



A POLYTECHNIC INSTITUTION

School of Business

Program: Business Administration

Option: BMGT, HRMG, ITMG

BUSA2100

Principles of Management

Start Date: 5 January 09

End Date: 13 March 09

Total Hours: 30 **Total Weeks:** 10

Term/Level: 2 **Course Credits:** 2

Hours/Week: 3 **Lecture:** 1 **Lab:** 2 **Shop:** **Seminar:** **Other:**

Prerequisites:

BUSA2100 is a Prerequisite for:

Course No. Course Name
ORGB 1100 Organizational Behaviour

Course No. Course Name
Progression to
Year Two

■ **Course Description**

A study of the basic concepts of the management process: planning, organizing, staffing, directing and controlling. Integrated with the concurrent first-term courses and using the case study method, it creates opportunities for the students to develop analytical, problem solving, teamwork, and communications skills, by analyzing and presenting solutions to typical business problems. Topics covered include: structuring organizations, decision-making and an introduction to production, human resources, controlling, and strategic and tactical planning.

Evaluation

Evaluation:		
<i>Policy:</i> To be given credit for the group assignment, students must achieve at least 50% on the individual components of the course		
Final Exam	30%	Individual component
Management Project	40	Group work: 1. Team Charter (5%), 2. First Submission (10%), and 3. Final Submission.
Midterm Quiz	10	Individual component (multiple choice – in Lecture)
Lab Assignments	15	Individual component (hand-in of case sheets)
Lab Participation	5	Individual component (verbal and team presentation)
Total	100%	

Course Learning Outcomes/Competencies

Upon successful completion, the learner will:

Be able to relate the course content to business publications.

Know the meaning of key terms that are commonly used in management

Understand many of the concepts that shape management practices in organizations.

Key topics that will be covered include:

Corporate structure

Organizational effectiveness (balanced scorecard measures)

Managerial roles and the skills necessary to be an effective manager

Corporate social responsibility

Organizational culture

External organizational environment

Management functions of planning (planning and strategy), organizing (structure and HR), and control (foundations).

■ Verification

I verify that the content of this course outline is current.

Ike Hall 

2 January 2009

Authoring Instructor

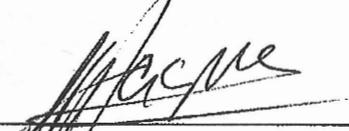
Date

I verify that this course outline has been reviewed.

Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

5 January 2009

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

■ Instructor(s)

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■ Learning Resources

Required: Robbins, Coulter, Langton, Management, 2nd Custom Edition for BCIT (taken from 9th Canadian Edition), Pearson Prentice Hall

■ Information for Students

The following statements are in accordance with the BCIT Student Regulations Policy 5002. To review the full policy, please refer to: <http://www.bcit.ca/~presoff/5002.pdf>.

Assignments: Late assignments will be penalized 10 percent for each day past the due date.

Makeup Tests, Exams or Quizzes: There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor immediately.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each lab. Students not present at that time will be recorded as absent. *Students missing more than 10% of classes may be prohibited from writing the final exam.*

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from their respective program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

■ Assignment Details

FINAL EXAM – (30%)

The final exam will consist of multiple choice and written answer questions. It will cover all material covered in the labs and lectures from the beginning of the course to the date of the exam. The final exam may include specific questions related to the management project.

MIDTERM QUIZ – (10%)

One midterm quiz will be given during the lecture time slot on 2 Feb 09. This quiz will consist of multiple choice questions.

MANAGEMENT PROJECT-- (40%)

Please see the attached handout for the details of the Management project.

This is a team project (3 teams per set). The teams will select two competing organizations in the same industry that they will study during the term. The organizations should be local, and interviews and/or site visits should be arranged. It should be "in the news" and/or there should be considerable information about the organizations in the public domain. Selection of organizations must be approved by your lab instructor. Teams in each set must work on different industries and companies. Each team will prepare a written report that describes and analyzes the organization based on key topics from the course.

ASSIGNMENTS – (15%)

Please see the attached handout for the details of the article assignments.

Students are responsible for 3 assignments, each worth 5%. Each assignment is based on a case from the text book on a topic related to the course. Students must read and prepare a worksheet on the case before coming to the lab, and then will complete a second part of the assignment while in the lab.

