
COURSE DESCRIPTION: Introduction to essential management and communication functions within the business firm and its environment. Topics include basic principles of organization behavior and management, the process of research, communication and management decision making, and issues in the global business environment. (This is a core course.)

PREREQUISITE: Graduate standing

COURSE OBJECTIVES:
After completing this course students should be able to:
1) Understand the scope, roles and functions that are essential to management.
2) Describe the historical evolution of management thought and practice.
3) Apply key concepts for managing individuals and groups on topics that include decision-making, motivation, leadership, organizational culture, power, and diversity.
4) Understand the ethical concerns and social responsibilities of organizations.
5) Describe the stages, processes, and dynamics involved in team/group management.
6) Assess critical internal and external environmental factors for use in key management decisions, organizational planning, and strategic management.
7) Contrast the key approaches to organizational structure and relate them to important organizational and environmental considerations.
8) Understand the manager’s role in planning and implementing change.
9) Research for problem solving and display competence of written and oral skills in transmitting knowledge.

METHOD: Lecture, independent readings, team projects/assignments, online discussions, self assessments, and exercises will be used to involve each student in the course content. Article reviews will serve to demonstrate the relevance of the material and demonstrate the concepts in "real world" situations. Research projects are designed to promote teamwork through onsite and virtual technologies, stimulate analytical processes and problem solving skills. Students are highly encouraged to ask questions and to fully participate in ALL discussions.

EXAMS: Exams will consist of multiple choice and essay questions based on the text material, presentations, and class discussion. Scheduled exams are indicated on the course outline sheet. Make-up exams will not be given. The optional comprehensive final exam may be used in the case of a missed exam or to replace a lower exam grade, if all other exams have been taken.

TEAMS: Teams will be formed during the first class session. Each team will be responsible for reading assignments and term projects, and research papers. All team members are expected to contribute equally; each member will be graded on the quality of their work and their team participation. Peer evaluations of your team members will be due at the time of each presentation and at the end of the semester (team members who do not provide a peer evaluation will receive a grade “0” for their peer evaluation grade). In an effort to promote objective evaluations each student’s evaluation of other team members will be confidential; only the average grade will be available to each individual.
READING ASSIGNMENT – each team will be required to read and provide a written article review every week, beginning the second week of class. The readings shall reflect the topic(s) covered during the week the article is due. Refer to the supplemental handout for guidelines.

TERM RESEARCH PROJECTS, PAPER, & POWERPOINT PRESENTATIONS – Each team will research management aspects of two major firms. Teams will formally present their findings to the class using professional presentation techniques including PowerPoint presentations. A comprehensive outline will be required for the first research project, and a formal paper will be required for the second research project. Each team must schedule a meeting with me THE WEEK BEFORE your first presentation is due. Failure to meet with me will result in a 20 point penalty on your grade. Refer to the supplemental handout for form and grading guidelines.

QUIZZES – Chapter quizzes will be posted on Blackboard 9 and will be available a limited period of time after each class. Each question will have a value of 1 point. It is assumed that all quizzes will be taken by the person to receive credit, and that assistance in answering questions will be neither sought nor received.

GRADING:

<table>
<thead>
<tr>
<th>Component</th>
<th>Total</th>
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<tbody>
<tr>
<td>Exams (3 @ 100 pts.)</td>
<td>300</td>
</tr>
<tr>
<td>Peer Evaluation</td>
<td>50</td>
</tr>
<tr>
<td>Article Reviews (Approx.)</td>
<td>80</td>
</tr>
<tr>
<td>Quizzes/Assignments (Approx.)</td>
<td>100</td>
</tr>
<tr>
<td>Term Research Paper</td>
<td>100</td>
</tr>
<tr>
<td>Term Research Outline</td>
<td>50</td>
</tr>
<tr>
<td>Team Presentations (2 @ 50pt. ea.)</td>
<td>100</td>
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</tbody>
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GRADING SCALE

- 90 - 100% = A
- 80 - 89% = B
- 70 - 79% = C
- 60 - 69% = D
- 0 - 59% = F

Total* 780

• Total points are an approximation only. The total points available at the end of the semester will be calculated and the above grading scale will be applied.

TECHNOLOGY APPLICATIONS: Knowledge of word processing and PowerPoint is necessary to complete article reviews. Additionally, the student must be familiar with the electronic databases available in the Library as well as gaining familiarity with accessing the INTERNET to search the World Wide Web for relevant management data. E-mail communication is encouraged for routine communications; however it is discouraged for more personal, non-routine communications where face-to-face contact is more appropriate.

E-COMMERCE: E-commerce is becoming a vital issue in management. Students are exposed to the current issues in e-commerce through journal articles, Internet searches, and class discussions.

ETHICAL PERSPECTIVES: Ethical issues will be discussed throughout the course.

GLOBAL PERSPECTIVES: Foreign and domestic cultural norms and values will be discussed as well as other global issues as they arise.

DEMOGRAPHIC DIVERSITY PERSPECTIVES: Diversity will be discussed specifically when considering human resources, as well as throughout the course as issues arise.

POLITICAL, SOCIAL, LEGAL, REGULATORY, AND ENVIRONMENTAL PERSPECTIVES: Social influences, legal, regulatory, and environmental issues are discussed in the context of stakeholder concerns, as well as other regulatory issues and the constraints and opportunities resulting from environmental change.

