



Bus 156 Principles of Management-Online

Instructor: Dr. D. Michael Campbell

Required Text:

Plunkett, Attner & Allen. *Management- Meeting and Exceeding Customer Expectations* (9th Edition), Southwestern, 2008.

Course Description:

This course provides students with an introduction to domestic and global management, the business environment, and the functional areas of business. Designed to be taught through text and supplemental readings, students will have the opportunity to work online with their peers to share their insights on business theory and practice. Participation in online course activities, doing the required reading and completing course assignments and exams developed by the instructor will help students achieve the following learning goals:

- Exposure to the basic tenets in the functional areas of management.
- Appreciation for the complexity and interrelationships of business in a global environment.
- Experience in determining leadership verses management.
- Understanding the language of business in a changing “new economy.”
- Experimentation with organizational planning, decision-making, communication/human motivations, and international management.

Disabled Students:

Students with disabilities who may need accommodations in this class are encouraged to notify the instructor and contact Disabled Student Programs and Services (DSP&S) early in the semester so that reasonable accommodations may be implemented as soon as possible. Students may contact DSP&S in person in room 110 or by phone at (619) 644- 7112 (voice) or (619) 644-7119 (TTY for deaf).

Highly Recommended Supplements:

An updated dictionary and a reference guide for grammar, punctuation, and formatting are highly recommended. Suggestions: Raimes, Ann, *Keys for Writers*, Second Edition (Boston, MA: Houghton Mifflin, 1999)

Requirements:

Students are expected to have periods of uninterrupted use of a computer with a stable Internet connection. (DSL and cable connections are recommended). Additionally, a full-featured word processing program such as Microsoft Word is required. (Note: Adobe Acrobat® must be installed on your computer. Please visit my website to download this free product. <http://www.cuyamaca.edu/michael.campbell/>)

Grading:

Grading will be based on a point system that may be checked on Blackboard. As you take exams, quizzes, complete discussion board assignments and turn in papers you will accumulate points toward your semester point total. **If you are curious what you grade is at any given instance divide your points by the amount of points you are responsible for at the time.** If extra credit is given, these points will be added to the total points at the end of the semester.

Overview:

1. Quizzes: There will be a total of four (4) open book quizzes over the course of the semester. These quizzes will be largely based (with the exception of one) on the chapters in the Plunkett text. Each quiz will be available on Blackboard only for the week it is posted. **Quizzes completed past the due date & time will receive 0 points (see lateness policy).** Please see dates listed below for the weeks when quizzes are given & due.

2. Exams: There will be a total of two (2) open book exams over the course of the semester. Each exam will cover the assigned chapters in the Plunkett text. Each exam will be available on Blackboard only for the week it is posted. **Exams completed past the due date & time will receive zero points (see lateness policy).** Please see dates listed below for further information.

3. Final Paper: By the last day of class each student must submit (via email) a 5-7 page, double spaced paper, integrating at least one concept or term in the Plunkett text with at least one concept or term from the online articles. Students are expected to be able to personally relate the information in the text to the information in the article(s). Papers that are generic in nature (lack personal applicability) will receive lower scores. Each paper should have an introduction, main body, and conclusion sections. Students wishing to receive an A+ should strive to be creative and thoughtful on this assignment as well as displaying appropriate spelling and grammar. (Please always “spell-check” and reread your written products!)

4. Short Assignments: One (1) two-to-three page, double spaced paper, is due during the course of the semester. This paper should be submitted to the instructor via email at the end of week 6. Instructions for this paper will be found on Blackboard under week 6 assignments.

5. Online Participation : A large portion of each student’s grade will be based on the quality and timeliness of online discussions and assignments. Students responding to the discussion boards with timely and perceptive commentary will be given full points.

When grading online participation the following questions will assist the instructor in determining an online participation grade:

- (1.) Has the student displayed knowledge of the material in their online postings?
- (2.) Is the student’s response an attempt to share insights with other students for further learning?
- (3.) Does the student post his/her response in a timely manner?
- (4.) Has the student taken their time to check for grammar and spelling?
- (5.) Has the student responded to all the required portions of the assignment?

Lateness Policy:

Quizzes, exams, papers and discussion postings are due the week they are assigned. **No late assignments will be excepted!** Only documented severe illness or other grave circumstances will be considered valid reasons for allowing make-up work. Please remember to check over the syllabus for the week that assignments and the readings are due!

