
PRINCIPLES OF MANAGEMENT • BUSINESS 242 • AUGSBURG COLLEGE

► Course Syllabus: 242

• TEXT & MATERIALS

Daft, Richard L. (Prepared by Ross L. Mecham III)
Management (8th Edition). Ohio: South-Western

• CLASS STRUCTURE:

Class sessions may include lectures, discussion groups, contemporary business articles and publications, speakers and audio-visual materials.

• COURSE DESCRIPTION:

Overview of concepts, skills, theories and techniques involving business management and a review of examples involving innovative management practices in the workplace.

• OTHER READING:

Current business publications reviewed for developments in the business world and, also, for the impact and implications of such developments on business organizations.

- Required: Contemporary publications regarding business developments will be assigned For class review and discussion and will be incorporated into final grade.
- Suggested: (On-line or at the Library) *Business Week, Forbes, Fortune, Investor's Business Daily, Wall Street Journal, etc.*
- *Bring Star-Tribune for each class Also, check cnn money website*

• APPOINTMENTS:

Appointments should be made a week in advance and will generally be scheduled for 30 minutes. Contact me to request an appointment. Email and telephone communications will returned as quickly as possible. Office: Memorial Hall Rm. 213 – x 1537

• COURSE REQUIREMENTS AND OUTLINE

The course outline will be modified as the course progresses. It is the responsibility of the students for completion of reading assignments and any additional assignments that are required. Attendance is expected for Augsburg College students. Email advance approval for any expected absences is required.

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• THE MISSION OF COLLEGE

Augsburg College provides educational experiences and opportunities that transform theory into action and unite the liberal with the practical in preparing its students as leaders for service in a global society.

• Overview

▣ 1st Class

Course Requirements
Course materials & review of course assignments
Grading, attendance, Academic standards

- **Special Case Studies – GM and the Auto Industry, Northwest Airlines & Review of Employee Benefit Issues**

Introduction to Management

Managing
Evolution of Managerial Thinking
Definitions
Key terms
Assumptions & concepts – theory

- Daft, Chapters 1,2 -- **Reading for Opening Classes**

The Managerial Environment

Managerial environment and corporate culture
Global Environment and Managing
Corporate ethics and Responsibility

- Daft, Chapters 3,4,

The Managerial Environment – II

Small Business Management
Small-Business Startups

- Daft, Chapters 5, 6

Managerial Planning

Planning and Goal Setting
Business Strategy
Decision making

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- Daft, Chapters 7,8,9

Organizing for Business

Daft, Chapters 10,11.12.13

Leadership

Dynamics
Change and Innovation
Human Resource Management and The Need for Diversity

- Daft, Chapters 14,15.16.17.

Managerial Control

TQM, Six Sigma
IT and E Commerce

- Daft, Chapters 18, 19, 20, 21

Managerial Control -- II

TQM / Six Sigma

Course Summary – Traits of Adaptive Organizations

- **Research Paper Due ~~ Last Class**

► Course Requirements:

- **Research Topics / Quiz – As assigned**
- **Class discussion & participation – Oral Presentation**
- **Research Paper / Final Exam**

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