BUS M31: INTRODUCTION TO MANAGEMENT

Originator
jbaca

Co-Contributor(s)

Name(s)
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College
Moorpark College

Discipline (CB01A)
BUS - Business

Course Number (CB01B)
M31

Course Title (CB02)
Introduction to Management

Banner/Short Title
Introduction to Management

Credit Type
Credit

Start Term
Spring 2021

Catalog Course Description
Examines the fundamental concepts of management: planning, organizing, leading, and controlling. Focuses on the role of management and leadership including: planning and decision-making; organizational strategy; innovation and change; organizational design; motivation and performance of organizations, teams, and individuals; and business ethics in the context of a complex and multi-cultural/international environment.

Taxonomy of Programs (TOP) Code (CB03)
0506.00 - *Business Management

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
B (Transferable to CSU only)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
Will not be required

Grading method
Letter Graded

Alternate grading methods
Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
52.5
Maximum Contact/In-Class Lecture Hours
52.5

Activity

Laboratory

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
52.5

Total Maximum Contact/In-Class Hours
52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
105
Maximum Outside-of-Class Hours
105

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Advisories on Recommended Preparation
BUS M30 and ENGL M02

Entrance Skills
Entrance Skills
BUS M30

Prerequisite Course Objectives
BUS M30-cite the various ways the U.S. government affects, restricts, and protects business.
BUS M30-compare and contrast the advantages/disadvantages in each form of business ownership.
BUS M30-define business ethics and explain the role of social responsibility in an organization.
BUS M30-compare and contrast the primary economic systems.
BUS M30-identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.
BUS M30-define and describe the key management functions of planning organizing, leading, and controlling.
BUS M30-identify current production and operations processes; address sustainability.
BUS M30-identify key human resource management functions and laws.
BUS M30-identify the marketing mix and key tools, terms and strategies related to each element.
BUS M30-describe and identify how technology impacts all the primary functions of business.
BUS M30-evaluate the basic components of financial statements and ratio analysis.
BUS M30-explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls.
BUS M30-identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
BUS M30-identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
BUS M30-summarize the components of risk management and basic insurance concepts.

Entrance Skills

ENGL M02

Prerequisite Course Objectives

ENGL M02-use writing as a medium of academic and professional communication and self-expression.
ENGL M02-create sentences that contain structural variety and that use language appropriate to audience and purpose.
ENGL M02-compose paragraphs that are focused, unified, coherent, adequately developed, detailed, and engaging.
ENGL M02-apply the writing process (prewriting, drafting, revising, etc.) to composing essays.
ENGL M02-construct a short, organized essay that develops a controlling idea.
ENGL M02-employ strategies for completing in-class writings, including essay examinations.
ENGL M02-observe the conventions of standard written English, with relative freedom from such errors as fragments, run-ons, and comma splices; faulty verb agreement; improper pronoun reference; and basic mechanical problems (spelling, punctuation, capitalization).
ENGL M02-translate written reports into oral presentations and group projects.
ENGL M02-review and report on campus and community services (service learning, researching campus services, internships, etc.) as related to writing and/or group projects.

Requisite Justification

Requisite Type

Recommended Preparation

Requisite

BUS M30

Requisite Description

Course in a sequence

Level of Scrutiny/Justification

Content review

Requisite Type

Recommended Preparation

Requisite

ENGL M02

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Required communication/computation skill

Student Learning Outcomes (CSLOs)

	Upon satisfactory completion of the course, students will be able to:
1	describe the four functions of management, leading, planning, organizing, and controlling in today's business environment.
2	recognize the ethical issues facing managers and apply decision-making techniques and ethical reasoning to ethical dilemmas in management.
3	identify the managerial skills needed to interpret information, make decisions, solve problems, and evaluate outcomes in the business environment.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	define and describe the key management functions of planning, organizing, leading, and controlling.
2	define business ethics and explain the role of social responsibility in an organization.
3	define the communication process and the role it plays in management.

4	explain the process of developing effective plans.
5	formulate the basics of organizational strategy as related to corporate, industry and firm-level strategies.
6	discuss international business issues as they relate to global management.
7	identify the major influences in motivation and performance of organizations, teams, and individuals.
8	identify key human resource management functions and laws.
9	discuss diversity in the workplace and challenges associated with managing a diverse workforce.
10	create a framework of control that establishes standards to achieve organizational goals; compare actual performance to standards and take corrective action when necessary.
11	identify current production and operations processes; address sustainability.

