Washtenaw Community College Comprehensive Report

BMG 230 Principles of Management
Effective Term: Winter 2019

Course Cover

Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 230
Org Number: 13210
Full Course Title: Principles of Management
Transcript Title: Principles of Management
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Course Change
Change Information:
    Course title
    Course description
    Outcomes/Assessment
Rationale: change course title to align with title used at other institutions in order to increase articulation
Proposed Start Semester: Winter 2019
Course Description: In this course, students are introduced to the basic concepts and principles that managers use in daily activities to accomplish organizational goals. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control an operation. Structured and creative approaches to problem-solving will be explored. This course contains material previously taught in BMG 208 and BMG 230. The title of this course was previously Management Skills.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer
Proposed For:

Student Learning Outcomes

1. Identify basic management concepts and principles that promote organizational success.
   ### Assessment 1
   Assessment Tool: Multiple choice exam
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Answer key
   Standard of success to be used for this assessment: 75% of students will score 70% or higher
   Who will score and analyze the data: Departmental faculty

2. Complete an individual SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis and apply course concepts to develop a skill development plan
   ### Assessment 1
   Assessment Tool: Student portfolio
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: Random sample of 1/3 of students enrolled in all sections with a minimum of one full section.
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 70% or higher
   Who will score and analyze the data: Departmental faculty

3. Apply management concepts and framework to analyze business situations
   ### Assessment 1
   Assessment Tool: Comprehensive case study
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: Random sample of 1/3 of students enrolled in all sections with a minimum of one full section.
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 70% or higher
   Who will score and analyze the data: Departmental faculty

Course Objectives
1. Identify the functional areas of business and how managers respond and react internally and externally.
2. Discuss the evolutionary phases of management from the 19th century to the 21st.
3. Discuss the challenges of today's managers.
4. Analyze current trends in management philosophies.
5. Explore a variety of management styles in action (applied).
6. Identify the daily tasks and responsibilities of managers. Identify the differences among the levels of management (i.e. responsibilities and skill levels). Discuss ethics in the workplace and the difference between an ethical lapse and an ethical dilemma.
7. Students will be introduced to and begin to develop communication, decision-making, digital, interpersonal and delegation skills.
8. Outline the basic steps in planning.
9. Identify mission statements and define the role they play in guiding an organization's plans.

10. Define goals and objectives and the role they play in an organization's planning process.
11. Identify and apply appropriate decision-making tools to situations and apply management tools like SWOT and Porter's Five Forces.
12. Conceptualize the role of organizing in meeting the goals and objectives of an organization.
13. Identify how to divide and clarify job activities of employees within a work unit.
14. Apply organizing concepts such as chain of command, responsibility and authority to organizational structures.
15. Identify the advantages and disadvantages of different organizational structures.
16. Identify how understanding organizational behavior relates to effective management of teams, individuals and the organization to meet goals and objectives.
17. Distinguish between management and leadership and the changing requirements for leadership in today's organizations.
18. Compare and contrast leadership theories.
19. Analyze different applications of leadership.
20. Correlate the relationship between planning and controlling.
21. Outline the controlling process.
22. Learn to develop and apply a variety of controls.

New Resources for Course

Course Textbooks/Resources
Textbooks
Bateman, Snell, Konopaske. *Management*, 5th ed. McGraw Hill, 2018
Manuals
Periodicals
Software

Equipment/Facilities
Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Colette Young	*Faculty Preparer*	*May 16, 2018*
Department Chair/Area Director:		
Julianne Davies	*Recommend Approval*	*May 26, 2018*
Dean:		
Eva Samulski	*Recommend Approval*	*May 29, 2018*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*Jul 19, 2018*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Jul 22, 2018*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*Jul 26, 2018*