PARTICIPATION – (5%)

Your grade for participation will be determined by regular attendance, the extent to which you are prepared for class, your contribution to class discussions, and the extent to which you enable others to participate. *As a component of participation, each student will be required to share a current business article with the class. Other individual assignments may be given.*

Your ability to demonstrate appropriate workplace behaviours including attendance, participation, and self-management in various school settings, both individually and in teams will be taken into consideration.

Excellent participation (4-5%) is defined as a student attending all labs, consistently participating and moving ahead in class discussions. Volunteering high quality analysis and insights or applications of course content. Assisting other class members in development and understanding of course objectives. Helping others participate effectively. Being punctual and attentive.

Satisfactory participation (3-4%) is defined as a student missing no more than one lab, being prepared with good observations and analysis when called upon. Understanding assigned readings and being able to explain the concepts put forth in the text. Participating in a manner that is not dominating or overwhelming of others. Not distracting others.

Unsatisfactory participation (0-3%) is defined as not being prepared when called upon, missing classes, presenting poorly reasoned observations and analysis, being "off task" in lab activities, not contributing to large class discussions or small group activities, dominating class or small group discussions, talking with other classmates at inappropriate times, etc.

Weekly Schedule BUSA 2100–Principles of Management

	Week of	Lecture Topic	Reading	Lab Activities
		DEFINING MANAGERS TERRAIN		
1	Jan. 5-9	Course Introduction; Organizational Culture and the Environment	Robbins Ch 1&2	Set up of teams and outline of course and requirements. UPS article distributed in lab
2	Jan. 12-16	Managing in a Global Environment	Robbins Ch 3	UPS article discussion
3	Jan. 19-23	Ethics and corporate social responsibility	Robbins Ch 4	Case A: RCMP text pg 66 (Culture Chpt) due (pre-work and lab work for 5%) Team Charter, project plan, and evaluation form (5%) – Due by Thursday 12:30pm Jan 22 at SE6-313
		PLANNING		
4	Jan. 26-30	Planning	Robbins Ch 6	Lab Exercise (to be distributed in class)
5	Feb 2-6	MIDTERM QUIZ (10%)		Lab Exercise (to be distributed in class)
		ORGANIZING		
6	Feb. 9-13	Strategy	Robbins Ch 7	Case B: Starbucks (Global and CSR Chpts) – text pg 128 due (pre-work and lab work for 5%)
7	Feb. 16-20	Organizational Structure & Design	Robbins Ch 9	First Draft of Term Project Due (10%) & Interim peer evaluation due Due by 12:30pm Thursday February 19 in SE6-313 Lab exercise (to be distributed in class)
8	Feb. 23-27	Human Resource Management	Robbins Ch 11	Article C: Starbucks (Strategy & Planning Chpts) - text pg 250 due (pre-work and lab work for 5%)
		CONTROLLING		
9	Mar. 2 - 6	Foundations of Control	Robbins Ch 15	Management Projects (25%) – Due by 12:30pm Thursday March 5 in SE6-313 Lab Exercise (to be distributed in class)
10	Mar. 9-13	Final Exam (30%)		

Note: This schedule is a guideline only; your instructor may adjust activities and deadlines as needed

Lab Assignments - Articles and Worksheets

General Instructions for Students

This worksheet is designed to facilitate the identification and discussion of relevant course topics and their application to specific cases from your text book. The quality of your work on these sheets and your contributions to the related discussions is the most significant component in determining your individual lab assignment grade for this course.

There are two parts to this assignment:

1. Reading the assigned case and completing the pre-work for the three cases
2. Participate in the lab discussions and activities and complete a second worksheet during lab

Read the assigned cases and complete the pre-work

The worksheet included here needs to be completed BEFORE lab and handed in at the BEGINNING of the lab and will be considered for part of the 5% for the assignment. You may want to keep a copy of your work to use in the lab – you will not have access to the original in lab. **Students who have not done this pre-work will be excused from the lab and will forfeit the 5% grade.** The articles will be discussed in the following labs:

- Week 3 - Organizational Culture
- Week 6 - Corporate Social Responsibility (CSR)
- Week 8 - Corporate Strategy

Participate in the lab discussions and activities, and complete a second worksheet during the lab

Your instructor will bring all the materials to class – just bring your textbook, a copy of the case and a copy of the homework you completed.

