Washtenaw Community College Comprehensive Report

BMG 230 Principles of Management
Effective Term: Fall 2022

Course Cover

College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 230
Org Number: 13210
Full Course Title: Principles of Management
Transcript Title: Principles of Management
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Course Change
Change Information:
   Consultation with all departments affected by this course is required.
   Outcomes/Assessment
Rationale: Learning outcomes updated to reflect a broader scope. For example, one LO is to complete an individual SWOT - this is more of an objective.
Proposed Start Semester: Winter 2022
Course Description: In this course, students are introduced to the basic concepts and principles that managers use in daily activities to accomplish organizational goals. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control an operation. Structured and creative approaches to problem solving will be explored.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education

<u>**Request Course Transfer**</u>
Proposed For:
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University
College for Creative Studies

<u>Student Learning Outcomes</u>

1. Identify basic management concepts and principles that promote organizational success.
   Assessment 1
   Assessment Tool: Outcome-related questions on multiple-choice exams
   Assessment Date: Fall 2023
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Answer key
   Standard of success to be used for this assessment: 75% of students will score 70% or higher.
   Who will score and analyze the data: Departmental faculty

2. Create a skill development plan based on self-assessment of management-related skills.
   Assessment 1
   Assessment Tool: Outcome-related skill development assignments based on self-assessment
   Assessment Date: Fall 2023
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 70% or higher.
   Who will score and analyze the data: Departmental faculty

3. Apply management concepts and framework to analyze business situations
   Assessment 1
   Assessment Tool: Outcome-related case dilemmas
   Assessment Date: Fall 2023
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 70% or higher.
   Who will score and analyze the data: Departmental faculty

<u>Course Objectives</u>
1. Identify the functional areas of business as well as how managers respond and react internally and externally.

2. Discuss the evolutionary phases of management from the 19th century to the 21st.
3. Discuss the challenges facing today's managers.
4. Analyze current trends in management philosophies.
5. Explore a variety of management styles in action (applied).
6. Identify the daily tasks and responsibilities of managers. Identify the differences among the levels of management (i.e. responsibilities and skill levels). Discuss ethics in the workplace as well as the difference between an ethical lapse and an ethical dilemma.
7. Students will be introduced to and begin to develop communication, decision-making, digital, interpersonal and delegation skills.
8. Outline the basic steps in planning.
9. Identify mission statements and define the role they play in guiding an organization's plans.
10. Define goals and objectives as well as the role they play in an organization's planning process.
11. Identify and apply appropriate decision-making tools to situations and apply management tools like SWOT and Porter's Five Forces.
12. Conceptualize the role of organizing in meeting the goals and objectives of an organization.
13. Identify how to divide and clarify job activities of employees within a work unit.
14. Apply organizing concepts such as chain of command, responsibility and authority to organizational structures.
15. Identify the advantages and disadvantages of different organizational structures.
16. Identify how understanding organizational behavior relates to effective management of teams, individuals and the organization to meet goals and objectives.
17. Distinguish between management and leadership and describe the changing requirements for leadership in today's organizations.
18. Compare and contrast leadership theories.
19. Analyze different applications of leadership.
20. Correlate the relationship between planning and controlling.
21. Outline the controlling process.
22. Learn to develop and apply a variety of controls.

New Resources for Course

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities
Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Cheryl Byrne	*Faculty Preparer*	*Dec 14, 2021*
Department Chair/Area Director:		
Douglas Waters	*Recommend Approval*	*Dec 15, 2021*
Dean:		
Eva Samulski	*Recommend Approval*	*Jan 06, 2022*
Curriculum Committee Chair:		
Randy Van Wagnen	*Recommend Approval*	*Feb 22, 2022*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Feb 23, 2022*

Vice President for Instruction:

