VALENCIA COLLEGE

Principles of Management – CRN21506

Class Policies & Course Syllabus

Spring 2018, Full Term

**COURSE DESCRIPTION:**

This course provides basic principles and perspectives of the functions, institutions, methods, and problems of marketing goods and services through traditional paths as well as through

e-business.

**CREDIT HOURS:** 3

**PREREQUISITES:** ECO 2013 or ECO 2023 or GEB 1011 or GEB 1136

**CLASS MEETING ROOM: ON-LINE**

**DAY/TIME:** ON-LINE

**PROFESSOR:** Dr. Andrea Brvenik

**OFFICE:** Virtual

**PHONE: 727-642-1621**

**EMAIL:** abrvenik@valenciacollege.edu

**SCHEDULED OFFICE HOURS**

Monday thru Thursday(virtual – via e-mail) 10:00 am – 3:00 pm

**TOPICS/AREAS COVERED\***

1. Focusing Marketing Strategy with Segmentation and Positioning
2. Improving Decisions with Marketing Information and Research Final Consumers and their Buying Behavior
3. Product Management and New Product Development
4. Distribution, Customer Service, and Logistics
5. Pricing Objectives and Policies
6. Promotion-Introduction to Integrated Marketing Communication
7. Marketing's Role in the Global Economy

\*These may be covered as discrete topics and/or integrated with other topic areas in an order at the discretion of the professor. It should be understood that this topic knowledge is the minimum level for a grade of C or better. These and other topics may be expanded or elaborated at the discretion of the individual professor and is in no way intended to be comprehensive or all-inclusive.

**This course reinforces the Valencia Student competencies as outlined on http://valenciacollege.edu/competencies/**

**Course’s Major Learning Outcomes**

* **The student should be able to define management and explain its four major functions.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.
* **The student should be able to apply the essence of the four functions of management to drafting a business plan.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.
* **The student should be able to describe the major management theories, including Maslow's hierarchy of needs, and how they have been applied to organizational management.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.
* **The student should be able to define planning as it relates to time management and explain why planning (all types) is the most important function of management.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.
* **The student should be able to describe the multi step decision making process.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.
* **The student should be able to list and explain the types of organizational models.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.
* **The student should be able to define leadership style, differentiate between leadership and motivation, and differentiate between transactional and transformational leadership.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.
* **The student should be able to explain the essence of controlling an organization or business unit.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.
* **The student should be able to explain the major environmental forces affecting an organization.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.
* **The student should know what attributes a dynamic leader/manager must possess for success.** This MLO will be assessed through a multiple choice exam administered after the material is covered in the course.

**EDUCATIONAL MATERIALS**:

MGMT-9 (Principles of Management), Ninth Edition, Author: Williams, 2017,

ISBN 978-1-305-66158-5

**EVALUATION:**

**Tests and Assignments:**

There will be two exams, a discussion board posting requirement for each chapter, and a Course Project.

The dates for the exams and the chapters to be tested are listed on your course outline located at the end of this syllabus. Each exam consists of multiple choice questions. If you experience any difficulties in Blackboard, please contact VCC Blackboard help at 407-582-5600.

These exams will be administered via your Blackboard course page under the Assessment tab and will automatically close at 11:59 pm on the Friday of that week. You are allowed to take each exam up to three times before the deadline. Remember, the exams officially close at midnight Friday, however, if you experience any problems during the week in taking the exam, I will keep the exam open for another attempt until Sunday at midnight. This does not mean that you are to use those extra two days to regularly take your exam. It is to only be used as a last resort. You should have solved all of your testing problems by the Friday of that week and absolutely no exceptions will be made for problems incurred after Friday. Your score for the exam will be the "highest" of all of your attempts.

\* \* \* \* \* \* \* \* \* \* \* \* IMPORTANT - PLEASE READ \* \* \* \* \* \* \* \* \* \* \* \* \*

The Blackboard system that you will be taking your exams on has some particular traits that you need to be aware of to prevent the failing of an exam.

