INTRODUCTION TO MANAGEMENT STRATEGIES

BROADCAST TITLE: Introduction to Management Strategies

COURSE NUMBER: MGMT 301 VA

REFERENCE NUMBER: 108269

CREDIT HOURS: 3 Undergraduate Hours

DESCRIPTION: Introduces classical management, behavioral, and management science. Reviews the fundamental functions of management, emphasizing the interrelationships among planning, organizing, directing and controlling. Both the impact of organizations upon participants and the impact of participants upon organizations are studied. Examines systems approach to solving operational problems.

TUITION AND FEES: Undergraduate: $306.00 Graduate: $324.00

ORIENTATIONS: Friday, September 10, 1999 at 4:30pm OR Saturday, September 11, 1999 at 10:00am

INSTRUCTOR: Dr. Mary Howes 708-534-4935 (office)

EXAM SCHEDULE: Exams should be taken as soon as the student is ready, or early Oct, early Nov and early Dec. The third exam must be taken no later than Dec 11.

For students taking this class at a distance, please refer to the page, "Special Instructions for Distance Learners" contained in this packet.

There are two versions of the text; you must have the one with an on-line pin number.

*Introduction to Management Strategies Teleclass Study Guide*, Governors State University

*Introduction to Management Strategies Television Course Packet*, Governors State University Printshop

VIDEOTAPES: 22 one-hour tapes

VIEWING:

- GSU Library
- Lansing Public Library
- Follett’s GSU Bookstore
- Jones Intercable of Southern Suburbs - Channel 26
- Kankakee Community College
- Orland Park Public Library

ON-LINE:

Course materials, practice, tests, exams and office hours will also be available on-line. Please see the course homepage at [http://www.govst.edu/users/gbp79r0](http://www.govst.edu/users/gbp79r0). Note that you must email me the Prentice-Hall pin number for this option.
Course Description

Introduces classical management, behavioral, and management science. Reviews the fundamental functions of management emphasizing the interrelationships among planning, organizing, directing, and controlling. Both the impact of organizations upon participants and the impact of participants upon organizations are studied. Examines systems approach to solving operational problems.

Performance Objectives

1. Acquaint students with the contemporary concepts and theories of the discipline of Management
2. Understand the basic principles of classical management, behavioral, and management science.
3. Understand the fundamental functions of management: planning, organizing, leading and controlling.
4. Understand the roles managers play and the skills they need.
5. Introduce several managerial techniques that are useful in solving managerial problems
6. Think strategically and organizationally about management issues
7. Explain the organizational context in which managers function
8. Provide an understanding of the concept of entrepreneurship and the art of managing in a global environment
9. Explain the linkage between quality and productivity
10. Explore future perspectives for management careers
11. Discuss the concept of leadership and the art of functioning in teams
12. Create a framework to analyze management issues, using the various models presented in the course
13. Communicate effectively orally and in writing the results of students' thinking and analysis.
Basis for Course Grade

Participation in On-Line Discussions OR Reflections on Learning OR Case Studies
(Due: end Sep, Oct and Nov)  
10%
Interview a Manager Assignment (Due: end Oct)  
15%
Exams  
45%
Paper (Due: early Dec)  
30%

Grading Scale

A = 90% ->
B = 80 - 89%
C = 70 - 79%
D = 60 - 69%
F = < 60%

On-Line Discussions
Several discussion groups and other activities will be available online. For details, please see the course homepage at http://www.govst.edu/users/gbp79r0/.

Reflections on Learning
Students will write memos in which you reflect on something you read in the text or something you saw in the videos. Tell me what it is you learned and how you could/would use it, or how it fits your experience. Use this assignment as an opportunity to explore some idea in writing. Each memo should be approximately one page. You may do as many of these as you like and I will respond each. This is a good way to enhance your learning.

Cases
The exams will include a case analysis, so you are encouraged to do practice cases. There is a case at the end of each chapter, as well as a ShowTime Network Inc. case at the end of the text and on the CD. Guidelines on how to analyze a case are contained in the Study Guide and on the Home Page.

Exams
There will be three exams. Each will consist of 90 multiple choice questions and a case. Guidelines on exam preparation will be provided on the web page. Exams may be taken on-campus by arrangement with the testing center, or online.

Paper
Each student will write a paper examining how the various concepts and theories are used in a company. Additional guidelines will be provided on the web page and in the Study Guide.
Course Policies

1. All written assignments must use acceptable English grammar and style and must be professionally presented. I recommend you use memo style for the reflection and case assignments. Assume I am your manager and you are writing the memo to me. I strongly recommend you submit assignments by e-mail. I will provide feedback within 24 hours except over weekends.

2. All written work must appropriately reference sources. Plagiarism will result in an automatic grade of F.

3. It is the intention of the institution to support full participation of all students, regardless of physical ability level. Therefore, if any student needs consideration of his/her physical abilities in order to complete the course, please notify the instructor as soon as possible.

4. This course develops critical thinking skills through discussion and written assignments. Students are encouraged to explore their understanding of the material and to develop their judgement through the assignments. Students are NOT expected to have all the answers!

5. Optional Extra Credit may be earned by reading and reporting on an approved book or by doing an additional critical incident. These are usually worth about 5% (but do NOT replace an unacceptable grade on any of the four main grading categories above). If you wish to do one, please contact the instructor.

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