

**LINCOLN UNIVERSITY**  
**BA 302 PRINCIPLES OF MANAGEMENT**  
**COURSE SYLLABUS**  
**Department of Business and Economics**  
**Fall, 2017**

**Lecture Schedule:** Tuesday: 12:30-3:15PM Dates 9/14-12/11/17  
**Credit:** 3 units  
**Instructor:** Prof. Ken Germann, MBA, JD  
**Office Hours:** **Tuesday 11:45-12:30 PM** and TBA  
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**Home Phone:** (510) 531-3082  
**Textbook:** **FUNDAMENTALS of MANAGEMENT**  
8<sup>st</sup> Edition, by Robbins, Decenzo and Coulter, Pearson Education, 2013  
ISBN: 978-0-13-262053-6

### **CATALOG DESCRIPTION**

The nature of the management process is explored through appropriate concepts such as planning, organizing, leading, and controlling, as related to formal and informal organizations. Systems analysis will integrate the various dimensions of management; organizational structure and functions of managers growth and re-engineering of business There will be internet assignments.

### **COURSE LEARNING OUTCOMES**

**After this course:**

- \* Students will understand the importance and how to plan.
- Students will appreciate the challenges of organizing a business.
- Students will know how to lead.
- Students will learn how to develop control systems
- Students will be able to manage human resources, include motivating employees.
- Students will become more effective communicators and leaders.

### **PROCEDURES AND METHODOLOGY**

Lecture method is used in combination with case studies. The emphasis will be on learning by doing. Students will be using to the internet for online research. Every student must participate in an intensive preparation and classroom activity.

### **COURSE PROJECT**

Every student, working with a team, will develop a plan for setting up a business operations. On the last day of class the teams will orally present their project

### **REQUIREMENTS**

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “business case study” assignments are scheduled throughout the course. Students must complete all assignments and take all exams on the dates scheduled. Plagiarism will result in the grade “F”.

**ATTENDANCE AND HOMEWORK**

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class. There will be four questions posted on the white board which you will be expected to word process the answers for the next class. This is an individual assignment.

**EXAMS**

Both midterm and final exams are structured as written essays to answer the given questions. Examples to illustrate; and references to statute and case law are mandatory. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class.

**GRADING**

Homework			100 points
Case Studies			100 points
Mid-term exam			100 points
Final exam			100 points
Course Project - Written	50	10%	
	Oral	50	10%
			<u>100 points</u>
Total			500 points

470-500	A	365-384	C
450-469	A-	350-364	C-
435-449	B+	335-349	D+
415-434	B	315-334	D
400-414	B-	300-314	D-
385-399	C+	299-below	F

**COURSE SCHEDULE**

Week	Section	Chapter	Cases (Page)
1	Introduction	1	405
2	Introduction	2	406
3	Introduction	3	409
4	Planning	4	412
5	Planning	5	416
6	Organizing	6	420
7	Organizing	7	423
8	Organizing	8	426
Take home midterm Chapters 1-8, due 9 <sup>th</sup> class			
9	Leading	9	434
10	Leading	10	436

11	Leading	11	440
12	Leading	12	445
13	Leading	13	449
14	Controlling	14	452
15	Controlling	15	457

Take home final Chapters 9-15, due class week 16

16 Group project and oral presentation

#### TOPICAL COURSE OUTLINE

##### Part I Introduction

Ch 1 Managers and Management

Ch 2 Management Environment

Ch 3 Integrative Managerial Issues

##### Part 2 Planning

Ch 4 Foundations of Decision Making

Ch 5 Foundations of Planning

##### Part 3 Organizing

Ch 6 Organizing Structure and Design

Ch 7 Managing Human Resources

Ch 8 Managing Change and Innovation

##### Part 4 Leading #1

Ch 9 Foundations of Individual Behavior

Ch 10 Understanding Groups and Managing Working Teams

Ch 11 Motivating and Rewarding Employees

##### Part 4 Leading #2

Ch 12 Leadership and Trust

Ch 13 Managing Communications and Information

##### Part 5 Controlling

Ch 14 Foundations of Control

Ch 15 Operations Management

## **COMMENTS**

- \* Participation is required. What you put into the class will determine what you get out of it - and what others get out of it.
- \* Please come on time. Late arrivals disturb everyone else.
- \* If you miss a class, you are responsible for getting notes on the material covered from a classmate.
- \* To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- \* Questions and comments during the class are welcome. Do not hesitate to ask questions - do not leave anything unclear for you.

## **MODIFICATION OF THE SYLLABUS**

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.

## **INSTRUCTOR BIO**

My first career was in operations for manufacturers. I worked as an expediter, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the "War on Poverty". My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 171 countries.

Syllabus: Revised 8/13/17

**APPENDIX. Program and Institutional Learning Outcomes.**

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>MBA Graduates of Lincoln University should be able to:</i>	
<b>1b</b>	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
<b>2b</b>	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
<b>3b</b>	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
<b>4b</b>	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
<b>5b</b>	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
<b>6b</b>	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
<b>7b</b>	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
<b>2</b>	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

<b>Institutional Learning Outcomes (ILOs)</b>	
<i>DBA Graduates of Lincoln University should be able to:</i>	
<b>1c</b>	Incorporate various modes of thinking, among them: scientific thinking, mathematical thinking, historical thinking, anthropological thinking, economic thinking, and moral thinking.
<b>2c</b>	Operate within alternative systems of thought, recognizing and assessing the needs, with related assumptions, implications, and practical consequences; and being able to communicate results effectively with others in figuring out solutions to complex problems
<b>3c</b>	as exemplary business professionals, minimize the possibility of indirectly harming others by following accepted standards at local, national or international levels; to be able to assess the likelihood and physical and social consequences of any developed product's harm to others.
<b>4c</b>	Integrate collaboration into organizational workflows, create a supportive environment for collaboration and teamwork, and lead by example.
<b>5c</b>	Have perseverance to accomplish a goal despite potential obstacles, use sound judgments to make decisions at a right time, and make timely appropriate changes in thinking, plans, and methods in achieving organizational goals.
<b>6c</b>	Set up realistic goals for the organization, encourage innovative strategies, and convey a clear sense of future direction to employees.
<b>7c</b>	Formulate and arrange ideas, designs, or techniques, and apply them to specific issues and problems. They should be able to apply current research, scholarship and or/techniques in the field.

<b>Program Level Outcomes (PLOs)</b>	
<i>Students graduating our DBA program will be able to:</i>	
<b>1</b>	Demonstrate advanced knowledge and competence in the latest academic theories, concepts, and techniques in the field of business administration.
<b>2</b>	Demonstrate effective research skills including formulation of research problem; integration of previous literature into an appropriate literature review; design of a research study; data analysis; and summary and presentation of results.
<b>3</b>	Create and present advanced forms of oral and written communications, including teaching and advising.
<b>4</b>	Generate, evaluate and assess the ethical obligations and responsibilities of business for the purpose of responsible management.
<b>5</b>	Apply the knowledge from the area of specialization and provide consulting to other business industries or other fields.