

Course Description:

Introduction to management. Topics covered will include the management process, management theory, the environment of business, analyzing business operations, business strategies, competitive advantage, the product life cycle, management functions, and organizational design.

Learning Outcomes:

At the end of this course, the student will be able to:

- Demonstrate an understanding of an organization's operations.
- Critically assess an organization's strengths and weaknesses.
- Assess the impact of an organization's surroundings on its operations.
- Critically analyze the organization's operations.
- Demonstrate an understanding of business strategy.
- Apply information learned to prepare written evaluations of an organization's operations.
- Demonstrate the ability to work effectively in a team.

Textbook: Management, 12th Edition, by Richard L. Daft

Class Session	Date	Book Chapter	Topic & Review of Assigned Problems	Problems & Other Assignments
1	1/25/2016	1	Chapter 1, Analyzing Case Studies	Read Chapter 1, read "Apply Your Skills: Case for Critical Analysis" at end of chapter 1 and answer case discussion questions.
2	1/27/2016	1	Discuss "Smartstyle Salons," Chapter 1	Read Chapter 3.
3	2/1/2016	3	Chapter 3	Prepare "Apply Your Skills : Case for Critical Analysis" at end of chapter 3 and answer case discussion questions, read chapter 4.
4	2/3/2016	3	Chapter 3, discuss "Not Measuring Up" case.	Read Chapter 4.
5	2/8/2016	4	Chapter 4	Read closing case at the end of chapter 4 and answer case discussion questions, read Chapter 6.
6	2/10/2016	6	Chapter 6, discuss "We Want More Guitars" case.	Prepare case "Chobani" from the course Moodle site (http://moodle.wells.edu/moodle/mod/assign/view.php?id=7862) using case analysis form.
7	2/15/2016	6	Discuss "Chobani," Chapter 6	Prepare "Apply Your Skills : Case for Critical Analysis" at end of chapter 6 and answer case discussion questions, read chapter 7.
8	2/17/2016	7	Chapter 7, Discuss "Black Jack Antiques"	
9	2/22/2016	7	Chapter 7	Prepare "Apply Your Skills : Case for Critical Analysis" at end of chapter 7 and answer case discussion questions, read chapter 8.
10	2/24/2016	8	Discuss "Central City Museum," Chapter 8	

11	2/29/2016	8	Chapter 8	Prepare "Apply Your Skills : Case for Critical Analysis" at end of chapter 8 and answer case discussion questions, read chapter 9.
12	3/2/2016	8	Chapter 8	Take home Test 1: Chapters 1 - 8 (Grading point for 1st 8 weeks), due 3/9
13	3/7/2016	8	Chapter 8	
14	3/9/2016	8 & 9	Test 1 Due , Discuss "Costco," Chapters 8 & 9	Write up paper topic, work on paper outline and list of sources.
	3/14/2016		Spring Break - No Class	
	3/16/2016		Spring Break - No Class	
15	3/21/2016	9	Turn in paper topic, Chapter 9	Read chapter 10, prepare "Apply Your Skills: Case for Critical Analysis" at the end of Chapter 9 and answer case discussion questions, write outline/draft of paper, including list of sources, due 3/28.
				Write outline/draft of paper, including list of sources, due 3/28 , prepare "Apply Your Skills: Case for Critical Analysis" at the end of Chapter 10.
16	3/23/2016	10	Discuss "The No-Show Consultant," Chapter 10	
17	3/28/2016	10	Outline/Draft of Paper with List of Sources Due , Discuss "Abraham's Grocery Store," Chapter 10	Read Chapter 11.
18	3/30/2016	11	Chapter 11	Prepare "Apply Your Skills : Case for Critical Analysis" at end of chapter 11 and answer case discussion questions, read chapter 15.
19	4/4/2016	11	Discuss "Cleaver's Sausage House," Chapter 11	Take home Test 2: Chapters 8 - 11, due 4/11
20	4/6/2016	15	Chapter 15	Select groups for group project , work on paper.
21	4/11/2016	15	Test 2 due , Chapter 15	Prepare "Apply Your Skills : Case for Critical Analysis" at end of chapter 15 and answer case discussion questions, read chapter 18.
22	4/13/2016	18	Discuss "What's Wrong With the Team," Chapter 18	Prepare "Apply Your Skills : Case for Critical Analysis" at end of chapter 18 and answer case discussion questions, work on group projects, work on paper.
23	4/18/2016	18	Chapter 18, Discuss "Are We A Team"	Read chapter 19, work on group project, papers due 4/25.
24	4/20/2016	19	Chapter 19	Work on group project, papers due 4/25.
25	4/25/2016	19	Papers due , Chapter 19	Work on group projects (due 5/2).
26	4/27/2016	19	Finish Chapter 19, Review	Work on group projects (due 5/2).
27	5/2/2016		Group Presentations	
28	5/4/2016		Group Presentations, Final Review, Course Evaluations, Final Exams Distributed	Final exams handed out, due 5/13/16; May be emailed, forwarded by campus mail, mailed, or slid under office door

