

**LINCOLN UNIVERSITY**  
**BA 302 – PRINCIPLES OF MANAGEMENT**  
**COURSE SYLLABUS**  
**Department of Business and Economics**  
**Summer, 2012**

**Lecture Schedule:** Monday/Wednesday: 12:30-3:15 PM  
**Credit:** 3 units  
**Instructor:** Prof. Ken Germann, MBA, JD  
**Office Hours:** Monday/Wednesday, 12:00 PM - 12:30 PM and TBA  
**e-mail:** [ken@lincolnuca.edu](mailto:ken@lincolnuca.edu)  
**Home e-mail:** [kengermann@att.net](mailto:kengermann@att.net)  
**Home Phone:** (510) 531-3082  
**Textbook:** **Fundamentals of Management**  
8th Edition, by Robbins, De Cenzo and Coulter, Pearson Education, 2012  
ISBN-13: 978-0132620536

### **CATALOG DESCRIPTION**

The nature of the management process is explored through appropriate concepts such as planning, organizing, leading, 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. There will be internet assignments. (3 units)

### **STUDENT LEARNING OBJECTIVES**

- \* Students will understand how to plan.
  - Students will understand the importance of organizing.
  - Students will have to lead.
  - Students will learn to develop control systems
  - Students will take their turn as managers.

### **PROCEDURES AND METHODOLOGY**

Lecture method is used in combination with case studies. The emphasis will be on learning by doing. Students will be using the internet for online research. Every student must participate in an intensive preparation and classroom activity.

### **COURSE PROJECT**

Every student, working with a team, will develop a plan for setting up business operations for. The final project will be presented by the group to the class orally on the last day of class.

### **REQUIREMENTS**

Continuous assessment is emphasized. Written assignments will be given every week. Reading, writing and “business case study” assignments are scheduled throughout the course. Students must complete all assignments and take all exams on the dates scheduled. Plagiarism will result in the grade “F” and a report to the administration.



## TOPICAL COURSE OUTLINE

### Part I Introduction

- Ch 1 Managers and Management
- Ch 2 Management Environment
- Ch 3 Integrative Managerial Issues

### Part 2 Planning

- Ch 4 Foundations of Decision Making
- Ch 5 Foundations of Planning

### Part 3 Organizing

- Ch 6 Organizing Structure and Design
- Ch 7 Managing Human Resources
- Ch 8 Managing Change and Innovation

### Part 4 Leading #1

- Ch 9 Foundations of Individual Behavior
- Ch 10 Understanding Groups and Managing Working Teams
- Ch 11 Motivating and Rewarding Employees

### Part 4 Leading #2

- Ch 12 Leadership and Trust
- Ch 13 Managing Communications and Information

### Part 5 Controlling

- Ch 14 Foundations of Control
- Ch 15 Operations Management

## COMMENTS

- \* Participation is required. 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 on the material covered from a classmate.
- \* 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 you.

## MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.

**INSTRUCTOR BIO**

My first career was in operations for manufacturers. I worked as an expeditor, quality control inspector, junior chemist, front line supervisor and plant manager. I was lucky enough to be a poverty attorney during the “War on Poverty”. My third career was as a producer, director, script writer and actor for a murder mystery company. For the past thirty years I have had a consulting firm, specializing in management and marketing problems.

Like many students, I pursued four degree programs while working full time. My passion is teaching. I have over thirty years of teaching graduate and undergraduate business classes. My other interests are family and travel. I have had an opportunity to work and travel to 171 countries.

Syllabus Revised: 4/26/2012