

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

BUSINESS 156 – PRINCIPLES OF MANAGEMENT

3 hours lecture, 3 units

Catalog Description

Planning, organizing, directing and controlling for management. Interaction of the functions including setting objectives, MBO, decision-making tools, alternative organization structures, leadership, motivation, communication, group dynamics, management of stress and change, time management, and women in management. Survey of the quantitative tools available to the manager.

Prerequisite

None

Course Content

- 1) Introduction to management including the history of the human relations movement
- 2) Formal planning, organization, directing and controlling
- 3) Methods of compensation
- 4) Training and motivation

Course Objectives

Students will be able to:

- 1) Understand management as a distinct activity of which knowledge can be acquired and skill can be attained.
- 2) Have a working knowledge of the various approaches or "schools of management" to the field of management.
- 3) Know the importance of the management process and the fundamental functions making up this process.
- 4) Have a working knowledge of the principles of management which give fundamental guides offering an effective basis for the solution of business problems.
- 5) Understand management's fundamental contribution to all activities of business.
- 6) Have an understanding of the interrelationship of various components of a typical enterprise, the significance of management in each component and bringing them together into a concerted, unified and effective endeavor.
- 7) Develop the ability to use managerial knowledge and skill.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Writing assignments and presentations that measure students' ability to write and present a management analysis including topics such as organizational structure, effective management practices, and the ability of a private or public entity to solve various business problems.
- 2) Examinations and quizzes that require students to analyze different management and leadership practices.
- 3) Homework assignments that require students to analyze organization, managerial, ethical and leadership issues that continue to confront today's small and large organizations.

Special Materials Required of Student

None

Minimum Instructional Facilities

Smart classroom

Method of Instruction

- 1) Lecture and discussion
- 2) Evaluation, analysis of case study material

Out-of-Class Assignments

- 1) Writing assignments
- 2) Case study analyses
- 3) Take home examinations

Texts and References

- 1) Required (representative example): Certo and Certo. *Modern Management: Concepts and Skills*. 15th edition. Pearson, 2019.
- 2) Supplemental: None

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Describe and apply the various approaches or "schools of management" to the field of management.
- 2) Explain the importance of the management process and the fundamental functions making up this process.
- 3) Apply the fundamental guides of management to effectively solve business problems.
- 4) Describe how management contributes to all fundamental activities of business.
- 5) Describe the interrelationship of various components of a typical enterprise, the significance of management in each component and bring them together into a concerted, unified and effective endeavor.