

Principles of Management

What you'll get from this class:

1. Four basic elements of management: planning, leading, organizing, controlling.
2. Some unforgettable examples.
3. Experience using history and news to understand where you are and make better choices.

Date	Topics and Chapters to Read	Other readings and assignments
Day 1	Course Intro  <b>PLANNING</b> <b>LEADING</b> <b>ORGANIZING</b> <b>CONTROLLING</b>	Shackleton intro  Living in the midst of countless decisions
Day 2	<b>PLANNING</b>  <a href="#">Managing</a>	Read Chapter 1  DUE TODAY: Explain a current business news story in terms of concepts from Chapter 1. (half page maximum)
Day 3	Finish Managing/Ch 1	DUE TODAY: Watch 5 minutes of this video, starting at minute 12:15 <a href="http://www.youtube.com/watch?v=smEqnklfYs">http://www.youtube.com/watch?v=smEqnklfYs</a> . Write a half-page paper using Chapter 1 concepts which you see raised in the video.
Day 4	<a href="#">Environment &amp; Culture</a>	Read Chapter 2 on environment and culture
Day 5	"	-
Day 6	Finish Environment and Culture	-
Day 7	Begin <a href="#">Ethics &amp; Corporate Social Responsibility</a>	For today, read the business school's code of conduct at: XXXX
Day 8	(continued)	Read Chapter 3 on ethics and corporate social responsibility Case Application: BP/Amoco video
Day 9	Video: Explosion at Texas City	Discuss Freedman 3 failures

	Finish Ethics & CSR	Begin mission statements
Day 10	Guest speaker on college and career	-
Day 11	Begin <a href="#">Strategic Planning</a>	<p>Case Application: Kodak BEFORE class</p> <ol style="list-style-type: none"> <li>1. Read Chapter 4 on strategic planning Read these articles carefully: <a href="#">Mistakes made on the road to innovation, Business Week, November 27, 2006</a></li> <li><a href="#">Kodak tries to bring its digital revival into focus, Business Week, September 1, 2011</a></li> <li>2. Also learn about their current doings at <a href="http://www.kodak.com">www.kodak.com</a></li> <li>3. Take a look at <a href="#">Kodak's Wikipedia entry</a></li> </ol> <p>Just for fun, if you want to see some STUNNING Kodachrome photos from seventy years ago, go here: <a href="http://www.loc.gov/pictures/search/?st=grid&amp;c=100&amp;co=fsac">http://www.loc.gov/pictures/search/?st=grid&amp;c=100&amp;co=fsac</a></p> <p>There are about 1600 pictures in the collection.</p>
Day 12	(continued)	-
Day 13	Finish Strategic Planning	-
Day 14	<a href="#">Review First exam study guide</a>	-
Day 15	Exam: PLANNING	<p>PLANNING</p> <p>Managing Environment and Culture</p> <p>Ethics and Corporate Social Responsibility</p> <p>Strategic Planning</p>
Day 16	Return exam Start <a href="#">Entrepreneurship</a>	<p>Read: Chapter on Entrepreneurship</p> <p>Read: <a href="#">Raise Children With a Wild Streak</a> (from The Charlotte Observer)</p>
Day 17	<b>LEADING/ORGANIZING</b>  <a href="#">Organizing</a>	Read chapter on organizing
Day 18	<a href="#">Leadership</a>	<p>Read chapter on leadership</p> <p>DUE TODAY: Choose someone in history that you find interesting and analyze their leadership using concepts from the leadership chapter. (1 page)</p>
Day 19	"	Leadership/HRM Application: Ernest Shackleton
Day 20	"	Leadership/HRM Application: Ernest Shackleton
Day 21	Review	<a href="#">Second Exam Study Guide</a>
Day 22	Second Exam: LEADING and ORGANIZING	Exam: Entrepreneurship, Wild Streak article, ethics handout, Shackleton, LEADING and ORGANIZING
Day 23	<b>CONTROLLING</b>  <a href="#">Control</a>	<p>BEFORE class, read the following article on the South Korean ferry "Sewol" that sank in Spring 2014: <a href="http://www.cbsnews.com/news/south-korea-ferry-transcript-shows-deadly-decision-making/">http://www.cbsnews.com/news/south-korea-ferry-transcript-shows-deadly-decision-making/</a></p>