Please note these traits as follows:

1. You need to take the exams using Mozilla Firefox as your browser instead of Internet Explorer.
2. While taking your exam, be aware of the time clock showing how long you have been in the exam. Your score for that attempt will be the number of questions answered correctly out of the total amount of questions on the entire exam.

You must “SUBMIT” your exam before the clock reaches the time limit as listed in the directions of the exam. Going past this time may result in a zero being given as the score for that attempt and it will be used in the highest of that exams final score.

Also, be aware that the three attempts at each exam do not guarantee that you must have three attempts. I am allowing you up to three attempts so that if something happens on your first attempt, you can retake the exam. If you are able to take three, uninterrupted attempts – I am happy for you and the highest score of the attempts will be used to determine your score for that exam. But if something occurs that prevents you from having three attempts, your score will be the highest score of the successful attempts you did take. The three attempts are a privilege, not a right.

For credit for the discussion board requirement, you are to post a reply to the instructions posted for that chapter. Then you are to post a substantive comment to someone else’s posting for that chapter. Substantive means a minimum of 50 words (as counted by MSWORD) reinforcing or repudiating the classmate’s posting. Do this on the Blackboard discussion board for each of the chapters. You are to do this during the week that the chapter is listed in the syllabus. Late postings will not be given credit. You will have until 11:59 pm of the Sunday evening of the week that the chapter(s) is assigned.

**Grading Policy: Percent:100% = 1000pts**

Exams (2) 300/each -- exams administered via Blackboard

Quiz (3) 50/each

Discussion Board Postings (5) 10, post your response and reply to one other

Course Project 200

**Your course grade will be determined by the following scale:**

90 - 100 A

80 – 89.9 B

70 – 79.9 C

60 – 69.9 D

0 - 59.9 F

**Academic Honesty:**  Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-11

**Student Code of Conduct:**  Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03

**Withdrawal Policy:**

A student is permitted to withdraw from a class on or before the withdrawal deadline of March 31, 2017. The student is not permitted to withdraw from a class after the withdrawal deadline. The professor is permitted to withdraw a student from the class for violation of the professor’s attendance policy with written notification to the student prior to the beginning of the final exam period as published in the faculty member’s syllabus.

A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn by a professorwill receive a grade of "W." A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or other grade as determined in consultation with the professor. Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F".

Final course grades of "A", "B", "C", "D", or "F" shall be assigned based upon the student's academic achievement upon the completion of all course work, including the required final examination. A student who fails to take the required final examination may receive an “F” as their final course grade, unless the professor elects to assign the student a grade of "I" or as otherwise addressed in the Professor’s course syllabus.

**CLASS POLICIES:**

1. A student is responsible for taking their tests. Make-ups for scheduled tests must be requested before the test date and are subject to approval of the instructor.

2. Students must do their own work; there are no exceptions. Students who plagiarize or cheat in any way, risk dismissal from the class and expulsion from the college.

3. Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.

4. Students with disabilities who qualify for academic accommodations   
must provide a letter from the Office for Students with Disabilities (OSD)   
and discuss specific needs with the professor, preferably during the first   
two weeks of class.  The Office for Students with Disabilities determines accommodatios based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).

**SCHEDULE OF CLASSES**

Principles of Management

Spring 2017, Full Session – CRN 21678

**Week**

**Beginning Assignments**

Week 1 Chapter 1 – Management

Week 2

Chapter 2 – History of Management

Chapter 3 – Organizational Environments and Cultures

Week 3 Chapter 4 – Ethics and Social Responsibilities

Quiz #1 (Chapters 1 - 4)

Week 5 Chapter 5 – Planning and Decision Making

Week 6 Chapter 6 – Organizational Strategy

Week 7 Chapter 7 – Innovation and Change

Chapter 8 – Global Management

Quiz # 2 (Chapters 4 - 8)

Week 8 Chapter 9 – Designing Adaptive Organizations

Chapter 10 – Managing Teams

Mid Term Exam (Chapters 1 - 8)

