



BUS 40 - Introduction to Management

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: This course examines managerial concepts, approaches and tools relevant for organizations operating in today's dynamic, technology-infused and globally-competitive business environment. Focus will be placed on three fundamental management functions: planning, organizing and controlling within an ethics and contingency management framework. Students will explore established perspectives and guidelines as they develop competencies to assist managers in understanding and addressing organizational problems.

Objectives

Upon successful completion of this course, the student should be able to:

- 1. Explain and apply terms, specific facts, and theories relating to modern environmental factors and operational management concerns.
2. Engage in informed discussion about the impacts of ethical and socially responsible behavior on various stakeholders.
3. Discuss and develop management strategies, based on the use of strategic and operational planning, emphasizing effective and efficient operations.
4. Identify and compare approaches to organizing that optimize the effective use of human, technological and financial resources.
5. Examine and apply common control tools and operations management techniques used to direct operations, assess performance, and facilitate actions that develop and sustain competitive advantage.

Course Content

Topic Titles / Suggested Time Topic

Lecture

Table with 2 columns: Topics and Lec Hrs. Lists 16 topics such as 'Introducing Management', 'Management Learning - Past to Present', 'Ethics and Social Responsibility', etc., with corresponding lecture hours.

Total Hours: 51.00

Methods of Instruction

- A. Class Activities
B. Collaborative Group Work
C. Discussion
D. Guest Speakers
E. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
F. Lecture

Methods of Evaluation

- A. Exams/Tests
B. Quizzes

- C. Oral Presentation
- D. Homework
- E. Class participation
- F. Written Assignments

Examples of Assignments

Reading Assignments

1. Read the text information about organizations being “open systems”, influenced by a variety of external factors. Research external factors impacting businesses today. Be prepared for in-class discussion about the context in which businesses operate and the potential impact of these factors. Brainstorm appropriate business strategies taken by managers in the various business functions (e.g., management, production, marketing, HRM, accounting/finance, IT).
2. Read the material pertaining to ethics in the workplace. Prepare for in-class discussion of the types of ethical dilemmas that business managers face (e.g., discrimination, conflicts of interest). Identify actions taken by organizations and their employees in order to maintain high ethical standards.

Writing Assignments

1. You are an employee at Orleans Bank, working on your A.S. in Business Management at Butte College. The bank has instituted a management training program that it hopes will decrease turnover, improve operations and facilitate upward mobility for its personnel. Write a 1-2 page memo “selling” Orleans Bank on selecting you as a candidate for the management training program.
2. You and a team are volunteer board members of a hypothetical non-profit that needs to raise funds to support its mission and expand the services provided. The organization expects your team to assist in generating necessary donations via special events. With your team, brainstorm and prepare an 8-10 page event plan that incorporates specifics and could be easily understood, assessed and implemented by staff and volunteers.

Out-of-Class Assignments

1. With a small team of classmates, write an 8-10 page report and prepare/deliver a 20-minute slideshow presentation. Format both to facilitate understanding and implementation that addresses the following situation: You are applying for the Director of Knowledge Management position with a hypothetical firm. In preparation for your job interview complete the following tasks: identify your vision for Knowledge Management, describe the training that should be provided to staff (specify personnel, timing and the training modes with assessment strategy), create an organization chart depicting the structure of the Knowledge Management Department and indicate to whom the Knowledge Management Director reports, create a job description and a job specification for the Director of Knowledge Management position.
2. Read and critically evaluate a detailed case study (provided by the instructor) that describes a dysfunctional business operation. Write up your case analysis findings in a 5-page report, following a prescribed format and applying your insights about relevant course content. Identify the symptoms or indicators that problems exist, specify (and provide evidence of) the causes (or contributing factors), and detail short- and long-term recommendations to address all issues.

Recommended Materials of Instruction

Rothaermel, Frank. (2023). Strategic Management. *McGraw-Hill*, 6th. 9781265951504.

Robbins, Coulter, Long. (2024). Management. *Pearson*, 16th. 9780138090647.

Minimum Qualifications

Business (Masters Required)

Management (Masters Required)

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