

**Lincoln University**  
**COURSE SYLLABUS**

<b>Course Name</b>	Principles of Management
<b>Course Number</b>	BA 302
<b>Instructional Contact Hours/Credits</b>	3 units
<b>Prerequisite(s)</b>	None
<b>Co-requisites</b>	None

**Instructional Materials and References**

*The High Performance Enterprise* by Walter Kruz et al. ISBN 1-4120-3104-4. Trafford Publishing, or Amazon.com (The book will also be available in class).

**Course Description**

The nature of the management process is explored through appropriate concepts such as planning, leading, controlling, evolution and models related to the study of organizations. System analysis will integrate the various dimensions of management, reengineering, and growth within the content of business performance management systems. One assignment will include use of the internet. Special emphasis placed on the principles of high business performance.(3 units)

**Course Objectives**

The student will complete all assignments by the due date and be prepared to discuss the assigned material for every class. The course will expose students to the latest methodologies for creating value in industry. Specifically, the course will train students to craft and execute business strategies, to conduct business process improvement, to develop meaningful metrics, and to understand how innovation is a differentiator in today's competitive landscape.

**Learning Objectives**

By completing the course, students will gain basic competency in applying business performance improvement concepts to and analyze their business performance of organizations.

**Topical Outline**

The course will describe the four steps necessary to achieve the next level of performance for a given organization.

**Course Outline**

Weeks 1- 3	<b>Strategy development and implementation</b> -Developing a global strategy External analysis methods (Porter model) - Internal analysis methods (SWOT/TOWS) The Balanced Scorecard management system - Business Scorecard methods	Exam 1
Weeks 4 -7	<b>Benchmarking the value of the enterprise</b> - Criteria for developing performance metrics Segmenting the customer base - Metrics development exercises and case study Supply Chain performance metrics - Measuring value of intellectual assets	Exam 2
Weeks 8-12	<b>Business Process Improvement (BPI)</b> - Role of BPI in business Concepts of Business Reengineering - Process mapping techniques Scenario-based planning - Tools and technology for BPI	Exam 3
Weeks 13-15	<b>Concepts of continuous adaptation</b> - Role of technologies and best practices Methods for sustainable competitiveness - Innovation process Innovation for competitiveness	Exam 4

**Note:** This schedule will change according to the class progress

**Instructional Methods**

Lecture method is used in combination with supervised team projects and class exercises. Every lecture is highly interactive, student must be prepared to participate in and contribute to the subject being discussed. Class activities and oral reports will be frequent. Late assignments are not accepted. Any absence must be reported in advance. Inappropriate behavior during exams will earn an automatic grade of "F" for the class.

**Assessment Criteria & Method of Evaluating Students**

Exams, projects, presentations: 100%

90—100 %	A- to A
80—89	B- to B+
70—79	C- to C+
60—69	D- to D+
below 60	F

**Date Syllabus was Last Reviewed:** Aug 1, 2009