		<p>We will also connect it to some previous topics:  Strategic Planning (especially Slides 18-22)  Leadership (especially Slides 7-9)</p> <p>Read chapter on control  Old edition is Ch. 13  New edition is Ch. 14</p>
Day 24	Control/Enron	<p>Read Enron handout (will email to you)</p> <p>Enron</p> <p><b>DUE TODAY:</b> Enron preparation assignment  If your last name begins with A-G, write a one-page paper about clan controls at Enron using concepts from the chapter.  If your last name begins with H-L, write a one-page paper about bureaucratic controls at Enron using concepts from the chapter.  If your last name begins with M-Z, write a one-page paper about market controls at Enron using concepts from the chapter-</p> <p>Finish Control with  BP/Amoco (refinery explosion, Gulf oil spill) vs. Enron vs. Sewol</p>
Day 25	TBA	
Day 26	TBA	
Day 27	TBA	
Day 28	LAST DAY OF CLASS	Course wrap-up and review
	<b>Final Exam</b>	DUE TODAY: <a href="#">Course feedback assignment</a> .

Dr. Mark Pruett  
Office hours XXXXXX and by appointment.  
Phone numbers XXXXXXXX  
The best way to get in touch is to stop by my office or call.

This is a course in basic management with emphasis on the application of sound managerial practices. The functions of management, planning, leading, organizing, and controlling, are studied as the framework for this course.

Readings: The textbook is Management, by Bateman and Snell. Additional readings will be assigned from time to time.

Grading: It's simple. To pass the course, demonstrate that you understand and can apply course concepts and skills..

Papers: **Any written assignments are to be double-spaced, 1" text margins, Times Roman 12-point, no cover page.** Papers are part of preparation. They are due at the beginning of class—no late papers will be accepted. They are graded with a 1 (bad), 2 (good), or a 3 (very good).

How to get a 2 or a 3:

- a. Proofread/spellcheck your paper.
  - b. Use correct spelling and grammar.
  - c. Answer the question.
  - d. Ask friends/family to read what you wrote, and show them the question.
- How to get a 1: Don't do the above things.

Preparation/participation: I will arrive on-time, prepared, awake, and ready to participate. Please treat your classmates with respect and do the same. Ask thoughtful questions, raise interesting points, do the readings and written assignments, be prepared for occasional pop quizzes, and take part in any in-class activities.

You start the semester with no participation points and build points by demonstrating a consistent pattern of behavior. Being unprepared for or missing a single class will not affect your participation grade, but missing several classes or showing a pattern of poor preparation will. The following is a general guide, not a strict rule, on how points will be assigned based on expected behaviors.

0/20 **Poor attendance/timeliness/preparation and/or being distracted by electronics.**

8/20 Inconsistent attendance/preparation or participation in discussion & exercises. Writing shows mediocre preparation, content, and editing.

13/20 Consistent attendance/preparation, regular participation in discussion and exercises. Writing shows solid preparation, content, and editing.

20/20 Consistent insight - great questions, applies and integrates concepts, helps classmates by asking them questions and providing constructive feedback when appropriate, demonstrates leadership. Writing shows outstanding preparation, content, and editing.

### Grade Breakdown

Preparation/participation/any brief papers 20 points, first exam 25, second exam 25, final exam 30. There are no late or make-up exams.

The points total for the course is 100. An A is 90 and above, B 80-89, C 70-79, D 60-69, F below 60. There are no plusses or minuses.

Grade Tracker—write in your scores and watch them add up!

First exam out of 25 \_\_\_\_\_  
 Second exam out of 25 \_\_\_\_\_  
 Prep/part out of 20 \_\_\_\_\_ (estimate using the categories down this page)  
 Final exam out of 30 \_\_\_\_\_ (estimate based on your earlier exams)

Scale: 90-100 total points A, 80-89 B, 70-79 C, 60-69 D, below 60 F

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