Hand in at START of Lab Topic: _____

Last name: _____ First name: _____ Set: _____

Organizational effectiveness – Is the organization showing organizational effectiveness or ineffectiveness? Give at least two specific examples to support your answer.

Answer:
1.
2.

Stakeholders – Identify at least three of the most important stakeholders or stakeholder groups and briefly describe their interests or goals.

1
2
3

Course Concepts – Review the chapter related to the topic and name and briefly describe how at least 3 course concepts relate to this example

1.
2.
3.

Management Project (40%)

Objective

In this project you will learn about the management of two excellent firms operating within the same industry. Your team will research two companies which are in the public domain and will describe the companies based on specified management topics. There can be no duplication of firms or industries within a set and the selection of companies must be approved by your lab instructor. Consider companies which are listed in BC top 100 companies to work for or which you are interested in working for. It is expected that all members of your team will be equally knowledgeable about both firms at the end of the project. Review the project content/topics before you choose your industries and companies, and do some preliminary research to make sure that you can access enough information to write a good report.

Team Size and Composition

Your team will be too large to work with as one unit. It is expected the team will be organized so as to achieve high performance and capitalize on each member's skills and abilities. The project will cover the length of Term A so working relationships are important. Your team will need skills in both task and maintenance areas; and will develop skills in planning and coordination. *As a separate 5% assignment*, each team will prepare a brief team charter, project plan and form for evaluating team members and providing them with feedback regarding their contribution. This will help you to manage the project in an effective (do the right stuff) and efficient (with the least pain) manner and should help to balance team member's contributions. Welcome to management!

Report Content

The project will focus on specific topics from this management course. The textbook provides some good frameworks for your project, and you will need to do research on the companies and industry you choose. The results of your research will be presented in written form. The document will include a description of each company (within the framework of concepts from the lectures and text) and the industry, and a comparison of the two companies according to the specific topics. Throughout the report you are expected to utilize appropriate course concepts and terminology.

Deliverables

You will be delivering a written report for this project, and not making a presentation. Each member of the team will receive the same grade unless the team has unanimously agreed to differential grading at the beginning of the project and documented that for the instructor. The process for differential grading will require evaluations of member contribution at 2 stages and has clearly defined parameters.

The following are the key deadlines for the management project:

- **Thursday, Jan. 22nd, 12:30, SE6-Rm 313** - teams submit a written project plan with major milestones itemized (GANTT chart), team charter and form for evaluation and providing feedback to team members.

Please note this deliverable is worth 5% of the project grade

- **Thursday, 19 Feb, 12:30, SE6-Rm 313** – First Draft of Term Report Due (up to Chpt 7)

Please note this deliverable is worth 10% of the project grade

- **Mar 5th, Thursday, 12:30** - teams submit a final version of their written report.

Please note this deliverable is worth 25% of the project grade

Management Project Report Format

Your project will be a maximum of 10 pages (excluding appendices, title page and table of contents). The format is 12-point font, single line spacing with a space between paragraphs, 1 inch margins. There is a lot of information to cover in a short space – you will need to be very concise in your writing and make every word count. You may NOT exceed this page limit, but you may put additional relevant information in appendices. Focus your writing on the application of concepts, rather than explaining them.

Your project report will include the following:

- Title page
- Table of contents
- Introduction and Background (for each company and briefly compare/contrast) (1 page)
- Environmental Analysis (for the industry as a whole) (1 page)
- Organizational Culture (for each company and briefly compare/contrast) (1 page)
- Corporate Social Responsibility and Ethics (for each company and briefly compare/contrast) (1 page)
- Strategic Management (for each company and briefly compare/contrast) (2 pages)
- Organizational Structure and Design (for each company and briefly compare/contrast) (1 page)
- Organizational Alignment (for each company and briefly compare/contrast) (3 pages)
- Appendices

Your report should be properly referenced with endnotes and a bibliography. Follow the APA format described on the BCIT Library website. Be sure to properly footnote websites and interviews.