Course Content

Lecture/Course Content

(4%) An introduction to management
• Kinds of managers
• Areas of management
• Basic management functions
• Fundamental management skills

(2%) Managing productivity
• The meaning of productivity
• The importance of productivity
• Productivity trends
• Improving productivity

(2%) Managing total quality
• The meaning of quality
• The importance of quality
• Total quality management (TQM)
• TQM tools and techniques

(2%) Organizational technologies
• Manufacturing technology
• Service technology
• Implementing operations systems through supply chain management

(2%) The nature of operations management
• The importance of operations
• Manufacturing and production
• Service operations
• Designing operations systems

(4%) The nature of control
• The purpose of control
• Types of control
• Steps in the control process
• Operations control
• Financial control
• Structural control
• Strategic control

(2%) Managing conflict in organizations
• Stimulating conflict
• Controlling conflict
• Resolving and eliminating conflict

(5%) Groups and teams in organizations
• Types of groups and teams
• Stages of group and team development
• Characteristics of teams
• Interpersonal and inter-group conflict

(4%) Communication and the manager's job
• A definition of communication
• The role of communication in management
• The communication process
• Forms of communication in organizations
• Interpersonal communication
• Electronic communication

• Informal communication in organizations
• Management by wandering around
• Nonverbal communication

(4%) The nature of leadership
• The meaning of leadership
• Leadership versus management
• Power and leadership
• The search for leadership traits
• Leadership behaviors
• Related perspectives on leadership

(6%) The nature of motivation
• Content perspectives on motivation
• The need hierarchy approach
• The two-factor theory
• Process perspectives on motivation
• Expectancy theory
• Equity theory
• Goal-setting theory
• Kinds of reinforcement in organizations
• Popular motivational strategies
• Empowerment and participation

(4%) Understanding individuals in organizations
• The psychological contract
• Personality and individual behavior
• The "big five" personality traits
• Attitudes and individual behavior
• Perception and individual behavior
• Stress and individual behavior

(4%) Managing workforce diversity
• The meaning of diversity
• The impact of diversity
• Managing diversity in organizations

(6%) The environmental context of human resource management (HRM)
• The strategic importance of HRM
• The legal environment of HRM
• Human resource planning
• Recruiting human resources
• Selecting human resources
• Developing human resources
• Performance appraisal
• Compensation and benefits
• Managing labor relations

(4%) The nature of organization change
• Forces for change
• Managing change in organizations
• Understanding resistance to change
• Areas of organization change
• Reengineering in organizations

(6%) The nature of organizing
• Job specialization
• Grouping jobs: departmentalization
• Establishing reporting relationships
• Distributing authority
• The bureaucratic model of organization design
• Basic forms of organization design
• Emerging issues in organization design
• Political behavior in organizations

(5%) Group and team decision-making in organizations
• Forms of group and team decision-making
• Advantages of group and team decision-making
• Managing group and team decision-making
 processes

(4%) Behavioral aspects of decision-making
• The administrative model
• Political forces in decision-making

• Intuition and escalation of commitment
• Risk propensity and decision-making
• Ethics and decision-making

(4%) The nature of decision-making
• Decision-making defined
• Types of decisions
• Decision-making conditions
• The classical model of decision-making
• Steps in rational decision-making

(2%) Tactical planning
• Developing tactical plans
• Executing tactical plans
• Operational planning

(6%) The nature of strategic management
• The components of strategy
• Types of strategic alternatives
• Using SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to formulate strategy
• Formulating business-level strategies
• Formulating corporate-level strategies

(2%) Planning and organizational goals
• Organizational goals
• Kinds of plans

(4%) The organization's culture
• The importance of organization culture
• Determinants of organization culture
• Managing organization culture

(2%) The international environment of management
• Trends in international business
• Levels of international business activity
• The context of international business

(2%) The ethical and social environment of management
• Individual ethics in organizations
• Social responsibility and organizations
• Managing social responsibility

(2%) The organization's environments
• The general environment
• The task environment
• The internal environment

(6%) The evolution of management
• The historical context of management
• The classical management perspective
• The behavioral management perspective
• The quantitative management perspective
• The systems perspective
• The contingency perspective

Laboratory or Activity Content

N/A

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion
Essay exams
Group projects
Objective exams
Oral presentations
Projects
Problem-solving exams

Participation
Reports/Papers/Journals
Reports/papers
Research papers
Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Computer-aided presentations
Distance Education
Guest speakers
Lecture

Describe specific examples of the methods the instructor will use:

The instructor will use audio-visual presentations, class discussions, lectures, demonstrations, and computer-aided presentations to explain the various concepts of Business Management. Additionally, the instructor will demonstrate the use of online resources to research current Business Management trends.

