

BUS 302 – Management Concepts

Course Description

Provides a survey of fundamental management concepts and techniques. This information contributes to effective management and provides a foundation for the continued study of management applications. Emphasis is placed on the roles, the environment, and the primary functions of the manager (planning, organizing, leading, controlling), as well as the skills required and various techniques used to perform these functions. The course will also highlight the development of management principles and their integration into modern management theory. The communication process, motivation, and operations (production) management are also presented.

Instructional Materials

Williams, C. (2013). *Management: MGMT5* (5th ed.). Mason, OH: South-Western Cengage Learning.

Course Learning Outcomes

1. Describe the primary functions of management (planning, organizing, leading, controlling) and the associated skills, tools, and theoretical approaches that can be used to accomplish these functions.
2. Explain the principal theories and the various approaches to management that have evolved over time and their application to current management situations.
3. Explain the decision-making process management uses to develop viable courses of action to a variety of management situations.
4. Explain the multiple aspects of the managerial planning process and the application of various business- and corporate-level strategies.
5. Analyze the importance of ethical behavior to an organization's culture and the new ethical dilemmas created by globalization.
6. Determine viable organizational structures by addressing the key considerations in organizational structure, applying the process of division of labor, and adapting basic structural formats.
7. Assess how various leadership styles fit cultural differences and effectively operate in global markets.
8. Explain the principal theories of leadership and motivation, and describe the fundamental considerations in managing and motivating individual and group behavior.
9. Describe actions to improve communications, manage conflict, develop strong organizational culture, and improve the ethical behavior in organizations.
10. Analyze the role of the HRM function, and its importance to the management of employee and labor relations.
11. Describe control systems that can improve a firm's operations and facilitate change.
12. Use technology and information resources to research issues in management concepts.
13. Write clearly and concisely about management concepts using proper writing mechanics.