

Dominican University - Brennan School of Business

BAD 345, Management; Spring; 2017

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Course Description

This course introduces students to discipline of management and provides an opportunity to examine and understand basic organizational theory. Various organizational models and methods of reaching organizational goals are studied through analysis of current management practices. Through lecture, class discussion, examinations and written assignments, students will begin to develop the basic knowledge, skills and aptitudes needed to become effective managers. Particular focus will be placed on helping students explore their own individual career goals and aspirations.

Prerequisites

Economics 190, Junior standing or consent of the instructor.

Learning Goals

Those students who successfully complete this course should be able to:

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1. Understand and apply the major principles of management theory, history and practice.
2. Recognize the nature and importance of organizational structure and culture.
3. Explain the importance of social responsibility and managerial ethics.
4. Recognize how managers best achieve results; the importance of leadership, motivation, communication and interpersonal skills.
5. Understand the principles of decision making, the impact of globalization and the process of organizational change.

Required Texts

Stephen P. Robbins & Mary Coulter, *Management*; 12th Edition, 2014. Pearson Prentice Hall, Upper Saddle River, New Jersey. ISBN -13: 978-0-13-304360-0.

Selected Case Studies. Available at: <http://harvardbusinessonline.org>; Ordering information will be presented in class. Students can access material using the following link: <https://cb.hbsp.harvard.edu/cbmp/access/38464095>

Course Grading and Requirements

Participation in class discussion (80 points)

Attendance is crucial to the course; failure to attend class, particularly any class session featuring a guest speaker or case study, will impact a student's final grade.

Students are expected to be prepared and actively participate in ALL class discussions including those related to current events, case studies and textbook materials, and to take advantage of the opportunity

to learn from their classmates. Quizzes will be given to improve student's learning of key information and the scores will contribute to the class participation grade.

Examinations (400 points)

Four examinations (100 points each) will be scheduled to evaluate students' understanding of key ideas and concepts in management. Material on the exams will be drawn from the text, cases and current events and questions will include true/false, multiple choice and short essays.

Current Events Assignments (80 points)

Students will present 8 weekly written analyses of current events in business, which will be graded on a five point scale. These one page reports, due on Thursdays, should summarize the article selected, evaluate its significance and relate the material to our course of study. During the course of the semester, students must select current event articles from the following periodicals: *Business Week*, *Forbes*, *Fortune*, *The New York Times*, *The Wall Street Journal* and *The Financial Times*. A copy of the article must be submitted with the analysis.

Case Study Analyses (400 points)

Students will read, and prepare reports on four selected case studies during the course of the semester, identifying the problem presented in the case and offering a solution. Effective case analyses will utilize text material and management concepts being studied to help generate practical solutions. Each case report should be no more than three pages in length.

Resume and Cover Letter Assignment (40 points)

Students will submit a first draft of a professional resume and a cover letter directed to a preferred employer. (10 points) using the "Creating a Resume and Cover Letter Guide" published by Brennan Career Services They will then schedule a Career Planning Session with Brennan's Director of Career Services, Andrea Leinweber (708-524-6810) to review, revise and refine their resume. After this meeting and discussion of their career goals, they will submit a final version of their resume that is directed to a particular position in a specific field. (30 points)

Grading Scale

A	1000-970 points	B-	849-810 points	D+	699-660 points
A-	969-930 points	C+	809-770 points	D	659-630 points
B+	929-890 points	C	769-730 points	D-	629-600 points
B	889-850 points	C-	729- 700 points	F	below 600

Disability Statement

Any student with a documented disability needing academic adjustments or accommodations is asked to speak with me during the first two weeks of class. All discussions will remain confidential. Students requesting academic accommodations must first register with Disability Support Services in Lewis Hall, Room 132. The office may be reached by calling 708-524-6822.

Course Policies

Students are responsible for asking questions about any material that is unclear; this can be done in class or by email.

All written work should be typed and double-spaced. Clarity, coherence, and cogency of the analysis as well as grammar, punctuation, spelling, and general appearance will be considered in grading written assignments.

MLA is the preferred style for citations; all citations must include page numbers for material being cited.

Websites such as Wikipedia should not be used as sources for university level scholarship and research.

Any form of **plagiarism or academic dishonesty** will result in an “F” grade for the assignment or exam and has the potential to result in both an “F” grade for the course and automatic expulsion from the class. Please refer to “Definitions of Plagiarism, Cheating and Academic Dishonesty” and “Sanctions for Violations of Academic Integrity” found in the *Brennan School of Business Bulletin*.

The following will be considered in grading of formal written and oral work:

Student’s ability to

- Go beyond general summary and narrative in favor of critical analysis of the material.
- Analyze texts and ideas in ways that create interest and enthusiasm for the topic.
- Present coherent, well formulated, and compelling theses or claims in written work, oral presentations, and class discussions.
- Adequately develop ideas.
- Use independent sources to support and strengthen the ideas being presented.
- Submit written work that is grammatically correct.
- Prepare and give oral presentations that effectively communicate ideas and hold the interest of others.
- Participate in classroom discussions in ways that enrich and further learning.

