Effective Semester / Session: Spring 2004

Type of Action:
- New
- X Modification
- Cancellation

Course Alpha and Number: MG 234

Course Title: Introduction to Management

Reason for initiating, revising, or canceling:
Change of textbook, updates to course outline, instructional goals, and student competencies.

Proposer

Department Chair

English and Format Reviewer

Academic Council Chair

Dean of Academic Programs and Services

Date
1. Department
   Business

2. Purpose
   Introduction to Management is a practical introduction to the skills, concepts, and attitudes of successful management and helps students to understand the roles and duties of managers in today's public and private organizations. It also introduces students to various management theories, historical trends, and explains the importance of sound organizational management in a free enterprise society. The course is part of the A.A.S. degree in Business Management and Sales and Marketing, and is also intended for non-degree students interested on gaining greater knowledge of contemporary private/public organizational management.

3. Description

   A. Required/Recommended Textbook(s) and Related Materials
      Readability level: Grade 12.0

   B. Contact Hours
      1. Lecture: 3 hours per week / 45 per semester
      2. Lab: None
      3. Other: None

   C. Credits
      1. Number: 3
      2. Type: Regular Degree Credits

   D. Catalogue Course Description
      This course is an overview of management theory, which introduces students to various management styles, models, and concepts, and helps them understand the roles and duties of managers in today's business. Contemporary concepts of streamlined organizations, teamwork, and employee empowerment are emphasized, as well as more traditional hierarchical methods and organization. Prerequisite: MG 231. English Placement: EN 101.
E. Degree or Certificate Requirements Met by Course
This a required course for the A.A.S. degrees in Business Administration, and Sales and Marketing.

F. Course Activities and Design
The course will be based on the text with current issues in international and local business introduced through newspapers, magazine articles, and videotapes. Classes will include lectures, group activities in problem solving, discussion of contemporary events, and text-related issues.

4. Course Prerequisite(s); Concurrent Course Enrollment;
Required English/Mathematics Placement Level(s)
Prerequisites: MG 231
English Placement Level: EN 101

5. Estimated Cost of Course; Instructional Resources Needed
Cost to the Student: Tuition and textbook
Cost to the College: Instructor’s Salary

Instructional resources needed for this course include chalk, chalkboard, photocopying, costs for handouts, overhead projector, and transparency film, TV/VCR, blank videocassettes, videotaped instructional programs, computerized decision-making programs.

6. Method of Evaluation
Students will be evaluated on the basis of periodic short quizzes and examinations, and on participation in class discussions and problem-solving exercises. NMC’s grading and attendance policies will be followed.
7. **Course Outline**

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

1.0 The Nature of Management
   1.1 The four management functions
   1.2 Management types
   1.3 Management skills

2.0 Foundations of Management Understanding
   2.1 Historical forces shaping management
   2.2 Classical perspective
   2.3 Behavioral perspective
   2.4 Quantitative management perspective
   2.5 Contemporary perspective

3.0 Understanding Competitive Environments and Organizational Cultures
   3.1 The external environment
   3.2 The internal environment
   3.3 Environment and culture
   3.4 Changing and merging corporate cultures

4.0 Social Responsibility and Ethics in Management
   4.1 Organizational social responsibility
   4.2 Being an ethical manager
   4.3 Managing an ethical organization

5.0 Managerial Decision Making
   5.1 Types of decisions and problems
   5.2 Decision making models and steps
   5.4 Group approaches to decision making
   5.5 Improving decision making effectiveness

6.0 Establishing Organizational Goals and Plans
   6.1 Goals in organizations
   6.2 Criteria for effective goals
   6.3 Planning time horizon
   6.4 Organizational responsibility for planning
6.5 Barriers to planning

7.0 Strategic Management
   7.1 The role of competitive analysis in strategy formulation
   7.2 Formulating corporate-level strategy
   7.3 Formulating business-level strategy
   7.4 Formulating functional-level strategy

8.0 Basic Elements of Organizational Structure
   8.1 The nature of organizational structure
   8.2 Types of departmentalization
   8.3 Methods of vertical coordination
   8.4 Methods of horizontal coordination

9.0 Strategic Organizational Design
   9.1 Assessing structural alternatives
   9.2 Weighing contingency factors
   9.3 Matching strategy and structure

10.0 Managing Diverse Human Resources
    10.1 Strategic human resource management
    10.2 Human resource planning
    10.3 Maintaining effective work-force relationships

11.0 Change Management and Innovation
    11.1 The nature of change and innovation
    11.2 Organizational life cycles
    11.3 The change management and innovation process
    11.4 Key organizational change components

12.0 Motivation in Organization
    12.1 The nature of motivation
    12.2 Need theories
    12.3 Cognitive theories
    12.4 Reinforcement theory
    12.5 Social learning theory

13.0 Leadership in Organizations
    13.1 The nature of leadership
    13.2 Leadership traits
13.3 Developing situational theories

14.0 Managerial Communication and Interpersonal Processes
   14.1 Communications and the manager’s job
   14.2 Interpersonal processes
   14.3 Organizational communications

15.0 Managing Groups and Teamwork
   15.1 Types of teams
   15.2 Work team processes
   15.3 Managing team conflict

16.0 Controlling the Organization
   16.1 Controls as a management function
   16.2 Types of controls
   16.3 Assessing control systems

17.0 TQM and Managerial Control Methods
   17.1 The importance of control
   17.2 Total Quality Management
   17.3 Strategic planning and quality control

18.0 Operations and Service Management
   18.1 Designing operations management systems
   18.2 Inventory management
   18.3 Managing productivity

19.0 Managing Information Systems and Technology
   19.1 Information and management
   19.2 Emerging information technologies
   19.3 Implementation of information technology

20.0 International Management
   20.1 The international business environment
   20.2 The economic environment
   20.3 The legal-political environment
   20.4 The sociocultural environment
   20.5 Tailoring management style to international cultures
21.0 Entrepreneurship and Small Business Management
   21.1 The nature of entrepreneurship
   21.2 Preparing to operate a small business
   21.3 Managing a small business
8. **Instructional Goals**
   This course will introduce students to:

1.0 The field of management from an historical perspective and from its present legal, socioeconomic, and political environments;

2.0 The various views on the ethics and social responsibility of those in management positions;

3.0 The process of goal setting and planning and the importance of this initial management process;

4.0 The fundamentals of organizing as well as the role that the organizational structure plays in achieving organizational goals;

5.0 The theories of leadership on organizations and related areas of motivation, and communication;

6.0 The control process, its importance, and issues of quality control, budgeting, and management information systems; and

7.0 The processes of starting and managing a small business.

9. **Student Competencies**
   Upon successful completion of this course, students will be able to:

1.0 Discuss the field of management in its historical perspective and contemporary environments;

2.0 Discuss critically the issues of social responsibility and business ethics;

3.0 Demonstrate goal setting and other applications of planning theories and techniques;

4.0 Explain the organizing process and the various ways that organization affects the achievement of management goals;

5.0 Discuss the importance of leadership and explain the different roles played in this area by motivational and communication process;
6.0 Explain the role of control functions and process and discuss the issues and impact of quality control, budgeting, and management information systems; and

7.0 Discuss the basic steps in starting and managing a small business.