Office Hours: Since this is entirely an online class, I will not be holding any face-to-face office hours. Instead, please feel free to email me at cmik731@hotmail.com or call me at home 619-600-9420 **PLEASE PRINT OUT THESE PAGES FOR EASY REFERENCE FOR DUE DATES OVER THE 16 WEEK SEMESTER!**

Course Term:

From: August 23, 2010 **To:** December 13, 2010

Times: Online

Each course week ends on a Sunday.

Assignments, quizzes, exams or papers due in that course week must be submitted by 9am on Sunday.

Sessions:

Aug 23-29th

(Week 1)

9 a.m. deadline

Read: Chapters 1 & 2- Plunkett

Blackboard:

Introduce Yourself

Read: *"What You Can Learn about Managing from Microsoft."*

Read: *"Listening to People"*

Optional Reading (Not required): *"What Executives Should Remember- by Peter Drucker"*

Aug 30st -Sept 5th

(Week 2)

9 a.m. deadline

Read: Chapters 3 & 4- Plunkett

Blackboard:

Read: *"The Prominent Dr. Rombach Case"*+ Answer Discussion Questions

Take: **Quiz #1** (Covers Chapters 2-4)

Sept.6- 12th

(Week 3)

9 a.m. deadline

(September 6th -Labor Day Holiday)

Read: Chapters 5 & 6- Plunkett

Blackboard:

Read: "Corporate Social Responsibility: Getting the Logic Right" + Answer Discussion Questions

Sept. 13-19th
(Week 4)
9 a.m. deadline

Read: Chapter 7- Plunkett
Review for Exam 1- (Covers Chapters 1-6)
Blackboard:
Take Quiz # 2 (Covers Chapters 5-7)

Sept. 20 -26th
(Week 5)
9 a.m. deadline

Take Exam I (Covers Chapters 1-6)

Sept 27th-Oct. 3rd
(Week 6)
9 a.m. deadline

Read: Chapter 8- Plunkett
Blackboard:
Read: "The Abilene Paradox." + Answer Discussion Questions
Read: "Shooting An Elephant." + Answer Discussion Questions.

Short Paper Due! (2-3 Pages Double Spaced)

Oct 4- 10th
(Week 7)
9 a.m. deadline

Read: Chapter 11- Plunkett
Blackboard:
Take Quiz # 3 (Covers Chapters 8 & 11)

Oct. 11- 17th
(Week 8)
9 a.m. deadline

Read: Chapter 13- Plunkett
Blackboard:
Read: "The Power of Talk: Who Gets Heard and Why?" +
Answer Discussion Questions
Read: "Barriers & Gateways to Communication"

Oct 18 -24th
(Week 9)
9 a.m. deadline

Read: Chapter 14- Plunkett
Review for Exam II- (Covers Chapters 8, 11, 13, & 14)

Blackboard:
Read: "Moving Mountains"+ Answer Discussion
Questions

Oct. 25- Oct. 31st
(Week 10)
9 a.m. deadline

Take Exam II (Covers Chapters 8, 11, 13, & 14)

Nov. 1st –Nov. 7th
(Week 11)
9 a.m. deadline

Read: Chapter 15- Plunkett
Blackboard:

Read: “*The Ways Women Lead*” + “*What Makes a Leader?*” + Answer Discussion Questions.

Take Quiz # 4 (Covers Chapter 15)

Optional Reading: “*Leadership That Gets Results*”

Nov. 8 –Nov. 14th
(Week 12)
9 a.m. deadline

(November 11th Veteran’s Day Holiday)

Read: Chapter 16- Plunkett

Nov. 15th – Nov. 21st
(Week 13)
9 a.m. deadline

Read: Chapter 20- Plunkett
Blackboard:

Read: “*An American In Paris Case Study.*” + Answer Discussion Questions

Nov. 22nd – Nov. 28th
(Week 14)

Thanksgiving Holiday- No Class!

Nov. 29- Dec. 5th
(Week 15)
9 a.m. deadline

Read: Chapter 21- Plunkett

Blackboard:

Read: "The Necessary Art of Persuasion." + Answer
Discussion Questions

Take Quiz # 5 (Covers Chapters 20 & 21)

Dec. 7- 13th
(Week 16)

Final Papers Due by Dec 15th @ 12:00 noon!

Late papers will not be graded for any reason.

Please submit to cmik731@hotmail.com as a Microsoft Word attachment. Please put your first name, last name, and your course number (Bus 156) in the subject line. All documents that are not viewed as Word attachments will loose 15%.

Final Grades will be submitted Dec. 21st by 12:00 noon.