



**COWLEY COLLEGE  
& Area Vocational Technical School**

**COURSE PROCEDURE FOR**

**INTRODUCTION TO MANAGEMENT  
BUS1420 3 Credit Hours**

**Student Level:**

This course is open to students on the college level in either the freshman or the sophomore year.

**Catalog Description:**

**BUS1420 – INTRODUCTION TO MANAGEMENT (3 hrs)**

The student will be able to explore the basic management functions of planning and controlling that pertain to the type of business for which the student is preparing to work on a career basis. The basic management theories, function, aspects, or various types of business will be studied.

**Prerequisites:**

None

**Controlling Purpose:**

The purpose of this course is to aid the student in the development of an understanding of the various methods utilized in the management of the assets, including human assets, of the firm. Principal emphasis is placed upon the broad scope of management including the various functions of management science and the intended outcomes of managerial actions.

**Learner Outcomes:**

Upon completion of the course, the student will be able to identify the functions of management including the challenges they face in global markets, ways they make decisions, and the advantages and disadvantages of organizational structures. The student will understand how management thought has evolved over time and the tools available to managers during decision making.

**Units Outcomes and Criterion Based Evaluation Key for Core Content:**

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

**Evaluation Key:**

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals

- of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

### UNIT 1: An Overview of Management

Outcomes: Upon completion of this unit, students will understand the functions of management and how management thought has evolved over time.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Define managers and management
						Describe the duties and responsibilities of the various levels of management
						Explain management as a dynamic process
						Explain the behavioral viewpoint contribution to management
						Describe the systems viewpoint and the use of quantitative techniques to manage organizations
						Describe the impact of the quality viewpoint on management

## UNIT 2: The Environment of Managing Strategically

Outcomes: Upon completion of this unit, students will understand the challenges facing managers in competitive global markets.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Define the role of the task environment and how it changes
						Identify the five competitive forces that directly affect organizations in an industry
						Describe the growing global economy
						Describe the main strategies for international operations
						Identify the competitive forces fostered by the recent major trade agreements
						Explain why planning may help achieve organizational effectiveness
						Differentiate the corporate, business, and functional levels of planning and strategies
						Describe the essentials of the scenario, Delphi technique, and simulation forecasting aids
						Explain the phases of team-based management by goals
						Describe benchmarking and the Deming Cycle

### UNIT 3: Decision Making

Outcomes: Upon completion of this unit, the students will understand the ways management makes decisions and the tools available to managers during the decision making process.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						State the importance of ethics for organizations and their employees
						Discuss the standards and principles of utilitarian, moral rights, and justice models of ethics
						Define decision making
						State four preconditions for meaningful decision making
						Apply goals to decision making
						State the benefits and limitations of normative decision making
						Explain break-even analysis, the payoff matrix, and Pareto analysis as aids to adaptive decision making

## UNIT 4: Organizing

Outcomes: Upon completion of this unit, the students will understand the advantages and disadvantages of the various types of organizational structures available to managers.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Discuss the most common types of departmentalization
						State the basic principles of coordination
						State the difference between line and staff authority
						Define organization design
						Explain how different environments influence organization design
						Describe the factors that affect organization design
						Define human resources management and describe its role in a n organization's strategy
						Explain the components of a total compensation package

### **Projects Required:**

- (1) Unit and Final Examinations
- (2) Quizzes and outside assignments
- (3) Daily work
- (4) Other as required

### **Textbook:**

Contact Bookstore for current textbook.

### **Materials/Equipment Required:**

### **Attendance Policy:**

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

### **Grading Policy:**

The grading policy will be outlined by the instructor in the course syllabus.

### **Maximum class size:**

Based on classroom occupancy

**Course Timeframe:**

The U.S. Department of Education, Higher Learning Commission, and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching, and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

**Refer to the following policies:**

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

**Disability Services Program:**

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.