



MAN 3025 Principles of Management CRN 11176
M W F 09:30 - 10:20am Lutgert Hall 1201 3 credit hours

Instructor: Dr. Craig Randall

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Office Location: Lutgert Hall 3329

Office Hours MWF 8 – 9:30AM M 12:30 – 1:30PM

A. COURSE DESCRIPTION

A survey course that covers the fundamentals of the management process including planning, organizing, controlling and leadership. Emphasis is on models, theories and tools for the effective and efficient management and leadership of organizations.

B. KEY TOPICS COVERED

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| 1. <i>What is it like to be a manager?</i> | 12. <i>Organizational Change and Innovation</i> |
| 2. <i>Management Theory and History</i> | 13. <i>Individual and Organizational Behavior</i> |
| 3. <i>Business Environment</i> | 14. <i>Motivating Employees</i> |
| 4. <i>Ethics/Social Responsibility</i> | 15. <i>Job Design</i> |
| 5. <i>Global Management</i> | 16. <i>Groups and Teams</i> |
| 6. <i>Planning</i> | 17. <i>Power</i> |
| 7. <i>Strategic Management</i> | 18. <i>Leadership</i> |
| 8. <i>Decision-Making</i> | 19. <i>Communication</i> |
| 9. <i>Organizational Culture</i> | 20. <i>Total Quality Management</i> |
| 10. <i>Organizational Structure</i> | 21. <i>Control Systems</i> |
| 11. <i>Human Resource Management</i> | 22. <i>Projects</i> |

C. TEXTBOOK

Connect for *Management: A Practical Introduction*, 9th Edition, Knicki, Williams, McGraw-Hill 2020.

(Connect includes an e-book and an option to purchase a hard copy at a reduced price)

The FGCU bookstore sells the course code for Connect. If you buy a used book or rent or purchase the textbook from another source, you will STILL need to buy the online access code to Connect. Also, the Connect code is not transferable from one user to another (due to quizzes, etc.).

You may buy the Connect directly from McGraw-Hill through our course Canvas page.

During the first two weeks you can sign on for a free 2-week trial of Connect (includes the eBook). This will allow you to complete assignments and access course materials even if you do not have

the course package by the first day of class. You will need to purchase full access before your trial expires and use the same email that you used to sign up for free access to avoid losing your work.

You will access your *Connect* homework from our course Canvas page. Please review the following information from McGraw-Hill Higher Education before you begin any assignments in *Connect*.

- Using MH Campus and create an account: Watch this [Getting Started with Connect](#) video or review the [Connect Quick Tips](#) for instructions on how to access your *Connect* assignments and create a *Connect* account.
- Run a system check: In order to complete many of the activities in *Connect* (both homework and tests), you will need to install and allow plug-ins like Adobe Flash, Java, and Quicktime. It is recommended that you troubleshoot your computer before every test, to be sure that you will be able to complete the required exercises. Click on the following link to learn how to troubleshoot *Connect* and what the computer requirements are: <http://www.connectstudentsuccess.com/> Learn how to navigate *Connect*. Use this [link](#).

Connect has a Customer Experience Group Support Center via chat, phone, or email.

D. CLASS OVERVIEW

This course is designed to provide a broad overview of the functions and applications of management in contemporary organizations. The purpose of this course is to introduce students to the field of management and the activities that managers perform on a daily basis. The emphasis will be on the processes, theories and concepts that facilitate the effective and efficient management of a firm's resources toward the achievement of desired goals. No matter what career you've chosen, the material in this course will be relevant to your work and your life.

E. GRADING, ASSIGNMENTS AND COURSE REQUIREMENTS

Two (2) exams

- Closed book and notes
- **Each exam will be worth 12% of your total grade**

Final Exam

- Closed book and notes
- **Worth 18% of your total grade**

Team Project

Based on research from business periodicals on an applicable management issue as it relates to one company. Individual grade.

- Team will create a 7 page report (**10%**)
- Team will make a 10 minute class presentation using PowerPoint (**4%**.)
- Team will peer review contribution of team members (*this can reduce team member's grade by any amount I decide*)
- **Worth 14% of your total grade**

Class Assessments

- Short in-class quizzes unannounced, or on Canvas based on class lecture & readings.
- **Worth 6% of your total grade**

Connect Content (Chapter Homework, Quizzes)

- Deadlined and scheduled and done in Connect
- **There are no extensions.**
- **Worth 20% of your total grade**

Class Participation

- Attendance and participation.
- **Worth 18% of your total grade**

Grading Scale (post mean scale adjustments):

93-100	A
90-92.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
70-76.9	C
60-69.9	D
00-59.9	F

Assignment Completion Deadlines

Please see the Canvas course page for all due dates.

Make-up exams will only be given when situations out of your control warrant, provided that there is proper documentation (e.g., police report, doctor's note, FGCU athletic travel). Contact the professor **before** the exam. Please note that unannounced quizzes cannot be made up and missed quizzes will be graded as zero.

Cheating: Anyone caught cheating will receive an automatic grade of F for the class.

Students dropped from this course for non-payment of tuition or fees are still responsible for all course assignments by the deadlines stated while they work on reinstatement.

F. ATTENDANCE & TECHNOLOGY POLICY

Attend all classes. Inform me of absences **before** class (email in advance of class). **Each** class missed impacts your grade. **Students who miss more than three classes may not complete the course – a grade above a C+ is rare.**

Arrive to class on time. Turn off phones, laptops, and other devices. Rude behavior (chronic lateness or using devices) will be marked **absent** at my sole discretion. If you arrive after roll call and do not tell me, my record stands.

