

**Syllabus**  
**BSAD2540**  
**Principles of Management**  
**2018**

**Committee Members:**

Laura Bulas, Central Community College  
No Representative, Little Priest Tribal College  
Liliana Petersen, Metropolitan Community College  
Lorrie Mowry, Mid-Plains Community College  
No Representative, Nebraska Indian Community College  
Maryjan Fiala, Northeast Community College  
Pat Galitz, Southeast Community College  
Scott Winters, Western Community College

**Facilitator: Lorrie Mowry**

**The Institution agrees to the contents in this syllabus including course prefix, number, course description and other contents of this syllabus.**

*Deb Brennan*

[Deb Brennan \(Apr 4, 2018\)](#)

Chief Academic Officer, Central Community College

Adopt

*Janyce L. Woodard*

[Janyce L. Woodard \(Apr 4, 2018\)](#)

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*Tom McDonnell*

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[Kim Kuster Dale \(Apr 5, 2018\)](#)

Chief Academic Officer, Western Nebraska Community College

Adopt

## **I. CATALOG DESCRIPTION**

BSAD2540

Principles of Management

Prerequisites: None

Introduction to management theory and practice with emphasis on the primary functions of planning, organizing, leading and controlling. Topics will include the ever-changing challenges and opportunities within the management field.

3.0 semester credit hours/4.5 quarter credit hours/45 contact hours

## **II. COURSE OBJECTIVES/COMPETENCIES**

*Course will:*

1. Provide an understanding of the concepts of management and leadership
2. Demonstrate the use of management tools for effective decision-making
3. Provide the basis for planning, including the strategic process and SWOT analysis
4. Distinguish between the various forms of organizational structure and design
5. Identify the characteristics of individual and group behavior, and their influence on organizational culture
6. Examine the foundations of motivation and leadership
7. Describe the process and significance of organizational control systems
8. Demonstrate the importance of ethics and social responsibility

## **III. STUDENT LEARNING OUTCOMES**

*Students will be able to:*

1. Explain managing and leading in the current business environment.
2. Identify and describe the primary functions of management.
3. Utilize various management tools for effective decision-making.

4. Evaluate information to use in effective decision-making.
5. Assess efficiency and effectiveness in organizations.
6. Examine the steps of the strategic planning process.
7. Identify the types and characteristics of organizational structure and design.
8. Discuss the concepts and challenges of managing change in an organization.
9. Analyze the characteristics and behaviors of individuals, teams, and groups in organizations.
10. Differentiate the significance of various communication methods in organizations.
11. Describe motivational models and reward systems.
12. Compare and contrast leadership styles.
13. Describe the control process.
14. Explain the significance of control systems in organizational effectiveness.
15. Define the essential components of ethics and social responsibility.
16. Examine the impact of ethics and social responsibility on organizational performance.

#### **IV. CONTENT/TOPICAL OUTLINE**

1. The dynamics of management
2. Organizational environment and culture
3. Managing in a global environment
4. Organizational planning and goal-setting
5. Decision-making
6. Fundamentals of organizing
7. Organizational structure and design

8. Change and innovation
9. Human resource management
10. Managing diversity
11. Leading in organizations
12. Organizational control systems
13. Managerial ethics and social responsibility

**V. INSTRUCTIONAL MATERIALS**

1. Hellriegel, Don, Susan E. Jackson and John W. Slocum. *Managing: A Competency-Based Approach*, Current Edition
2. Jones, Gareth R. and George, Jennifer M.. *Essentials of Contemporary Management*, Current Edition
3. Kinicki & Williams . *Management: A Practical Introduction*, Current Edition.
4. Kreitner, Robert. *Management*, Current Edition.
5. Robbins, Stephen P. and Coulter, Mary. *Management*, Current Edition.
6. Schermerhorn, John, Jr, and Daniel G. Bacharach. *Management*. Current Edition.
7. Williams, Chuck. *MGMT*, Current Edition.
8. Daft, Richard. *Management*, Current Edition.

**VI. METHODS OF PRESENTATION**

*(can vary per instructor)*

1. Explanation and/or lecture
2. Video presentation
3. Student reports

4. Role play
5. Guest speaker
6. Small group activities
7. Discussion
8. PowerPoint presentation
9. Field trips
10. Internet activities

## **VII. METHODS OF EVALUATION**

*(can vary per instructor)*

1. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
2. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

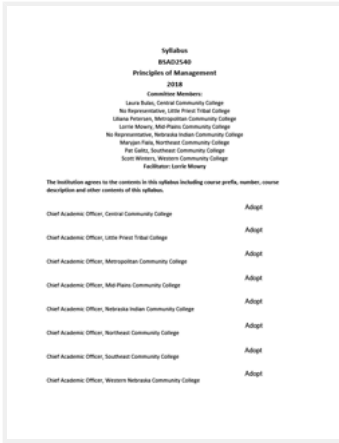
## **VIII. INSTITUTIONAL DEFINED SECTION**

*(To be used at the discretion of each community college as deemed necessary)*

# BSAD2540 - Principles of Management - 2018











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