



# Lincoln University

BA 110 – Management Principles

## COURSE SYLLABUS

Spring 2024

**Instructor:** Mr. Uday Kumar Ghosh  
**Lecture Schedule:** Wednesdays: 3:30 PM – 6:15 PM  
**Credits:** 3 units (45 lecture hours)  
**Level:** Developed (D)  
**Office Hours:** Monday – Friday: 9:00 AM – 4:00 PM  
Students are encouraged to communicate with the instructor through e-mail messages.

**E-mail:** [ughosh@lincolnuca.edu](mailto:ughosh@lincolnuca.edu)

**Phone:** (650) 921 9455

**Textbook:** Fundamentals of Management by A Robbins; Mary A Coulter  
11th Edition (2020)  
Publisher: Prentice-Hall  
ISBN-13: 9780135183878

**Last Revision:** January 1, 2023  
**Prerequisite:** BA 10 or equivalent

### CATALOG DESCRIPTION

The course is emphasizing management of organization structures achieving organizational objectives and fundamental concepts related to the practice of management in terms of the basic functions of planning, organizing, motivating, directing, and controlling. (3 units)

### EDUCATIONAL OBJECTIVES

The course provides balanced coverage of all key concepts of Management. This covers not only traditional topics such as the management environment, planning, organizing, leading, and controlling, but also cutting-edge issues/developments such as the impact of technology and decision-support systems on organizational/business operations and management. The topics of globalization and cross-cultural differences, diversity, and ethics are woven into the course.

**COURSE LEARNING OUTCOMES & ASSESSMENT<sup>1</sup>**

No.	Course LO	Program Learning Outcomes (PLOs)	Institutional Learning Outcomes (ILOs)	Assessment Activities/Tasks
1-5	1. *Define the role of management in an organization. 2. *Recognize and conceptualize the management knowledge learned. 3. *Explain management theory and applications. 4. *Demonstrate cognitively the role of management methods in practice. 5. *Research the internet effectively for management information.	PLO 1	1a, 3a, & 4a	Assigned textbook chapters:  Discussion questions.  Case Studies.  Personal inventory assessments.  Internet search assignments.  Mid-term and Final exam.
6	*Demonstrate critical thinking by identification, recognition, or application of key terms, items, concepts, or relevant data.	PLO 2	1a, 3a, & 4a	Discussion questions.  Case Studies.  In-class presentations.  Internet search assignments.
7	*Analyze the key issues for decision-making related to administering the management elements such as the manager's role, the management environment, integrative managerial issues, decision making, planning, organizational structure, and design,	PLO 4	1a, 3a, 4a 6a & 7a	Discussion questions. Case Studies.  Case application  In-class Presentations  Internet search assignments

<sup>1</sup> Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

	managing human resources, foundations of individual behavior, groups and managing work teams, motivating, and rewarding employees, leadership and trust, foundations of control.			
--	--	--	--	--

**INSTRUCTION PROCEDURE AND METHODOLOGY**

This class will be conducted interactively in virtual face-to-face sessions (in on-line class sessions), and on-line for discussions and class management. All students will participate in class discussions, formal presentations, and in-class exercises. Short oral presentations may also be required in conjunction with homework assignments and in-class discussions. Assignments will be given weekly and may consist of textbook exercises and research questions. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the specified due dates.

Plagiarism will result in the grade “F” and a report to the administration.

Students are expected to utilize their personal laptop computers, the computer lab, and the resources available in the school library (when they are at the Lincoln University campus).

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 [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

**ATTENDANCE**

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, or soon after the conclusion of the class.

**CLASS PROJECTS**

Project work is designed to familiarize students with an industry, product, or technology of their interest. Projects may be assigned individually, and/or as group activity. If a number of students work together on a group project, the score for the project report and presentation may not be the same for all members of the project team. The Final Report for a group project will be turned in as a formal electronic document. All sources of content in a project report must be referenced. APA standard is recommended for formatting and organizing project reports.

**EXAMINATIONS**

Both, mid-term, and final exams will include questions from the chapters taught in the class from the mentioned textbook.

Both examinations will be conducted in-class. It can be either essay questions or multiple-choice questions (MCQs). Not Open Book!

**TIME SPENT ON OUT-OF-CLASS WORK**

The estimated time which a student should spend on out-of-class work/assignments in this course is 6 hours every week (about 90 hours for the course)

**GRADING AND SCORING**

All assigned work, and class activities will be graded by following the guidelines/criteria presented below:

**POINT SCORE**

The course grade will be based on the total number of points scored by a student. The allocation of the total of 100 points to various gradable out-of-class assignments and class activities is provided in the table below:

<b>Activity/Task</b>	<b>Time/Schedule</b>	<b>Points (Total:100)</b>
On-line Discussions	Weekly, with some exceptions	16
Group Project	First half of Class Schedule	24
Mid-term Exam	In the middle of Class Schedule	30
Final Exam	Last week of the class	30

**COURSE GRADE**

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

If both grades for the midterm and final exams are “F”, the term grade for the course will be 'F' regardless of the grades for the project and classroom activities.

