

**BERGEN COMMUNITY COLLEGE**  
**DIVISION OF BUSINESS, ARTS, and SOCIAL SCIENCES**  
**BUSINESS DEPARTMENT**

**BUS 207 Principles of Management**

**Syllabus**

<b>Course Description</b>	BUS-207 Principles of Management introduces the student to the management process through which an organization utilizes human, financial, physical, information and entrepreneurial resources effectively and efficiently to accomplish the organization's objectives. The managerial functions of planning, organizing, staffing, communicating, leading, and controlling are explored within the context of a rapidly changing and increasingly diverse global society. The ethical implications of management decisions are emphasized.
<b>Credits/Hours</b>	3 lecture, 0 lab, 3 credits
<b>Prerequisites</b>	BUS 101 Introduction to Business
<b>Required Textbook</b>	<u>Essentials of Contemporary Management</u> 7th Ed. by Jones and George. McGraw-Hill/Irwin, ©2017. ISBN 978-1-259-54547-4.  The textbook is available as an e-book from <a href="http://www.coursesmart.com">http://www.coursesmart.com</a> . The e-book is approximately half the cost of the print book.
<b>Other Instructional Materials</b>	Publisher's website: <a href="http://www.mhhe.com/jones6e">http://www.mhhe.com/jones6e</a> provides many supplemental activities such as current events, online study guide, Internet activities.  The Sidney Silverman Library has extensive resources, both print and electronic, which support Management. There is also virtually unlimited relevant information available on a variety of websites.
<b>Faculty Resources</b>	<ul style="list-style-type: none"><li>• Instructor's Manual</li><li>• PowerPoint presentations</li><li>• Test Item File (Print and computerized (CD))</li><li>• Faculty access to publisher's website: <a href="http://www.mhhe.com/jones6e">http://www.mhhe.com/jones6e</a> provides an online instructor's manual, answers to current events and Internet activities, etc. To obtain instructor access to this site contact the Department Secretary who provides the Publisher's representative's contact information.</li><li>• Faculty are encouraged to utilize the college's Moodle system for asynchronous course discussion. They may also build websites of instructional materials using the Moodle system. For assistance contact the Center for Instructional Technology <a href="http://www.bergen.edu/CIT/">http://www.bergen.edu/CIT/</a></li></ul>
<b>Student Resources</b>	In addition to the resources mentioned above students should be encouraged to make full use of the Sidney Silverman Library (in person and online at <a href="http://www.bergen.edu/library/">http://www.bergen.edu/library/</a> ), the Tutoring Center (available in person room L-125 and online at <a href="http://www.bergen.edu/library/learning/tutor/">http://www.bergen.edu/library/learning/tutor/</a> ), the Writing Center (available in person room L-125 and online at <a href="http://www.bergen.edu/library/learning/write/">http://www.bergen.edu/library/learning/write/</a> )

<b>Student Learning Outcomes and Assessment Methods</b>	<b>After successfully completing all course activities, the student will be able to:</b>	<b>Faculty may assess student accomplishment by one or more of these methods:</b>
	1. explain fundamental management concepts including the tasks, roles, responsibilities and personal characteristics of managers;	exams/quizzes; reports, either oral or written; case study; class discussion
	2. critically examine ethical issues in management, including managing diversity, and analyze the impact an organization's environment, especially globalization, has on management practice	exams/quizzes; reports, either oral or written; case study; class discussion
	3. critically examine current topics in management such as ethical issues, globalization, managing diversity, total quality management, leadership, motivation, change, and the decision-making process;	exams/quizzes; reports, either oral or written; case study; class discussion; analysis of relevant news articles
	4. describe the steps in the decision making and planning processes; differentiate between types of decisions and plans; explain the role of creativity and innovation; explain the role of a SWOT analysis in developing a strategy;	exams/quizzes; reports, either oral or written; case study; class discussion
	5. differentiate between various organizational structures and explain the factors influencing the choice of structure; describe the organizational control process and the main types of control and discuss the role of change in an organization;	exams/quizzes; reports, either oral or written; case study; class discussion
	6. explain motivation and describe the various theories of motivation; describe effective and ineffective leadership behaviors; explain various leadership theories; explain the importance of	exams/quizzes; reports, either oral or written; case study; class discussion

