. Do your contributions enable others to learn?
5. Are your interpersonal interactions helpful in facilitating your and other class members' learning experiences?

**Unacceptable participation:** Student generally ill prepared, minimal or no response when called upon

**Minimal Acceptable Participation:** Participating when called upon & being minimally prepared

**Above Average Participation.** In addition to MAC, voluntarily entering class discussions, being well prepared, asking thoughtful questions and providing relevant info

**Superior Participation:** In addition to AAP, consistently well prepared, questions of both quantity and quality and initiates class discussion.

## ARTICLE PRESENTATION

Each class selected students will be responsible for presenting to the class a CURRENT article. No written work is required. Grades will be judged on several factors including:

- article selection
- overall presentation i.e. professionalism/appearance/business attire
- introduction/explanation of material
- tie-in to the Chapter
- quality of student-led discussion.

The topic must relate to the chapter(s) for that week, and the presentation must include specific references as to how and why it relates to the chapter. e.g. What did you read that prompted your selection of your article?

Each student must be prepared to make a 10-15 minute presentation of this article to the class inviting questions and discussion from the class.

NOTE: The presentation is on the article – NOT the Chapter

NOTE: This is a professional presentation and should be presented accordingly including method of presentation, appropriate attire, etc.

Late presentations will result in a deduction of points for grading. Failure to present will result in 0 points.

Make –up exams:

Make-up exams will not be given unless for reasons beyond the student's control.

Ethical Conduct:

Professional and ethical conduct is expected from each student. Academic misconduct will result in disciplinary action.

Grading:

Two (2) Case Analyses (75 pts each)

Three (3) Exams

Team Project

Article Presentation

Attendance/Participation

a maximum total of 150 points

a maximum total of 350 points

a maximum total of 300 points

a maximum total of 100 points

a maximum total of 100 points

Grade Assignment:

A = 900 - 1000 points

B = 800 - 899 points

C = 700 – 799 points

D = 600 – 699 points

F = below 600 points

THIS SYLLABUS MAY BE REVISED AT THE DISCRETION OF THE INSTRUCTOR

ALL ASSIGNMENTS WILL BE TURNED IN AT CLASS ON THE DUE DATE – NOT E-MAILED!

LATE ASSIGNMENTS WILL RESULT IN 10 POINT REDUCTION PER WEEK

### **Case Study Analysis**

A case study presents a body of information describing a particular problem/ situation. In an organization it is an account of behaviors, ethics, and interpersonal relations among managers, employees, and clients including the general environmental conditions.

These cases are to be analyzed rather than solved and they must state an accurate reflection of the total problem or situation. Optional courses of action are suggested, argued, all of which must be supported by factual evidence from the case itself as well as knowledge gained from the Chapter. A final step is usually a set of recommended actions.

The case analysis will be 1 – 2 pages in length and cover the basics of critical thinking:

#### **FORMAT/CONTENT:**

- *Brief summary of the facts in the case*
- *Information that is missing that, if known, would assist you with the analyses*
- *What is the organizational issue or dilemma to be resolved?*
- *Answer the questions at the end of the case*
- *Chapter references – Included in your answers must be what you read in the Chapter that assisted your analysis and your conclusion. Explain why your reference relates – why did you select this point/answer from the Chapter.*

**NOTE: FORMAT AND CONTENT INSTRUCTIONS MUST BE FOLLOWED OR POINTS WILL BE DEDUCTED FOR GRADING**

**NOTE:** All items submitted and/or presented will be evaluated and graded for content, appearance and scope based on the following criteria: identification of the issues, how well the requirements for the assignment are fulfilled; breadth and depth of logical analysis; coherence; neatness; flow; structure and ease of reading; and proper use of spelling, grammar, proper construction and punctuation.

