

LSC Use Only

Number: _____

Action: _____

Date: _____

UWUCC Use Only

Number: 30

Action: _____

Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: MG 310 Principles of Management

Suggested 20 Character Course Title: Principles of Management

Department: Management and Marketing

Contact Person: Dr. Vincent Taiani

II. If a course, is it being Proposed for:

X Course Revision/Approval Only
_____ Course Revision/Approval and Liberal Studies Approval
_____ Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

Stephen W. Osh
Department Curriculum Committee

[Signature]
Department Chairperson

Stephen W. Osh
College Curriculum Committee

Robert K. Carney
College Dean *

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____

Semester to be
implemented: _____

Date to be
published
in Catalog: _____

to UWUCC: _____

Fall 1991

Fall 1991

IV. DESCRIPTION OF CURRICULUM CHANGE

1. Catalog Description

MG 310 Principles of Management

3 credits
3 lecture hours
0 lab hours
(3c-0l-3sh)

Prerequisites: PC 101
Junior Status

Corequisites: None

The purpose of this survey course of instruction is to provide the student with an in-depth identification and understanding of the relevant theories, concepts, and principles underlying the management function.

Course Syllabus

I. CATALOG DESCRIPTION

MG 310 Principles of Management

3 Credits
3 lecture hours
0 lab hours
(3c-01-3sh)

Prerequisites: PC 101
Junior Status

Corequisites: None

The purpose of this survey course of instruction is to provide the student with an in-depth identification and understanding of the relevant theories, concepts, and principles underlying the management function.

II. COURSE OBJECTIVES

At the successful completion of this course, the student will be able to identify and apply the relevant theories, concepts, and principles underlying the management function. More specifically the course objectives are:

1. Students will learn about the evolution of management and management theories; functions of management and role of managers in organizations.
2. Students will learn and identify the various perspectives or approaches to the management function including the concept of social responsibility.
3. Students will study the organizational environment and its role in the management of the firm, identify and apply the strategic management and planning process.
4. Students will study the theories and practices of organizational structure and staffing.
5. Students will study the concepts and theories of leadership including theories of decision making process, motivation, and communication.
6. Students will identify the factors associated with international management and how they differ from the domestic organizations.
7. Students will learn about the concepts and theories of controlling process.

III. COURSE OUTLINE

This course outline below represents the material to be covered in a one semester course of instruction. Approximately equal time will be devoted to each major topic.

1. The Evolution of Management Thought and Approaches to Management: Scientific Management School; Human Relations School; The Behavioral School; The Quantitative School; and The Systems School and the General Systems Theory.
2. The Functions and Roles of Management: The functional approach to management - the functions of planning, organizing, staffing, directing leading and motivating, and controlling. Mintzberg's theory of manager's roles.
3. The External Environment and its Impact on Effectiveness and Survival of organizations: Macro Environment - Socio-cultural, Political, Economic, Technological environments; Micro Environments - Customers, Financial Institutions, Unions, etc.
4. Corporate Social Responsibility: What is Corporate Social Responsibility? Should Corporations be Socially Responsible? How should it be measured?
5. Decision Making Process: Decision Making Process; Group v. Individual
Decision Making, Employee Participation.
6. The Planning Function: Role of planning; the Strategic Management Process, Levels and Organization of Planning, Strategic Management Process, Planning Techniques.
7. The Organizing Function: Types of Organizational Structures, Relationship Between Structure and Environment, Organic v. Mechanistic Structures; Organizational Design Principles - Centralization v. Decentralization, Span of Control, Delegation.
8. The Staffing Function: Role of Human Resource Management; Job Analysis, Employee Testing and Selection, Training, Performance Appraisal, Compensation.
9. Leadership: Trait, Behavioral, Situational, and Contingency theories of leadership; Leadership Styles.
10. Communication Process: Role & Functions of Communication; Persuasion, Interpersonal Communication Process, Small Group Communication & Dynamics; Mass Communication, Role of Communication in Attitude Formation and Attitude Change.
11. Motivation: Theories of Motivation - Maslow, Alderfer,

McClelland, and Herzberg; Expectancy Theories of Motivation, Equity Theory; Reinforcement Contingencies - Classical and Operant Conditioning, Reinforcement Schedules.

12. The Controlling Function: The Control Process and Characteristics of Effective Control Systems, Production Management and Process, Budgeting Techniques, Management Audits, Other Financial Controls, Break-Even Analysis; Control Techniques.
13. Organizational Change and Development: Why Change? Types of Organizational Change - Structural, Technological, Strategic Changes; Resistance to Change, Managing Change, and Evaluating Change Programs.
14. International Management: International and Multinational Corporations. Transnational or Global Corporations. Trade Blocks - the EEC, Eastern Europe, and the Pacific Rim Countries. Factors affecting international Management - Culture, Geography, Language, Religion, Politics.

IV. EVALUATION METHODS

The final grade for the course will be determined as follows:

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|-----|---|
| 70% | Tests. Three tests consisting of multiple choice, true-false, completion, matching, short answers, and/or essays. |
| 20% | Assignments, written case analyses and in-class discussions, quizzes, and/or exercises. |
| 10% | Library research paper(s), or project: Students will select, with the approval of the instructor, a topic for in-depth research. They may opt for a project analyzing a real life management problem. The students will prepare a written report of their work. |

V. REQUIRED TEXTBOOKS, SUPPLEMENTAL BOOKS AND READINGS

Textbook: Mondy, R. W., A. Sharplin, and S. R. Premeaux, Management: Concepts, Practices, and Skills, (5th edition), Boston, Mass.: Allyn and Bacon, 1991.

Readings: Students are encouraged to keep in touch with the developments in the business world by regularly reading the Wall Street Journal, Business Week, Fortune, or similar publications.

COURSE ANALYSIS QUESTIONNAIRE

A. DETAILS OF THE COURSE

A1 This course will function as a survey course, and as such will provide students with insight into various functional areas within business. Given its inherent nature this course of instruction will be incorporated into the Business Administration "Core." This course may also be taken by students in approved non-business majors. This course is not intended for inclusion in the Liberal Studies program.

A2 This course is essentially a reformulation of the existing MG 360: Management and Production Concepts. The existing course, as its name implies, covers two distinct areas - Management and Production. The two areas are quite vast and distinct from each other and neither gets adequate coverage under the existing course. The existing course is being broken up in two new courses. This proposed course deals with the management area. Another proposed course (MG 330: Production and Operations Management) would deal with the production aspects. The new courses would help provide adequate coverage to both the areas now under a single course.

A3 This course will be offered as a mixture of lecture-discussion, case analysis, exercises, and projects as is typical of many of the survey courses in our program.

A4 Please see A2 above. A similar course was part of the School of Business "Core" up to 1982 when it was replaced by MG/QB 360.

A5 Upper-Division Undergraduate Only

A6 N/A

A7 Every major school or college of business offers this course.

A8 Required by the American Assembly Collegiate Schools of Business (AACSB).

B. INTERDISCIPLINARY IMPLICATIONS

B1 Taught by one instructor

B2 NO

B3 This course does not represent either an overlap or a conflict with courses taught in other departments

B4 Yes

C. IMPLEMENTATION

C1 Resources are presently on-hand

C2 NO

C3 Every Semester-

C4 10 per sections per semester

C5 40-50 students per section

C6 The accreditation body (AACSB) has standards for appropriate student-teacher ratios in an institution.

C7 This course will be part of the Business Administration core, required of all College of Business undergraduate majors. Due to other concurrent curriculum changes in the College of Business, this will not affect the free electives available to the majors. The requirement of this course will not affect the 124-credit program of students in the department or the College.