Week 9 Chapter 11 – Managing Human Resource Systems

Week 10 Chapter 12 – Managing Individuals and the Diverse Workplace

Week 11 Chapter 13 – Motivation

Chapter 14 – Leadership

Week 12

Chapter 15 – Managing Communications

Quiz # 3 (Chapters 11-15)

Week 13 Chapter 16 – Control

Chapter 17 - Managing Information

Week 14 Chapter 18 – Managing Service and Manufacturing Operations

Final Exam (Chapters 9-18)

Course Project Due

**\*\* The Final Exam (Chapters 9– 18) will be posted in Blackboard \*\***

**DISCLAIMER**: Changes may be made at the discretion of the instructor (usually in writing)

**MAN 2021 Principles of Management**

**Company Course Project Requirements**

**DUE - TBD**

The following is the format for your course project term paper.

**The following are the minimum course project requirements:**

**Cover page (one page) -**

* **Your name**
* Date
* Name of course
* The company name about which you are writing

**Content:**

1) **Provide** an Introduction of your company. Include your main product and/or service. Specify the exact city/state/country where your company located? Explain why your company is located there.

2) **Describe** the legal form of business ownership you would choose for this company and explain why. You must justify your choice by explaining legal liability

3) **Describe** how you would use Supply and Demand to determine the products/services your company would provide. Include how this has affected the pricing of your company’s product/service. You must describe at least one pricing strategy.

**As the Chief Executive Officer of your company:**

4) **Describe** your company’s Strategic Plan including a brief description of your company’s goals & objectives. Include a SWOT analysis (list at least three (3) items per section or a minimum of 12 total items!).

5) **Describe** how you would implement the **four** Management Functions in your company (20 points.

a) Describe your company’s operations, tactical, and contingency plans. **(Planning)**

b) Describe how your company is organized (i.e., Functional/ product line/ geographical/matrix etc.) Explain why you select this type of organization and explain the advantages/disadvantages of your choice). **(Organizing)**

c) Describe your dominant leadership style within this company. Include reasons hy you will manage your company in this manner and provide at least one example of your management style in action. Explain the source of your power and how you will you use that power. Explain what tactics you will use to persuade others to work for you (i.e., what model will you use to motivate your employees). Also include the kinds of reward programs you will implement to motivate your people? Explain the importance of the ethical treatment of your employees in the management of your company (include an example). **(Leading)**

d) Explain why the function of control needed in your company. Include the things/aspects in your company that you will control and why. **(Controlling)**

6) **Describe** the process you would use to recruit, hire, and train your employees.

7) **Describe** how you would approach the marketing mix for your company (the 4 Ps).

a) ***Product:*** Thoroughly explain the product(s)/service(s) you are selling

b) ***Price:*** Explain how you developed your pricing structure for the items/services. **Include at least one pricing method as described in the text book.**

c) ***Place:*** Describe your method of distributing your product to the intermediary/customer.

d) ***Promotion:*** Describe how your will promote your product/service (i.e., advertising, sales promotion, etc.). Specify three (3) methods you will employ. Also include the media that you will use to advertise your product/service (TV, trade shows, samples, on-line, etc.).

8) **Describe the Environmental Analysis using the following:**

a) Competitive Forces:

Who is your competition?

What are their strengths?

How do you overcome the competition?

b) Economic Forces:

How is the current economy fairing?

How will this affect your ability to do serve your customer?

What are your alternate plans for overcoming the economy?

c) Technological Forces:

How will technology impact your business?

What technology will you use to improve your business?

d) Socio-cultural Forces:

What are the demographics forces that could impact your business?

What is your target market?

Why you think your target market would want to buy your product (What benefit will they derive from buying your product?)?

9) **Describe** how you would develop and use the basic accounting statements in your company. You must name and describe all three & how they will used in your company

**You must provide a brief conclusion which briefly summarizes the important points of your project!**