



Lincoln University

BA 302 – Principles of Management

COURSE SYLLABUS

Spring 2024

January 22 – May 11, 2024

Instructor:	Dr. James Stryker
Lecture Schedule:	Wednesday, 3:30 PM – 6:15 PM
Credits:	3 units / 45 lecture hours
Level:	Mastery 1 (M1)
Office Hours:	By appointment
Phone:	510-529-5286
E-mail:	jstryker@lincolnuca.edu
Textbook:	Williams, Chuck MGMT11 : Principles of Management. (2019) Southwestern/Cengage. ISBN 978-1-337-40747-2
Prerequisite:	<i>None</i>
Last Revision:	December 26, 2023

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.

COURSE DESCRIPTION

Management is the art and science of working with other people to get work done. Good management is fundamental to the success of all organizations. Further, good management means supervising others to ensure that work is accomplished in an effective and efficient manner. Effective work is work that accomplishes the right organizational goals; efficient work means getting work done with a minimum of effort, expense, and waste. The emphasis in this course will be primarily on the management of individual and group behavior to accomplish organizational goals. Topics covered include: the four parts of the management process—planning, organizing, leading, and controlling. In addition, we will discuss the history of management, organizational culture, management of organizational ethics and social responsibility, and motivating and managing organizational teams.

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

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).

COURSE REQUIREMENTS

This course is comprised of four learning components that are weighted in your final grade as follows:

1. 20% - In-class Work:
 - 10% - Participation in class discussions, short writing assignments, oral reports on assigned articles.
 - 10% Quizzes (ONLINE in CANVAS)
 2. 45% - Exams - ONLINE format in CANVAS indicating mastery of the content of the textbook and lectures assessed using three multiple choice exams (15% of final grade each exam)
 3. 20% - Manager Interview
In-person live interview with a manager. Deliverables will be 3-5 pages written paper and a 5 minute power point presentation to the class.
 4. 15% - Company PPT presentations (two each)
1. **20%- In-Class Work:**
 - a. **Class Participation: 10% of total grade.**
Please remember, this is not a lecture course. Therefore, please come to each class having

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

read the assignment ahead of time and be ready to discuss the topic in detail. Be prepared to share your insights with the class. Your participation grade is based on your **attendance**, preparation, offering of unique insights, and participation in the ongoing class discussions for each session.

b. **Quizzes: 10% of total grade.**

Approximately 10 quizzes, multiple choice covering the chapter assignments for the day. **Quizzes are all in ONLINE format on CANVAS and due at the start of class.**

2. 45%- Tests:

- a. **Exam 1 (15%)** covers chapters 1-4
- b. **Exam 2 (15%)** covers chapters 5-9
- c. **Exam 3 (15%) covers all chapters** – special emphasis on Ch 10-14

Exams are all in ONLINE format in CANVAS.

3. 20%- Manager Interview

Live, in-person Manager Interview Due Wednesday, 5/1.

- You will select a manager of your choice and conduct a live interview. Detailed interview requirements will be posted on CANVAS.
- Deliverable will be a Cover Page and a 3-5 page paper typed, double- spaced on one side of the paper. At the top of the Cover Page, put your name, title of assignment, date due.
- Each student will also make a 3-5 minute power point presentation to the class. Five (5) power point slides maximum. Detailed requirements will be posted on CANVAS.

4. 15%- Company PPT Analysis

A significant part of the learning experience in this course is the **Company Analysis**. By Week 3 you will select a publicly traded company for a detailed analysis. Your mission is to perform a thorough analysis of the company and then to identify and recommend potential candidates for the position of CEO of the company. Some of the key issues to be considered in your company analysis include:

- 1) Key strategic issues facing the company- is the company successful or does it need a change in direction to spur growth and profitability?
- 2) For a new CEO - insider versus outsider considerations. Do you bring in someone new to the industry to shake-up the established company culture? Or do you recommend a senior manager currently with the company to maintain organizational continuity during the change.
- 3) The company culture - is it entrepreneurial? Established? A result of a merger?
- 4) Make-up of the Board. Are they independent directors? Part of the established management?

