
PRINCIPLES OF MANAGEMENT • BUSINESS 242 • AUGSBURG COLLEGE

Course Syllabus: 242 – Daft

○ **TEXT & MATERIALS**

Understanding Management 5th, 6th or 7th Edition, Richard L. Daft | Dorothy Marcic

○ **CLASS STRUCTURE:**

Class sessions may include power point presentations, 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 and topics will be identified 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. Students may also schedule a meeting after class, time permitting.

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. Extra assignments will be necessary to makeup for any missed classes.

○ **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 ▣

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

▪ Special Case Studies / Topics

- **GM, Ford and the Auto Industry**
- **Northwest / Delta Airlines and the Airline Industry**
- **Employee Benefit Issues / Topics**
- **Also, a special emphasis on Fortune 100, Global 500 and other Fortune Business companies will be examined**
 - **Business Topics: Bring a newspaper each class: *Star-Tribune, Pioneer Press, New York Times, Wall Street Journal or USA Today***
 - **Also, check web site: CNN money --- Fortune Rankings**

Introduction to Management

Paradigm of Management & Foundations of Learning Organizations.

- Daft, Chapters 1,2 -- *Review for Opening Class*

• The Environment of Management

- **The Environment & Corporate Culture**
- **Special Topic: International Business and the Global Economy**
- **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 Research Topics: TQM / Six Sigma

Traits of Adaptive Organizations: Elements of Managerial Innovation

► **Course Requirements**

- **Research Topics – As assigned -- 60% of grade**
 - Fortune 100 / Global 500
 - Fastest-Growing -- Fortune Rank / Most Admired
 - Green Star, Green Seal, LEED and USGBC
 - Social responsibility: Most 'accountable' companies | Global
- **Research Paper (s) / Final Exam -- 30% of grade**

TQM - Total Quality Management and Six Sigma
- **Class discussion, participation and presentation -- 10% of grade**

Grading elements: Research effort, mastery of subject matter & quality of work

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Augsburg for Adults
WEC/United/Grad Academic Calendar 2009

❖ **Class dates -- AFA/WEC for Spring Trimester 2009**

- **April 4**
 - **April 18**
 - **April 25* new date instead of May 30***
 - **May 9**
 - **May 16**
 - **June 6**
 - **June 20**
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Research Topics Format

- **3 – 5 pages**
 - **8 1/2" x 11", 12 font, Times New-Roman, 1 " margins, cite sources used**
- 1. Approx. 1 ½ pages of the paper will profile the business**
 - 2. Second half of paper will identify and discuss key elements of the business. (NOTE: This is a chief part of the paper)**
- Some questions to consider:
- **Why did the company earn that ranking?**
 - **What gives it a competitive edge ?**
 - **Does it have a special corporate culture that gives it a unique quality?**
- **Conduct a web search to gain additional information**