



Lincoln University

BA 302

Principles of Management

COURSE SYLLABUS

Fall 2022

- Instructor:** Dr. Walter Kruz, DBA
Lecture Schedule: Saturday, 9:00– 11:45 PM, Online
Credits: 3 units / 45 lecture hours
Level: Mastery 1 (M1)
Office Hours: By appointment e-mail: wrkruz@lincolnuca.edu
Main Textbook: *Business model Generation, Osterwalder & Pigneur, Wiley, 2010.
ISBN: 978-0470-87641-1
*The High Performance Enterprise, Kruz et al, 2004, Trafford
Publishers, ISBN 141203104 – 4
- Prerequisite:** *None*
Last Revision: August 04, 2022

CATALOG DESCRIPTION:

The nature of the management process is explored through appropriate concepts of planning, organizing, leading, and controlling; evolution and models related to the study of 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.

EDUCATIONAL OBJECTIVES

The focus of this course is the application of management processes to improve business performance. By completing the course, students will achieve a basic understanding of the processes and tools necessary to improve business performance. Integration of concepts related to strategy execution, business process improvement, performance metrics development, and innovation management will enable the student to participate in business performance improvement efforts in a professional environment.

COURSE LEARNING OUTCOMES¹

	Course Learning Outcome	Program LO	Institutional LO	Assessment activities
1	Demonstrate an ability to analyze various business models	PLO 1	ILO 1b, ILO 2b	Homework, participation in the in-class discussions; case studies; quizzes; exams
2	Demonstrate ability to design and implement value propositions appropriate to various business models	PLO 1	ILO 1b, ILO 2b, ILO 4b	Participation in the in-class discussions; case studies; quizzes
3	Demonstrate ability to create and apply business performance metrics for a financial and operational environment	PLO 3	ILO 2b, ILO 7b	Course project presentation, course project report; case studies; quizzes
4	Demonstrate ability to develop business models in alignment with strategic objectives of the firm	PLO 5	ILO 4b, ILO 5b	Course project presentation; case studies

INSTRUCTIONAL METHODS

This online class offers a highly interactive learning environment. All students will expect to participate in class discussions, research findings, and class exercises. Short oral presentations may be assigned. Assignments may consist of textbook cases and research questions. Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

CLASS ATTENDANCE

Attendance is a school requirement. Exams may include questions from class discussions.

EXAMS

Typically, the class exams will consist of several exams of equal weight as well as homework and quizzes throughout the sessions. All exams are individual deliverables. These activities enable the student to accumulate points which will be used to calculate grade performance. Exams are designed to demonstrate a student's mastery of concepts being discussed and consist mostly of short answers and related to the material being discussed. The exam format is online-based. Failure to follow exam rules will earn 0 points or "F" grade for that exam.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

COURSE PROJECT

A project will consist of research describing a business model of interest to the student and the analysis justifying the factors contributing to its success or failure. A written report, following the APA standard, and including a Turnitin score, will summarize this analysis. A project outline is provided in class as guidance to complete the report.

COURSE GRADE DISTRIBUTION

Weights	
Homework	10%
Quizzes	5%
Midterm Exams (20% each) (3 exams)	60%
Team Research Project	25%
Total	100%

The points needed for securing a given course grade are shown in the table posted below:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

SCHEDULE OF TESTING

Session	Test
5	Exam 1
10	Exam 2
15	Exam 3

PROPOSED CLASS SCHEDULE

Session	Activity	Assignment
Session 1	Intro to Business performance Customer Segments.	Assignment based on the lecture
Session 2	Value Propositions	Assignment based on the lecture
Session 3	Distribution channels1	Assignment based on the lecture
Session 4	Customer Relationships	Assignment based on the lecture
Session 5	Exam 1	
Session 6	Creating revenue streams	Assignment based on the lecture
Session 7	Identifying and securing key resources	Assignment based on the lecture
Session 8	Identifying and developing key activities	Assignment based on the lecture
Session 9	Identifying and securing key partnerships and developing the business' cost structure	Assignment based on the lecture
Session 10	Exam 2	
Session 11	Developing strategies for high business performance	Assignment based on the lecture
Session 12	Reengineering business processes	Assignment based on the lecture
Session 13	Designing metrics for high performance	Assignment based on the lecture
Session 14	Innovation as a business strategy	Submit Project
Session 15	Exam #3	

Last Revision: 08/04/22