**ALL work must be submitted TYPED by the assigned due date.**

**NOTE: ALL ASSIGNMENTS MUST INCLUDE YOUR NAME ON ALL PAGES!**

**CASES MUST BE TURNED IN DURING CLASS TIME – NO E-MAILS WILL BE ACCEPTED.**

**LATE ASSIGNMENTS WILL RESULT IN 10 POINT DEDUCTIONS FOR EACH LATE WEEK**

**IF YOU ARE USING THE INTERNATIONAL VERSION OF THE TEXT, THE CASES MAY BE ASSIGNED TO DIFFERENT CHAPTERS SO CHECK THE TITLE OF THE CASE**

**TEAM PROJECT - CRITERIA AND OUTLINE**

**PROJECT OBJECTIVE : *To Determine Why Businesses Fail.***

*Select a major corporation that falls into one of the following categories:*

- 1. is no longer in business*
- 2. or has declined considerably in size, revenue and/or market share*
- 3. or has performed a 'turnaround' to become a profitable corporation again (please include why they have been successful with this 'turnaround')*

**YOUR SELECTION MUST BE APPROVED BY THE PROFESSOR**

**METHODOLOGY**

State the chosen category. (see above) Using the text, your project will address the topics in **EVERY CHAPTER** to state the reasons **why/how** your corporation's situation relates to those topics.

Below are some ideas to "get started."

- Did they have a Business Plan and did they follow it and/or make revisions based on industry/marketing changes
- Did they follow their Mission/Vision and Core Value Statements
- Look at the leadership/organizational structure--- did they have the right leadership style based on the product/service?
- Look at the various strategies and what they did/did not do e.g. Marketing Strategy – did the demographics change the industry?
- Outside influences?
- Any crises?
- Look at their Balanced Scorecard – did they make the necessary adjustments?

## **TEAM DYNAMICS**

- There will be Teams consisting of 4-5 people each.
- Must submit the 'corporation' for approval
- Will select a 'wordsmith' to document their meetings, correspondence (phone, e-mail, texts, etc.). The wordsmith will be responsible for providing such documentation to the Professor. The wordsmith is not necessarily the 'leader'
- Will self-select a Team Leader who will coordinate all items and assign tasks and assignments. (THIS PERSON DOES NOT DO ALL THE WORK) However, if the Team determines THEY want to be a NON-DIRECTED WORK TEAM, this is OK but requires more meeting time and coordination. This method is much more difficult but much more challenging and more to the point as to how teams work in a management setting. Whatever method is chosen will not affect the grade.
- Team must provide the following on the due date:
  - Hard copy of the Project.
  - A journal of meeting times, dynamics of the Team and who did what. This is part and parcel of the team project.
  - Peer evaluations

**Points will be deducted if ANY of the above are excluded from the project**

**REMEMBER THIS IS A PROFESSIONAL WORK PRODUCT AND SHOULD BE PREPARED AND PRESENTED AS SUCH.**

## **GRADING:**

1. Grade points for the entire project are awarded based on the quality of the material submitted. Total Points possible for the project is 300.
2. Individual grade points are based on the peer evaluations from other members of your team and will be assessed accordingly.

## **CLASS SCHEDULE:**

|             |   |
|-------------|---|
| <b>6/1</b>  | <b>Introduction</b><br><br><b>Chapters 1 and 2</b>  |
| <b>6/6</b>  | <b>Read Chapters 3 and 4</b>  |
| <b>6/8</b>  | <b>Read Chapters 5 and 6</b><br><br><b>Case Analysis due on Chapter 6 – Black Jack Antiques</b>   |
| <b>6/13</b> | <b>Test due on Chapters 1 thru 6</b><br><br><b>Read Chapters 7 and 8 and 9</b>  |
| <b>6/15</b> | <b>Read Chapters 10 and 11 and 12</b><br><br><b>Bring in an actual Organizational Chart from a viable corporation and be ready to discuss</b> |
| <b>6/20</b> | <b>Test due on Chapters 7 thru 12</b><br><br><b>Read Chapters 13 and 14</b>   |
| <b>6/22</b> | <b>Read Chapters 15 and 16</b><br><br><b>Bring in a copy of a corporation's balanced scorecard – be ready to discuss</b>                      |
| <b>6/27</b> | <b>Read Chapters 17 and 18</b><br><br><b>Case Analysis due on Chapter 17 – E-Mail Adventure</b>   |
| <b>7/1</b>  | <b>Read Chapters 19 and Appendix</b><br><br><b>Bring in a copy of an actual Balanced Scorecard from a viable corporation</b>                  |
| <b>7/3</b>  | <b>Test due on Chapters 13 thru the Appendix</b><br><br><b>Team Project Due</b>   |