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**PRINCIPLES OF MANAGEMENT • BUSINESS 242 • AUGSBURG COLLEGE**

**► Course Syllabus: 242**

**• TEXT & MATERIALS**

Daft, Richard L. (Prepared by Ross L. Mecham III)  
Management ( 7 or 8th Edition). Ohio: South-Western

**• CLASS STRUCTURE:**

Class sessions may include lectures, power point presentations, 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– 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 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**

**■ 1<sup>st</sup> Class**

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

**▪ Special Case Studies:**

- GM, Ford and the Auto Industry
- Northwest / Delta Airlines and the Airline Industry
- Update on Employee Benefit Issues

**▪ Business Topics:** Bring a copy to each class – *Star-Tribune, Pioneer Press, New York Times, Wall Street Journal or USA Today*

**▪ Check web site:** *CNN money*

**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

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**Managerial Planning**

Planning and Goal Setting  
Business Strategy  
Decision making

- Daft, Chapters 7,8,9

**Organizing for Business**

Daft, Chapters 10,11.12.13

**Leadership**

Dynamics of Leadership  
Change and Innovation  
Human Resource Management and 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

- ***Traits of Adaptive Organizations***

**• Research Paper / Final Exam – Last Class**

**► Course Requirements:**

- **Research Topics / Quiz – As assigned** ( 60% of grade)  
*Fortune 100, Global 500, FSB 100*
- **Research Paper / Final Exam** ( 30% of grade)
- **Class discussion & participation** ( 10% of grade)

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