BMGT 1327-23250  
PRINCIPLES OF MANAGEMENT  
TRADITIONAL FORMAT

INSTRUCTOR INFORMATION:  Instructor: Mark Pitts  
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INSTRUCTIONAL ASSOCIATE:  IA: Jayne Sims  
Lab Hours: 9:00 AM – 3:00 PM,  
5:00 PM – 9:00 PM (M-R)  
9:00 AM – 12:00 Noon (F)  
Telephone: (972) 860-4173  
Office: M 206

In addition to voice mail ____________________ and email _____________________ for communications, if you need an appointment to discuss the course, please _________________.

NOTE:  
The instructor reserves the right to modify the course assignments, grading procedures and other related policies as circumstances so dictate.

TEXTBOOK:  
Management: Meeting and Exceeding Customer Expectation, By Plunkett, Attner, Allen,  

CATALOG DESCRIPTION:  
Concepts, terminology, principles, theory and issues that are the substance of the practice of management; particular emphasis on policy formulation, decision making processes, operating problems, communications theory and motivation techniques

COURSE OVERVIEW:  
A comprehensive course designed to take you into the world of a manager. The course is developed around the managerial functions of planning, organizing, staffing, directing and controlling. In addition to the job of a manager, it encompasses an analysis of the skills, demands, roles, stresses and tactics for organizational survival and growth. Particular emphasis is on policy formulation, decision-making processes, operating problems, communications theory and motivation techniques. Concepts are presented through classroom lecture, class discussion, small group interaction, case problems and class exercises.
COURSE OBJECTIVES:

Upon completion of this course, the student will describe the role of a manager, the evolution of management theories and the pressures incumbent in the managerial environment. In addition, the student will explain techniques for planning, organizing, staffing directing and controlling.

STUDENT LEARNING OUTCOMES:

Students who successfully complete BMGT 1327 will be able to:

1. Demonstrate knowledge of the basic language of management
2. Describe the importance of and means for getting to know your skills, aptitudes, interests and motivations in managing yourself
3. Discuss the functions of management and interpersonal roles of a manager related to the work group
4. Describe the role of goals and objectives to an organization and to the individual
5. Recognize the symptoms of organizational conflict and describe its sources
6. Describe external information and data resources useful to the organization
7. Describe behaviors expected of managers and supervisors, particularly in regard to fulfilling responsibilities to others and in interpersonal dynamics
8. Develop an enhanced appreciation of the management role in contemporary American society and the relationship of the student as an employee to that role or function
9. Identify and explain the political and cultural aspects of international management
10. Identify and explain the political and cultural aspects of international management
11. Discuss the significance of the U.S. government, partisan politics, ethics and personal accountability for managers
12. Identify ways that groups and individuals can enhance creativity
13. List and discuss ways in which a manager can encourage productivity improvement
14. Explain the impact of changing technology on the work environment
15. Describe some of the specific steps a manager can use to introduce and manage change properly
16. Explain the steps in a basic problem-solving decision-making model

SCANS COMPETENCIES:

The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills people need to succeed in the world of work. To prepare you with the knowledge and skills needed to succeed in today’s dynamic work environment, these workplace competencies and foundation skills have been designed into the curriculum of BMGT 1327.
Workplace Competencies:

1. Manage Resources: time, human resources
2. Exhibit Interpersonal Skills: participate as a team member, teach others, serve clients and customers, exercise leadership, negotiate to arrive at a decision, work with cultural diversity
3. Work With Information: acquire and evaluate information, organize and maintain information, interpret and communicate information
4. Apply Systems Knowledge: understand systems, monitor and correct performance, improve and design systems
5. Use Technology: select technology, apply technology to task, maintain and troubleshoot technology

Foundation Skills:

1. Demonstrate Basic Skills: reading, writing, listening, speaking
2. Demonstrate Thinking Skills: creative thinking, decision making, problem solving, seeing things in the mind’s eye, reasoning
3. Exhibit Personal Qualities: responsibility, social, self management, integrity and honesty.