Come to class prepared to actively participate. This means that assigned readings and management applications will be read prior to coming to class.

Again, using laptops, tablets, or smartphones in class to take notes or work on class projects is allowed. All other use is prohibited. If you use these devices, you must sit in the front row.

G. INFO ON YOUR PROFESSOR

BS Electrical Engineering from Carnegie Mellon University

MBA from Harvard Business School

PhD Business (Innovation & Entrepreneurship) from Bentley University

I started as an Electrical Engineer at TI & GE. After my MBA I went from Product Manager to VP of Marketing & Sales in computers/communications at 3 Fortune 500 global firms. I then went to hi-tech startups in Silicon Valley & Boston. My first software startup (of 4) was in early 1990's; I raised VC funding and we ultimately took the company public in a 1996 IPO. I founded my last firm – in storage software- in 2002. After 3 years of always-profitable 30% quarter over quarter revenue growth, it was purchased by a public company in 2006. After receiving my PhD I became full time Prof here at FGCU.

H. LEARNING OUTCOMES & ASSESSMENT

The Department of Management enables students to develop managerial knowledge and leadership skills, both individually and collaboratively, to: (1) recognize, evaluate, and cultivate business opportunities; (2) identify, understand, and implement solutions to organizational issues; and (3) build leadership capabilities to effectively manage organizational change in the global environment.

Lutgert COB Learning Goals & Outcomes	Management Learning Objectives	Course Learning Objectives (measurable)	Assessment Methods
Be effective communicators 1. Deliver effective oral presentations. 2. Prepare effective written reports	1. Demonstrate effective professional communication skills 2. Work effectively in diverse teams	Deliver an oral presentation. Show proficiency in writing clear and concise using college level standard English writing, spelling, and grammar Work as part of a team to complete a Business Project	D D D
Be Critical Thinkers 1. Solve business problems using analytical tools 2. Apply critical thinking skills to business problems.	1. Solve management problems using analytical tools	Apply the concepts, framework & techniques of Management to evaluate and recommend solutions for organizational problems.	A, B, D
Understand the business environment 1. Demonstrate knowledge of ethical frameworks in business. 2. Demonstrate knowledge of global factors influencing business. 3. Explain the importance of environmental responsibility.	1. Analyze ethical and CSR issues as they apply to management. 2. Demonstrate knowledge of global factors influencing business	Understand the ethical, global and sustainability issues related to the management process	A,B,C
Have interdisciplinary business knowledge 1. Understand main concepts & definitions in accounting, economics, finance, information systems management, marketing and operations management. 2. Integrate knowledge across business disciplines.	1. Integrate key management theories and practices	Understand how the concepts, theories, models, framework, and techniques in areas as decision-making, planning, organizing, communicating, staffing, and controlling apply to problem solving in organizations.	A, B, D

Legend for Learning Outcomes Measures

A) Exams

- B) Connect Homework
- C) Quizzes
- D) Team Project

I. ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found under the “Student Code of Conduct” and “Policies and Procedures” sections in the Student Guidebook. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

J. UNIVERSITY NONDISCRIMINATION STATEMENT

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

K. DISABILITY ACCOMMODATIONS SERVICES

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

L. STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

M. COURSE SCHEDULE

Note: the schedule may change as the term progresses.

MAN 3025 Principles of Management Calendar

Date	Agenda
Module 1 (Jan 6/8/10)	Topic: The Manager: What You Do, How You Do It Read: Chapter 1
Module 2 (Jan 13/15/17)	Topic: Management Theory Read: Chapter 2
Module 3 (Jan 22/24)	Topic: Responsibilities Read: Chapter 3
Module 4 (Jan 27/29)	Topic: Global Management Read: Chapter 4
Module 5 (Jan 31 Feb 3/5/7/10)	Topic: Planning & Strategic Management Read: Chapter 5 & 6
Feb 12	EXAM 1
Module 6 (Feb 14/17)	Topic: Individual Decision Making Read: Chapter 7 pages
Module 7 (Feb 19/21/24)	Topic: Organizational Culture, Structure & Design Read: Chapter 8
Module 8 (Feb 26/28 March 9)	Topic: Human Resource Management Read: Chapter 9
Module 9 (March 11/13)	Topic: Organizational Change and Innovation Read: Chapter 10
Module 10 (March 16/18)	Topic: Supervising People Read: Chapter 11, pages

March 20	EXAM 2
Module 11 (March 23/25/27) Work on project outline	Topic: Motivating Employees Read: Chapter 12
Module 12 (March 30 April 1/3)	Topic: Groups and Teams Read: Chapter 13
Module 13 (April 6/8/) Work on project	Topic: Leadership, Power & Influence Read: Chapter 14
Module 14 (April 10/13/15/17) Work on project	Topic: Control Systems, Quality Management, Managing Projects Read: Chapter 16 & Learning Module Project Planner
Team Project Presentations April 20/22/25/27	
Saturday 7:30 – 9:00 AM	FINAL EXAM - cumulative

Credit Hours/ Weekly Hour Workload

2.5 hours of class each week and an additional 3- 6 hours outside of class on reading, completing homework, and preparing. Total time per week for this course: 5.5 – 8.5 hours *on average*.

Course Website is CANVAS

Please post a picture of yourself on your Canvas preferences.