<u>1 Final Course Grade</u>	
Class participation	20%
2 Tests	20%
Exercises, Paper Draft	10%
Paper	15%
Group Project	15%
Final Exam	20%
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	100%
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Class participation is graded from 0 to 2 as follows:

- 0: Absent from class
 - 1: In class
 - 2: In class and participated
- Two lowest class participation grades are dropped from average for excused and unexcused absences.

Final grade scores (see above) will be converted to final letter grades using grading as explained in the College Catalog:
<https://www.wells.edu/academics/academic-catalog/academic-information/other-academic-information>

2 Tests

All tests, including the final, are open book and open notebook.

3 Office Hours

Office hours are Mondays from 12:30 to 1:15 and by appointment. Please email me to set up a time to meet.

4 Late assignments

Please read the required materials and answer the chapter ending cases on time. Exams are due on the due date absent required accommodations. Case studies will only be accepted later than the assigned date at my discretion.

5 Excel & PowerPoint Use

Homework problems and the group project require use of Excel spreadsheet and PowerPoint presentation software.

6 Electronics in the classroom

Cell phones, music players and other devices are to be turned off during class. There is to be no usage, including texting, during the class session. The only exception is the use of laptop computers for note taking and problem solving.

7 Honor Code

Community Honor shall be the basis of student government at Wells College. The principle of Community Honor is based upon the pledge of each member of the student body to be honest and trustworthy in the conduct of her or his collegiate life as it is defined or encompassed by the Collegiate Rules. Wells College students are under community obligation and pledge not to lie, cheat, steal, deceive or conceal in the conduct of their collegiate life as defined or encompassed by the Collegiate Rules. Each student is obligated to report violations of community honor involving herself or himself to a member of the faculty or member of the appropriate judicial body within 24 hours. A member of the student body, member of the faculty, or member of the administration or staff who is a witness to a violation (or an admission of a violation) of community honor has responsibility to urge the offender to report herself or himself. If the offender fails to do so, the obligation falls to the witness.

8 Students with Disabilities

Wells College makes reasonable accommodations for qualified students with documented disabilities. If you have a learning disability, a chronic illness, physical or mental health disability that may have some impact on your work for this class and for which you may need accommodations, please notify the Office of Student Achievement, located in the Learning Commons, Long Library by calling x3432 or emailing studentachievement@wells.edu.

8 Career Services

Career services may be visiting this course at some time during the year to review internship and career options related to this course.

9 Group Project Presentation

Each team will be given a case study to research. Prepare an analysis of the company that is the subject of the case study using the "Case Study Analysis Form" found on the class Morgan web page (<http://morgan.wells.edu/faculty/mmccabe/BUS%20201%20CaseStudyAnalysisForm.docx>) . Determine and present a number of alternative solutions for the issues raised by the case study. Chose the preferred alternative, and prepare to defend your decision. The project will be completed as a team and everyone on the team will have joint and several liability for the final presentation. Grading will be based upon the comprehensiveness of the SWOT analysis and your team's ability to work together and present a plausible solution. In addition to the quality of the analysis, the project is intended to help improve presentation and PowerPoint skills. Each team member must present part of the solution. The team will be assessed as a whole. This assignment is also intended to teach class participants how organizations may create ad hoc teams for certain projects, as well as group dynamics.

10 Paper

Find a company that you admire or despise. Research that company using Journal Articles, library database articles (<http://www.wells.edu/academics/library/library-database.aspx>), Yahoo Finance (<http://finance.yahoo.com/>), Google Finance, or another financial site, and the company's website. Detail what you like or dislike about the company. Describe what strategies the company uses in its operations, whether it is profitable or not, and whether you believe that the company has a valid long term business strategy. Each paper will have a title page, an introduction/summary of findings, a body, a conclusion, and a list of sources. You must footnote your sources for all statements of fact. *I will be checking sources. Remember that your work is covered by the Honor Code.*