Company Analysis Deliverables

Company Presentation 1- 10 Slide Power Point Presentation (5%) due Wednesday, Feb. 28.

Power Point Presentation 1 will consider the following issues:

1. General overview and history of the company - 2 power point slides
2. The company approach to Social Responsibility & Ethics (see textbook chapters 4) - 2 power point slides
3. The company approach to Managing Diversity- (see textbook chapter 12) - 2 power point slides
4. The company strategic planning and approach to growth & development (see textbook chapter 6) - 2 power point slides
5. Company SWOT analysis- summarizing the Strengths, Weaknesses, Opportunities and Threats facing the company - 2 power point slides

Company Presentation 2 - 10 Slide Power Point Presentation (10%) due Wednesday, April 24.

Power Point Presentation 2 will consider the following issues:

1. The current Company Culture - (see textbook chapter 3) - **2 Power Point Slides.**
2. The current CEO - his/her approach to Leadership (see textbook chapter 14) - **2 Power Point Slides**
3. The Current Board of directors- their background; whether they are part of management or from outside the company; why they are on the Board; their contribution - **2 Power Point Slides**
4. 2 potential candidates for the CEO position - **1 Power Point Slide per candidate- 2 maximum.** Make sure you discuss each candidate's:
 - i. personality
 - ii. leadership style
 - iii. communication ability
 - iv. experience
5. **Your recommended candidate for next CEO** and decision justification - **2 Power Point Slides**

You are encouraged to conduct as much original research as possible using the Internet, the library, business magazines, and newspapers.

You may select any company of your choice - however, my suggestion is that you select a publicly traded company. There is much more information available on companies that have publicly traded stocks.

GRADING

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

Academic Honesty Policy

The University considers honesty vital to its academic life. Therefore, it requires that students learn and abide by the standards of honesty expected in an academic community.

In general, academic honesty requires that students: (1) submit work that is clearly and unmistakably their own; (2) properly represent information and give adequate acknowledgement to all sources that were used in the preparation of an assignment; (3) neither seek, accept, nor provide any assistance on tests, quizzes, and/or assignments unless explicitly permitted to do so by the instructor.

Quizzes must be taken on the day they are given.

EXAMS are to be taken on the day scheduled.

Class attendance is required

Attendance and participation affect your final grade.

Punctuality and full class attendance

All students should be seated and ready to begin class on time. Students should remain for the full class period unless they have let me know that there is a serious reason for leaving prior to class.

Class Etiquette

Please be respectful and courteous to your classmates and your instructor.

Electronic Equipment

All cell phones should be turned off during class time and kept in your backpack, purse, etc.

SCHEDULE OF READINGS AND ASSIGNMENTS
Spring Semester 2024
BA 302

Week	Date	Content	Required readings	Comments
1	W 1/24	Overview of Management History of Management	Ch. 1 & 2	
2	W 1/31	Organizational Environments and Culture.	Ch. 3	
3	W 2/7	Ethics and Social Responsibility	Ch. 4	
4	W 2/14	Exam 1 Ch. 1-4		
5	W 2/21	Planning and Decision Making	Ch. 5	
6	W 2/28	Company PPT Presentation 1		Q. Ch 5
7	W 3/6	Organizational Strategy Innovation and Change	Ch. 6 Ch. 7	
		Spring Break - 3/11-3/15		
8	W 3/20	Global Management Designing Organizations	Ch. 8 Ch. 9	Q. Ch 6 Q. Ch 7
9	W 3/27	Exam 2 Ch. 5-9		
10	W 4/3	Leadership	Ch. 14	
11	W 4/10	Managing HR Communication	Ch. 11 Ch. 15	Q. Ch 14
12	W 4/17	Managing Teams Motivation	Ch. 10 Ch. 13	Q. Ch 11 Q. Ch 15
13	W 4/24	Company PPT Presentation 2		Q. Ch 10
14	W 5/1	Manager Presentations		Manager Presentations
15	W 5/8	Exam 3 – all chapters (special emphasis on Ch. 10, 11, 12, 13, 14, & 15)		