**MANDATORY COMPLETION SCHEDULE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Lesson/Topic</th>
<th>Chapter/Pages</th>
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<tbody>
<tr>
<td>1</td>
<td>Orientation</td>
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<td></td>
<td>L-1 The Managerial World</td>
<td>Ch. 1 pp. 2-29</td>
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<td>L-2 The Changing Environment of Management</td>
<td>Ch. 2 pp. 34-56</td>
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<td>L-3 The Planning Process</td>
<td>Ch. 3 pp. 62-80</td>
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<td>L-4 Strategic, Business and Department-Level Planning</td>
<td>Ch. 4 pp. 86-108</td>
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<td>L-5 Decision Making</td>
<td>Ch. 4 pp. 108-120</td>
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<td>Ch. 6 pp. 158-187</td>
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<td><strong>Test #1 Due (L 1-5)</strong></td>
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<td><strong>Mini-Project #1 Due</strong></td>
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<td>L-6 The Principles of Organizing</td>
<td>Ch. 7 pp. 194-207</td>
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<td>L-7 Influence, Power and Authority</td>
<td>Ch. 7 pp. 207-226</td>
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<td>L-8 Organizational Design</td>
<td>Ch. 8 pp. 232-251</td>
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<td>L-9 Organizational Climate</td>
<td>Ch. 8 pp. 252-260</td>
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<td>L-10 Managing Organizational Change</td>
<td>Ch. 8 pp. 261-276</td>
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<td>L-11 Recruitment and Selection of Employees</td>
<td>Ch. 10 pp. 316-341</td>
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<td>L-12 Staff Development and Maintenance</td>
<td>Ch. 10 pp. 341-356</td>
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<td>L-13 Interpersonal and Organizational Communication</td>
<td>Ch. 11 pp. 362-387</td>
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<td><strong>Test #2 Due (L 6-13)</strong></td>
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<td><strong>Mini-Project #2 Due</strong></td>
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3  L-14  Motivating for Excellence  Ch. 12 pp. 396-432
    L-15  Styles of Leadership  Ch. 13 pp. 438-465
    L-16  Building Morale and Commitment  Ch. 14 pp. 470-490
    L-17  Managing Organizational Conflict  Ch. 14 pp. 490-497
    L-18  Management and Control  Ch. 16 pp. 530-546
    L-19  Financial Methods of Control  Ch. 16 pp. 546-568
    L-20  Production/Operations Management  Appendix A pp. 578-599

**Test #3 Due (L 14-20)**
4/27/13 (F) by 3:30 PM

**Mini-Project #3 Due**
4/27/13 (F) by 12:00 Noon

4  L-21  Information Systems Management  Ch. 15 pp. 504-525
    L-22  Managing for Productivity  Ch. 5 pp. 126-152
    L-23  Managing in a Global Environment  Appendix B pp. 604-629
    L-24  The Individual and the Organization  Appendix C pp. 632-658
    L-25  Managerial Ethics  Ch. 9 pp. 282-299
    L-26  Social Responsibility and Management  Ch. 9 pp. 299-309

5  Book Reviews

**Test #4 Due (L 21-26)**
5/4/13 (S) by 3:30 PM

**Mini-Project #4 Due**
5/3/13 (F) by 12:00 Noon

**GRADING SCALE:**

A=720-800 points  
B=640-719 points  
C=560-639 points  
D=480-559 points  
F=less than 480 points

**GRADING CRITERIA:**

1. Required points may be earned in this course through examinations and completing mini-projects.
   
   A. Examinations - There are 4 exams, each worth 150 points (total of 600 points) over the designated learning objectives for the included lessons. Exams will be a combination true-false/multiple choice and essay questions.
   
   B. Required Mini-Projects - There are 4 mini-projects, each worth 50 points (total of 200 points). The mini-projects are from a list provided in this syllabus on page 8.

2. Optional points may be earned in this course through unannounced in-class quizzes, class projects and class exercises. The combination of options is worth up to a total of 80 points during the semester. Your instructor will specify the method of earning these points.
OPERATING POLICIES:

1. Attendance Policy - You determine how much time you need to spend in order to complete your course work. NOTE: CLASS ATTENDANCE AND COURSE PROGRESS IS THE RESPONSIBILITY OF THE STUDENT. REGULAR AND PUNCTUAL CLASS ATTENDANCE IS EXPECTED OF ALL STUDENTS.

Financial Aid Statement: Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

2. Examination Policy - Examinations will be given in the Test Center, S080. Examinations should be taken within the time frame on the course schedule. You may take the test earlier than the date listed on the course schedule. Study and be prepared. Test Center hours are: M-R 8:00 AM – 7:00 PM, F-S 8:00 AM – 3:30 PM. Last test is issued one hour before closing.

3. Late Work - Mini-Projects are due prior to taking the unit tests. No work will be accepted after the conclusion of the appropriate test. The last day to turn in any work is Saturday, May 4, 2013.