	<p>groups and teams and how they may be used effectively; describe the functions of human resource management and explain their importance to organizational effectiveness</p>	
	<p>7. explain the importance of current, accurate information and effective communication and the role of computer hardware and software in providing them; explain the role of operations management and the importance of providing quality goods and services</p>	<p>exams/quizzes; reports, either oral or written; case study; class discussion</p>
<b>Course Content</b>		<p>Unless otherwise noted each topic is expected to be covered in <b>approximately</b> 3 hours of instructional time or its equivalent.</p> <p>Ch. 1: The Management Process Today</p> <p>Ch. 2: Values, Attitudes, Emotions and Culture</p> <p>Ch. 3: Managing Ethics and Diversity</p> <p>Ch. 4: Managing in the Global Environment</p> <p>Ch. 5: Decision Making, Learning, Creativity and Innovation</p> <p>Ch. 6: Planning, Strategy and Competitive Advantage</p> <p>Ch. 7: Designing Organizational Structure</p> <p>Ch. 8: Control, Change and Entrepreneurship</p> <p>Ch. 9: Motivation</p> <p>Ch. 10: Leaders and Leadership</p> <p>Ch. 11: Effective Team Management</p> <p>Ch. 12: Building and Managing Human Resources</p> <p>Ch. 13: Controlling Essential Activities and Processes</p> <p>Ch. 14: Operations Management</p>
<b>Course Activities</b>		<p>Faculty are encouraged to use a variety of instructional techniques to encourage student learning. Research on learning shows that the straight lecture technique is not particularly effective. Lecture segments should be kept to a maximum of 20 minutes and be interspersed with other learning activities such as demonstration, question and answer, class discussion, group learning projects, student presentations, etc. In order to meet the needs of diverse learners faculty are encouraged to supplement lectures with transparencies or PowerPoint. (Note: if not assigned to a room already equipped with the technology portable teaching stations equipped with a laptop computer and projection system are available from the library. Also, all classrooms have an Internet connection)</p> <p>Faculty are encouraged to incorporate use of the Internet in their assignments and projects. Students have ample access to the Internet in college labs. Students also have ready access to all Microsoft Office software so they can be</p>

	<p>required to word process any work submitted, as well as develop PowerPoint presentations or Excel worksheets.</p> <p>There are many types of projects that are excellent learning activities for BUS 207 students. Some examples of projects that can be assigned to individuals or groups are:</p> <ul style="list-style-type: none"> <li>• Research a management topic currently in the news</li> <li>• Debate an ethical business issue</li> <li>• Investigate and report on business customs in a particular country</li> <li>• Analyze their own management style or preferred work situation using a variety of instruments</li> <li>• Create an organization structure for a new enterprise</li> <li>• Analyze case studies and write solutions</li> <li>• Develop a plan for opening or expanding a small business or not-for-profit organization</li> </ul>
<b>Grading and Assessment</b>	<p>The Business Department has not yet established an assessment measure that students in every section of BUS 207 must complete. Faculty may choose the methods by which they will assess student learning.</p> <p><b>Faculty are encouraged to use multiple methods of assessment and to assess student learning frequently.</b> A midterm and final exam are not sufficient measures of student learning.</p> <p>Some examples of assessment methods are:</p> <ul style="list-style-type: none"> <li>• Daily or weekly short quizzes</li> <li>• Unit exams (multiple choice and/or essay – a mix is best)</li> <li>• Student presentations, group or individual (a topic from the text, results of research, etc)</li> <li>• Case studies, research reports or term papers</li> <li>• Class presentations either as groups or individually</li> <li>• Class participation (Note: class participation grades cannot be based solely on attendance but must reflect participation in discussion, responses to questions, etc., and should be recorded in the instructor's grade book.)</li> </ul>
<b>Course Policies</b>	All BUS 207 students must be exposed to current events. Faculty are encouraged to include both in class discussion of relevant news and formal student written or oral reports on current news topics.
<b>Final Grade Calculation</b>	There are currently no departmental policies on final grade calculation for BUS 207