Section details

Introduction and Background

What is the nature of the business or service of the organization; what industry are they in? How big are they (numbers of employees, number of locations, sales, market share)? How long have they been in business: is this a “traditional” or “new” organization? Are they publicly traded or privately owned? Who owns them? Is the founder still active in the organization? What are their roles? Is there an executive committee? Describe the vision and mission statements, and organizational goals. Do these define the business? Are they appropriate, inappropriate? What will customers want in the future? What are the expectations of the stakeholders? In the appendix, include information like recent financial results, ownership structures, board of directors’ names and backgrounds, market share information, etc.

Environmental Analysis

Describe the most important components in the specific and general environment - be specific in your description of how these factors will impact the. Use appendices for specific data. Name and explain the degree of environmental uncertainty that the organization experiences? Identify the most important stakeholders or stakeholder groups and their interests. What are the issues that might have a significant impact on the organization in 3 or 5 years?

Organizational Culture

Describe the organization’s culture using the seven dimensions of organizational culture - put the chart in an appendix and discuss highlights in the report. Is the culture strong or weak? Is there a story that helps explain how the culture was established? How do employees learn the culture? Go beyond the general descriptions and “values statements” on their websites and try to uncover the “real” culture.

Corporate Social Responsibility and Ethics

Discuss any crucial issues related to ethics and/or social responsibility specific to your firms or to their industry. How did the organization respond to these issues? What is the organization’s reputation when it comes to issues of corporate social responsibility and ethics? Have they made any decisions with questionable ethics? What stage do you think this organization is in terms of the progression of CSR? Do you think their CSR policies are helping or hurting their financial performance? Be sure to think critically about this topic – the organization’s website will likely claim they are very strong – are they?

Strategic Management

How would you describe the organization's current strategy? Do they have a unique business model? Include information on mission, goals and strategies in appendices. What are the significant issues that have shaped this strategy? A SWOT must be included in the appendix. What is the organization's corporate strategy? Do they have a portfolio of businesses or products that could be described using the BCG Matrix? What is their business strategy/source of competitive advantage? How do the five forces come together to determine industry attractiveness and profitability? Provide a Porter Analysis as an appendix. Have they chosen a cost leadership, differentiation or focus strategy?

Organizational Structure and Design

How is the company structured? At a senior level, how are they departmentalized? At the operating level, what does the chain of command and span of control look like? Are they centralized or decentralized? What is the organizational structure at a single retail store or restaurant location? Are there elements of mechanistic and/or organic organizational design? Which of the three organizational designs have they used? Do they apply any of the other concepts in the chapter?

Organizational Alignment/Fit

For each of the companies, discuss the degree of "alignment" among the external environment, the organization's culture, strategy and structure. Given the environment that the company is in, do you think they have made good choices about culture, strategy and structure? How are their choices about culture, strategy and structure consistent or inconsistent? Is one company more aligned than the other?

Appendices

Include charts, data, resources, annotated bibliography, team charter, project plan, team evaluation and feedback forms, and any other material that is appropriate. Only include information that supports the content and key points of your project. Every appendix must be numbered and referred to in the body of the report.

Suggested Resources for the Management Project

- Employees, leaders and customers of your chosen firm
- Textbooks, lectures and labs (You may draw on concepts studied in other courses like Marketing, Economics, Organizational Behaviour or Operations Management if appropriate)
- Your Instructors
- The Business Press (The Globe and Mail, National Post, Wall Street Journal, BC Business, Canadian Business, Business Week, The Economist, etc.)
- Home Pages/Annual Reports of your chosen company
- Interviews with company representatives, past grads, recruiters from the company, etc.
- Site visits/tours

Some other business press websites listed below:

<http://www.fastcompany.com/welcome.html>

<http://www.progresscorp.com/>

http://hiring.monster.com/resourcecenter/resource_center.aspx

<http://www.bcbusinessmagazine.com/>

<http://www.walrusmagazine.com/>

<http://www.bcit.ca/library/databases/192>

<http://money.cnn.com/magazines/fortune/>

<http://www.vault.com>

<http://www.books24x7.com>