4. Completing Required Work - All required exams and mini-projects must be completed. **No optional points will be counted if any required mini-project or exam has not been completed for a grade.**

5. Academic Honesty Policy - All course work in this class is undertaken with the understanding that academic honesty is the only acceptable behavior. Further, it is understood that the instructor sets the standards of academic honesty in the class, determines when these standards have been violated, and determines the consequences of that behavior by the student. The following instances of academic dishonesty will not be tolerated and if committed, will result in a grade of “F” in the course.

   a. **cheating** – intentionally using or attempting to use unauthorized materials, information or student aids in any academic exercise. Specifically:
      1. Copying from another student’s test paper or case problem
      2. Using test materials not authorized by the person administering the test
      3. Collaborating with or seeking aid from another student during a test without permission from the test administrator
      4. Knowingly using, buying, selling, stealing, or soliciting, in whole or in part, the contents of an unadministered test
      5. The unauthorized transporting or removal, in whole or in part, of the contents of the unadministered test
      6. Substituting for another student, or permitting another student to substitute for one’s self, to take a test
      7. Bribery another person to obtain an unadministered test or information about an unadministered test
b. collusion – unauthorized collaboration with another person in preparing work offered for credit i.e., providing exam information to another students, working collectively on assignments intended as individual tasks

c. fabrication – intentional and unauthorized falsification or invention of any information in an academic exercise

d. plagiarism – intentionally representing the words or ideas of another as one’s own in any academic exercise

6. Drop Policy - If you do not wish to complete this course, you are responsible for withdrawing yourself from the class. If you are unable to complete this course, you must withdraw from it by April 27, 2013. Withdrawing from this course is a formal procedure which you must initiate. The instructor or instructional associate cannot do it for you. You may do this in admissions or counseling. If you stop attending and do not withdraw, you will receive a performance grade, usually an F. Students sometime drop courses when help is available that would enable them to continue. If you feel the need to withdraw, please discuss your plans with the instructor or instructional associate.

**STOP BEFORE YOU DROP**

For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than six (6) courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated six (6) non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/coursedrops

7. Cover Sheet - Each project, test or other assigned work must have a properly filled out cover sheet. Cover Sheets are available in the M & M Center as well as the Test Center. The cover sheet is to be stapled to the test or project prior to turning it in for grading.

8. Test Essay Answer Sheets - The Test Center has specific forms to be used when answering essay questions. Each student will be given three (3) forms when picking up a test. Properly fill out the pages per instructions. Do not write on the back of these. If three pages are not enough, ask an attendant for more.

9. The following lists when there will be no classes, lab is closed and the Test Center is closed:
   There are no closings.

10. Notification of Absence due to Religious Holy Day(s) - Students desiring to observe a religious holy day which will result in a class absence must notify their instructor in writing, for each class, no later than the fifteenth calendar day after the first class day of the semester in which the absence will occur. The student is required to complete any assignments or take any examinations, within a reasonable time, which may have been missed as a result of the absence.
11. Americans with Disabilities Policy Statement - If you feel you may need an academic adjustment (such as help with taking notes, etc.) because of any type of physical disability or learning difference, please talk with your instructor during office hours or by appointment before the end of the second week of classes. You may also contact Special Services at (972) 860-4847 for advisement and counseling.

Marketing and Management Center Location and Hours
Room M 206
Hours: M - R 9:00 AM - 3:00 PM, 5:00 PM - 9:00 PM
F 9:00 AM - 12:00 Noon
REQUIRED MINI-PROJECTS

The mini-projects are listed in four groups to correspond to the test units. You must complete all of the cases for each test group.

Mini-Project #1 - Group I - Test 1 - Required – In Textbook – **Due by designated due date**

A. Turnaround at IBM – p. 125 (25 Points) (Answer only question one.)
B. Apple Inc. – Failing and Succeeding – p. 191 (25 Points) (Answer only questions 2 – 5)

Mini-Project #2 - Group II - Test 2 - Required – In Textbook – **Due by designated due date**

A. Merlin Needs a Magician – pp. 230-231 (25 Points)
B. A Cultural Mismatch – p. 280 (25 Points)

Mini-Project #3 - Group III - Test 3 - Required – In Textbook – **Due by designated due date**

A. Container Store: Intense Employee Commitment – p. 436 (25 Points)

Mini-Project #4 - Group IV - Test 4 - Required – In Textbook – **Due by designated due date**

A. Distribution at VF Corporation – pp. 528-529 (25 Points)
B. Tenet: Does Getting Lean Mean Getting Mean – p. 312 (25 Points)
Receiving Your **Final Semester** Grades:

End-of-semester grades will not be mailed to you by the college.

**INTERNET ACCESS TO GRADES**

Go to the Dallas County Community College District website ([http://www.dcccd.edu](http://www.dcccd.edu)).

1. Click on eConnect, then select ‘Current Credit Student Menu’.
2. Under the heading ‘My eConnect Account’, select Log In.
3. Enter your seven-digit student ID number (not your Social Security number.)
4. Enter your password or, if this is your first time to use the system, enter your date of birth.
5. Under the heading ‘My Personal Information’, select Check My Grades.
6. Select the term and grade type that you wish to review, then click on ‘Submit’.