



Lincoln University

BA 110 Management Principles

COURSE SYLLABUS

Spring 2026

January 26 – May 16, 2026

Instructor: Dr. James Stryker
Lecture Schedule: **Mondays, 12:30 PM – 3:15 PM**
Credits: 3 units / 45 lecture hours
Level: Developed (D)
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: *BA 10*

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)

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 1a, ILO 2a	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 1a, ILO 2a, ILO 4a	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 2a, ILO 7a	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 4a, ILO 5a	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 three learning components that are weighted in your final grade as follows:

1. 20% - In-class Work:
 - 10% - Attendance & 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. 35%- Company PPT Analysis (two in-class presentations)
1. **20%- In-Class Work:**
 - a. **Class Attendance & Participation: 10% of total grade.**
Please remember, this is not a lecture course. Therefore, please come to each class having 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

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

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

3. 35%- Company PPT Analysis

A significant part of the learning experience in this course is a **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 selecting 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 of Directors. Are they independent directors? Part of the established management?

Company Analysis Deliverables

Company Presentation 1- 10 Slide Power Point Presentation (15%) due Monday, 3/9.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 (20%) due Monday, 4/27. 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- select four key 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 candidates:
 - 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.

Exams are all in ONLINE format in CANVAS.

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- perhaps a company that you would like to work for when you graduate. 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 submitted by the start of class for review.

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 shall be turned off during class time and kept in your backpack, purse, etc.

SCHEDULE OF READINGS AND ASSIGNMENTS
Spring Semester 2026
BA 110

Week	Date	Content	Required readings	Comments
1	M 1/26	Overview of Management History of Management	Ch. 1 & 2	
2	M 2/2	Organizational Environments and Culture.	Ch. 3	Q. Ch 1 Q. Ch 2
3	M 2/9	Ethics and Social Responsibility	Ch. 4	Q. Ch 3
	M 2/16	President's Day (Holiday - no class)		
4	M 2/23	Exam 1 Ch. 1-4		
5	M 3/2	Planning and Decision Making	Ch. 5	
6	M 3/9	Company PPT Presentation 1		Q. Ch 5
7	M 3/16	Organizational Strategy Innovation and Change	Ch. 6 Ch. 7	
		Spring Break – 3/17 – 3/21		
8	M 3/23	Global Management Designing Organizations	Ch. 8 Ch. 9	Q. Ch 6 Q. Ch 7
9	M 3/30	Exam 2 Ch. 5-9		
10	M 4/6	Leadership	Ch. 14	
11	M 4/13	Managing HR Communication	Ch. 11 Ch. 15	Q. Ch 14
12	M 4/20	Managing Teams Motivation	Ch. 10 Ch. 13	Q. Ch 11 Q. Ch 15
13	M 4/27	Company PPT Presentation 2		Q. Ch 10
14	M 5/4	Company PPT Presentation 2		
15	M 5/11	FINAL Exam 3 – all chapters (special emphasis on Ch. 10, 11, 13, 14, & 15)		