
PRINCIPLES OF MANAGEMENT • BUSINESS 242 • AUGSBURG COLLEGE

Course Syllabus: 242 – Daft 5e

○ TEXT & MATERIALS

Understanding Management, 5th Edition Richard L. Daft | Dorothy Marcic

ISBN-10: 0324405715 | ISBN-13: 9780324405712 | 720 Pages | Paperbound

○ 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.*

○ 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 answered as quickly as possible.

Office: Memorial Hall, Rm. 213 – 612-330-1537, furia@augsborg.edu

○ 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 approval for any expected absences is required.

○ 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.

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• Overview

▣ 1st Class

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

▪ Special Case Studies / Topics

- GM and the Auto Industry
- Northwest Airlines and the Airline Industry
- Employee Benefit Issues
- Also, a special emphasis on Fortune 100, Global 500 and Fortune Small-Business companies will be examined
 - Bring Minneapolis Star-Tribune to each class.
 - Also, check web site: cnn money

Introduction to Management

Paradigm of Management & Foundations of Learning Organizations.

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

• The Environment of Management

- The Environment & Corporate Culture
- Managing in a Global Environment.
- Managerial Ethics and Corporate Social Responsibility.
 - Daft, Chapters 2-4

• Planning

- Organizational Goal Setting and Planning
- Managerial Decision Making and Information Technology.

Daft, Chapters 5-6

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• **Organizing**

- Structure and Fundamentals of Organizing
- Innovation and Change
- Human Resource Management and Diversity.

Daft, Chapters 7 - 9

• **Leading**

- Foundations of Behavior in Organizations
- Leadership in Organizations
- Motivation in Organizations
- Communicating in Organizations
- Teamwork in Organizations.

Daft, Chapters 10 – 14

• **Controlling**

- Productivity through Management and Quality Control Systems.

Daft, Chapters 15

Special Topic: TQM / Six Sigma

• **Traits of Adaptive Organizations: Elements of Managerial Innovation**

► **Course Requirements:**

- Research Topics / Quiz – As assigned
 - Fortune 100
 - Fortune 500
 - Fortune Small-Business
- Class discussion, participation and presentation
- Research Paper (s) / Final Exam
- TQM - Total Quality Management
- Six Sigma

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