ATTENDANCE POLICY: Attendance is expected. An attendance sheet will be distributed during each regular class period. It is each student's responsibility to sign each class period——do not sign for anyone else. A late attendance sheet will be available at the front of the classroom; anyone entering the class after the class begins must sign the late attendance sheet upon entering.
TIMELY SUBMISSION OF ASSIGNMENTS: Late assignments will not be accepted. An assignment is considered late if it arrives after the class period begins, or after the specified time when other time constraints apply—no exceptions. Due to the possibility of unforeseen circumstances such as personal situations or parking difficulties you are encouraged to e-mail or deliver your assignments prior to the deadline.

ACADEMIC HONESTY: University students are expected to conduct themselves in accordance with the highest standards of academic honesty. There will be ZERO tolerance for academic misconduct. At minimum, an automatic grade of zero will be given for any assignment/exam in which any element of academic misconduct has taken place, but could include all penalties appropriate under University rules as stated in the University catalog. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as (but not limited to) illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one's own work. Note that plagiarism can occur intentionally or unintentionally; grading will reflect the policy previously stated). Incidents of academic dishonesty will be documented and placed on the student's permanent record.

TURNITIN.COM: In an effort to protect you from unauthorized use of your original work and to aid in the identification of plagiarism, all papers and projects will be subject to screening by Turnitin.com. You are encouraged to familiarize yourself with the site and to take advantage of the valuable instructional materials explaining the details of plagiarism and the ways to identify and avoid plagiarism. The following website contains valuable information for your use: www.plagiarism.org

PROFESSIONALISM: As in business, professionalism in the classroom will be maintained at all times. This includes (but is not limited to) respecting classmates and the instructor in all circumstances, virtual or in person. Unprofessional conduct is an unwelcome distraction for all and will not be tolerated. All written communications are to be in a business format (i.e. no chat room abbreviations, slang, etc.) using proper grammar and spelling. Business attire is required when presenting. DO NOT enter the classroom during team presentations or presentations by guest speakers.

CELL PHONE/ELECTRONIC DEVICE /PERSONAL COMPUTER USAGE: Use of all cell phones, electronic devices, and computers is prohibited in the classroom during class, unless specifically approved by me.

LIBRARY MATERIALS: All books, journals, newspapers and other library materials are the property of the library and Texas A&M University. You must not clip articles out of publications found in the Library or otherwise deface or destroy Library publications. Unauthorized removal of any materials or defacing of any materials is considered destruction of state property and may be prosecuted accordingly.

GRADE APPEALS: As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

DROPPING A CLASS: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 15 is the last day to drop a class with an automatic grade of “W” this term.
MAJOR FIELD TEST. The Major Field Test (MFT) is required for all students pursuing the MBA degree and will be administered in the final semester of your program. To prepare for this test, business majors are advised to retain their class notes, textbooks and other relevant materials from this class and the other business core courses and to fine-tune their readiness for the MFT by completing the online MFT review available through the COB website at www.cob.tamucc.edu

ACCOMMODATIONS FOR DISABILITIES: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Services Office at (361) 825-5816 or visit the office in Corpus Christi Hall 116.

CODE OF ETHICS: This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at www.cob.tamucc.edu. Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.
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<thead>
<tr>
<th>Date</th>
<th>TOPIC(S)</th>
<th>Chapter(s)</th>
</tr>
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</table>
| Sept 10 | Course Introduction  
Introducing Management | 1 |
| 17 | Management Learning Past to Present  
Ethics and Social Responsibility  
#1 Article Review | 2 3 |
| Oct 1 | Environment, Sustainability, and Innovation  
Global Management and Cultural Diversity  
#2 Article review | 4 5 |
| 8 | Entrepreneurship and New Ventures | 6 |
| | EXAM 1 (Chapters 1 – 6) | |
| 15 | Information and Decision Making  
Planning Processes and Techniques  
#3 Article review | 7 8 |
| 22 | Strategy and Strategic Management  
Presentation Team 1—Carnival  
#4 Article review | 9 |
| 29 | Organizing Structures & Design  
Presentation Team 2—BP  
#5 Article review | 10 |
| Nov 5 | Organization Culture and Organizational Change  
Presentation Team 3—Google  
#6 Article review | 11 |
| 12 | Human Resource Management  
Presentation Team 4—Samsung  
#7 Article review | 12 |
| Nov 15 | LAST DAY TO DROP A COURSE WITH AN AUTOMATIC GRADE OF “W” | |
| 19 | EXAM 2 (Chapters 7 - 12) | |
| 19 | Leading and Leadership Development  
Individual Behavior (Read) | 13 14 |
| 26 | Motivation Theory and Practice  
Teams and Teamwork  
Presentation Team 1  
Presentation Team 2  
#8 Article review | 15 16 |
| Dec 3 | Communication and Collaboration (Read)  
Controlling—Processes and Systems  
Operations and Services Management  
Presentation Team 3  
Presentation Team 4 | 17 18 19 |
| | EXAM 3  (Chapters 13 - 19) | |
| 17 | Optional Comprehensive Final Exam (This exam can replace your lowest exam grade) | |