Representative Course Assignments

Writing Assignments

1. Written answers for short answer exam questions.

2. Written analyses on chapter learning outcomes.

3. Written essays on assigned topics. For example, a written essay requiring students to conduct an interview with a manager and write an analysis paper on the effectiveness of the management style.

4. Written analysis of current trends in management discussed in articles from business-related online periodicals

Critical Thinking Assignments

1. Analysis of current trends in business discussed in articles from business-related online periodicals and/or journal articles

2. Analysis of organizational charts from a small, medium, and large businesses to study the organizational structure. For example, a student would study the chain of command illustrated in organizational charts of small and large companies to analyze the differences and similarities.

3. Analysis of documents such as the Strategic/Tactical/Operational/Contingency plans of a company.

Reading Assignments

1. Reading textbook case studies to broaden the understanding of application of business fundamentals in Management.

2.   Reading a Business related journal article, and/or periodicals to learn about Business Management. An example would be: reading a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current Business trends in Management.

Skills Demonstrations

N/A

Outside Assignments

Representative Outside Assignments

1. Research Business related websites, journal articles, and/or periodicals to learn about business environments, consumer and organizational behavior. An example would be: researching a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current Business Management trends.

2. Research topics on the Internet or podcast to learn about management business practices. An example would be: listening to a podcast profiling a successful entrepreneurial venture to understand management.

3. Cooperative Group Work.

Articulation

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
CSU San Bernardino	MGMT 100	Intro to Business and Public Adminstration	4
CSU Northridge	MGT 360	Management and Organizational Behavior	3
CSU Channel Islands	MGT 307	Management of Organizations	3

Comparable Courses within the VCCCD

BUS R121 - Introduction to Management
BUS V31 - Organization and Management

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
El Camino College	BUS 20	Business Management	3
Berkeley City College	BUS 9	Introduction to Management	3
Chaffey College	BUSMGT 40	Introduction to Management	3
Las Positas College	BUSN 56	Introduction to Management	3
Santa Barbara City College	MGMT 101	Introduction to Management	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable
Yes

CSU Baccalaureate List effective term:
FALL 1999

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type
Textbook

Description
Williams, Chuck. *MGMT 10.* 10th ed., Cengage Learning, 2018.

Resource Type
Textbook

Description
Robbins, Stephen, David De Cenzo, and Mary Coulter. *Fundamentals of Management.* 11th ed., Pearson, 2020.

Resource Type
Textbook

Classic Textbook
No

Description
Griffin, Ricky. *Fundamentals of Management.* 10th ed., Cengage Learning, 2021.

Library Resources

Assignments requiring library resources
Utilize Library resources to research Business related websites, journal articles, and/or periodicals to learn about business environments, consumer and organizational behavior.

Sufficient Library Resources exist
Yes

Example of Assignments Requiring Library Resources
Research a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current Business Management trends.

Distance Education Addendum

Definitions

Distance Education Modalities
Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.
Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.
Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, Podcast, etc) may be made available to students.
Asynchronous Dialog (e.g., discussion board)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, Podcast, etc) may be made available to students.

| Synchronous Dialog (e.g., online chat) | Chat rooms may be used to deliver synchronized content such as a Question and Answer session. |
| Video Conferencing | Video Conferencing may be used on a group or one-to-one basis as needed. |

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, Podcast, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

Examinations

Hybrid (1%–50% online) Modality
Online
On campus

Hybrid (51%–99% online) Modality
Online
On campus

Primary Minimum Qualification
BUSINESS

Review and Approval Dates

Department Chair
10/15/2020

Dean
10/15/2020

Technical Review
11/19/2020

Curriculum Committee
12/1/2020

DTRW-I
MM/DD/YYYY

Curriculum Committee
MM/DD/YYYY

Board
MM/DD/YYYY

CCCCO
MM/DD/YYYY

Control Number
CCC000431448

DOE/accreditation approval date
MM/DD/YYYY