**MAKE-UP WORK**

Assignments are to be completed on time during the course. Late assignments will result in a reduced grade. Mid-term and final exams and group presentations cannot be made up if missed, unless there is a documented emergency.

**COURSE SCHEDULE**

WEEK	Class Date	Topic(s) & Activities	Chapter(s)		Related Course Learning Outcomes (CLOs)
			Textbook	Lecture	
1	Jan. 25	<b>Reading Assignment:</b> <ul style="list-style-type: none"> <li>Managers and Management in Today's Workplace</li> <li>History Module</li> </ul> <b>Do in-class:</b> <ul style="list-style-type: none"> <li>Introductions of Class Members</li> <li>Overview of the BA 110 Course</li> </ul> Planning for Group Project-1 Project Teams formed.	Ch. 1	Ch. 1	1, 2 & 3
2	Feb. 1	<b>Reading Assignment:</b> <ul style="list-style-type: none"> <li>The Management Environment</li> <li>Important Managerial Issues</li> </ul> <b>Do in-class</b> <ul style="list-style-type: none"> <li>Instructions for Project -1</li> </ul> Group Project-1 Proposal due	Ch. 2 & Ch. 3	Ch. 2 & Ch. 3	1, 2, 4 & 6
3	Feb. 08	<b>Reading Assignment:</b> <ul style="list-style-type: none"> <li>Making Decisions</li> </ul> <b>Do in-class</b> <ul style="list-style-type: none"> <li>My Lab Management Activity</li> <li><i>On-line Discussion 1</i></li> </ul>	Ch. 4	Ch. 4	2, 4 & 6
4	Feb. 15	<b>Reading Assignment:</b> <ul style="list-style-type: none"> <li>Planning and Goal Setting</li> <li>Managing Change and Innovation</li> </ul> <b>Do in-class</b> <ul style="list-style-type: none"> <li>My Lab Management Activity</li> <li><i>On-line Discussion 2</i></li> </ul>	Ch. 5 & 6	Ch. 5 & 6	2, 3 & 5

5	Feb. 22	<b>Reading Assignment:</b> <ul style="list-style-type: none"> <li>Managing Entrepreneurial Ventures</li> <li>Organizational Structure and Design</li> </ul> <b>Do in-class</b> <ul style="list-style-type: none"> <li>My Lab Management</li> </ul> <b>Activity</b> <ul style="list-style-type: none"> <li><i>On-line Discussion 3</i></li> </ul> <a href="#">Project Status Review</a>	Ch.7 & 8	Ch.7 & 8	5,6, & 7
6	Mar. 1	<b>Reading Assignment:</b> <ul style="list-style-type: none"> <li>Managing Human Resources and Diversity</li> </ul> <b>Do in-class</b> <b>Activity</b> <ul style="list-style-type: none"> <li><i>On-line Discussion 4</i></li> </ul>	Ch. 9	Ch. 9	7 & 8
7	Mar. 08	<b>Mid-term Examination</b>	Ch 1-9		1-9
	Mar. 15	<b>No Class – Spring Recess</b>			
8	Mar. 22	<b>Reading Assignment:</b> <ul style="list-style-type: none"> <li>Understanding Individual Behavior</li> </ul> <a href="#">Submission of Project-1 Report</a> <a href="#">Project-2 Teams formed.</a>	Ch. 10	Ch. 10	8 & 9
9	Mar. 29	<b>Do in-class</b> <ul style="list-style-type: none"> <li>Managing Work-Groups and Work-Teams</li> </ul>	Ch. 11	Ch. 11	9 &10
10	Apr. 05	<b>Reading Assignment</b> <b>Do in-class</b> <ul style="list-style-type: none"> <li>Motivating and Rewarding Employees</li> </ul> <b>Activity</b> <ul style="list-style-type: none"> <li><i>On-line Discussion 5</i></li> </ul>	Ch. 12	Ch. 12	9, 10, & 11
11	Apr. 12	<b>Reading Assignment</b> <b>Do in-class</b> <ul style="list-style-type: none"> <li>Leadership and Trust</li> </ul> <b>Activity</b> <ul style="list-style-type: none"> <li><i>On-line Discussion 6</i></li> </ul>	Ch. 13	Ch. 13	11&12
12	Apr. 19	<b>Reading Assignment:</b> <ul style="list-style-type: none"> <li>Managing Organizational and Interpersonal Communication</li> </ul> <b>Activity</b> <ul style="list-style-type: none"> <li><i>On-line Discussion 7</i></li> </ul>	Ch. 14	Ch. 14	11,12, & 13

13	Apr. 26	<b>Reading Assignment:</b> <ul style="list-style-type: none"> <li>Controlling Work and Organizational Processes</li> </ul> Project 2- Status Review	Ch. 15	Ch. 15	12,13,&14
14	May. 03	<b>Revision Ch 10-15</b>  Project Presentation	Ch. 10,11,12, 13, 14, and 15	Ch. 15	14-15
15	May. 10	<b>Final Exam</b>	Ch.10 - 15	Ch.10-15	10-15

### OTHER COMMENTS

- Please participate. 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/slide printouts on the material covered from a classmate or the instructor.
- 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 yourself.

### MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester.

**Date of Last Modification:** January 1, 2024