Kimberly Hurns   *Approve*   *Feb 23, 2022*

Washtenaw Community College Comprehensive Report

BMG 230 Principles of Management
Effective Term: Winter 2019

Course Cover

Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 230
Org Number: 13210
Full Course Title: Principles of Management
Transcript Title: Principles of Management
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Course Change
Change Information:
    Course title
    Course description
    Outcomes/Assessment
Rationale: change course title to align with title used at other institutions in order to increase articulation
Proposed Start Semester: Winter 2019
Course Description: In this course, students are introduced to the basic concepts and principles that managers use in daily activities to accomplish organizational goals. Students will learn conceptual and practical approaches to successfully plan, organize, staff, and control an operation. Structured and creative approaches to problem-solving will be explored. This course contains material previously taught in BMG 208 and BMG 230. The title of this course was previously Management Skills.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

<u>Request Course Transfer</u>
    Proposed For:

Student Learning Outcomes

1. Identify basic management concepts and principles that promote organizational success.
   - **Assessment 1**
       - Assessment Tool: Multiple choice exam
       - Assessment Date: Fall 2019
       - Assessment Cycle: Every Three Years
       - Course section(s)/other population: All sections
       - Number students to be assessed: All students
       - How the assessment will be scored: Answer key
       - Standard of success to be used for this assessment: 75% of students will score 70% or higher
       - Who will score and analyze the data: Departmental faculty

2. Complete an individual SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis and apply course concepts to develop a skill development plan
   - **Assessment 1**
       - Assessment Tool: Student portfolio
       - Assessment Date: Fall 2019
       - Assessment Cycle: Every Three Years
       - Course section(s)/other population: All sections
       - Number students to be assessed: Random sample of 1/3 of students enrolled in all sections with a minimum of one full section.
       - How the assessment will be scored: Departmentally-developed rubric
       - Standard of success to be used for this assessment: 75% of students will score 70% or higher
       - Who will score and analyze the data: Departmental faculty

3. Apply management concepts and framework to analyze business situations
   - **Assessment 1**
       - Assessment Tool: Comprehensive case study
       - Assessment Date: Fall 2019
       - Assessment Cycle: Every Three Years
       - Course section(s)/other population: All sections
       - Number students to be assessed: Random sample of 1/3 of students enrolled in all sections with a minimum of one full section.
       - How the assessment will be scored: Departmentally-developed rubric
       - Standard of success to be used for this assessment: 75% of students will score 70% or higher
       - Who will score and analyze the data: Departmental faculty

Course Objectives

1. Identify the functional areas of business and how managers respond and react internally and externally.
2. Discuss the evolutionary phases of management from the 19th century to the 21st.
3. Discuss the challenges of today's managers.
4. Analyze current trends in management philosophies.
5. Explore a variety of management styles in action (applied).
6. Identify the daily tasks and responsibilities of managers. Identify the differences among the levels of management (i.e. responsibilities and skill levels). Discuss ethics in the workplace and the difference between an ethical lapse and an ethical dilemma.
7. Students will be introduced to and begin to develop communication, decision-making, digital, interpersonal and delegation skills.
8. Outline the basic steps in planning.
9. Identify mission statements and define the role they play in guiding an organization's plans.

10. Define goals and objectives and the role they play in an organization's planning process.
11. Identify and apply appropriate decision-making tools to situations and apply management tools like SWOT and Porter's Five Forces.
12. Conceptualize the role of organizing in meeting the goals and objectives of an organization.
13. Identify how to divide and clarify job activities of employees within a work unit.
14. Apply organizing concepts such as chain of command, responsibility and authority to organizational structures.
15. Identify the advantages and disadvantages of different organizational structures.
16. Identify how understanding organizational behavior relates to effective management of teams, individuals and the organization to meet goals and objectives.
17. Distinguish between management and leadership and the changing requirements for leadership in today's organizations.
18. Compare and contrast leadership theories.
19. Analyze different applications of leadership.
20. Correlate the relationship between planning and controlling.
21. Outline the controlling process.
22. Learn to develop and apply a variety of controls.

New Resources for Course

Course Textbooks/Resources

Textbooks
   Bateman, Snell, Konopaske. *Management*, 5th ed. McGraw Hill, 2018
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Colette Young	*Faculty Preparer*	*May 16, 2018*
Department Chair/Area Director:		
Julianne Davies	*Recommend Approval*	*May 26, 2018*
Dean:		
Eva Samulski	*Recommend Approval*	*May 29, 2018*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*Jul 19, 2018*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Jul 22, 2018*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*Jul 26, 2018*