



Course Number and Title: MGT 212 Principles of Management

Campus Location:

Georgetown, Dover, Wilmington

Effective Date:

2021-51

Prerequisite:

(BUS 101 or ENT 101 or HRI 101), ENG 102 or concurrent, SSC 100

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

Course Description:

This course is an introduction to the management field presenting a systemized body of knowledge through the functions of planning, organizing, staffing, motivating, controlling, and using strategies to deal with internal and external environment forces.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Video Conferencing

Web Conferencing

Hybrid Course

Online Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Describe the major functions, roles, and skills required by management in today's dynamic domestic and global business environment. (CCC 1, 2; PCG ACT 5; ENT 1; GBT 2, 6; MKT 2; MAN 3)
2. List and describe the different types of management planning, as well as the levels of management involved in each, and the various management planning tools and techniques. (CCC 1, 2; PCG ACT 5; ENT 1; GBT 2, 6; MKT 2; MAN 5)
3. Explain the importance of ethics in the decision-making process. (CCC 1, 2, 4; PCG ACT 5; ENT 1; GBT 2, 6; MKT 2; MAN 1)
4. Explain management's role in the organization of a business. (CCC 1, 2; PCG ACT 5; ENT 1; GBT 2, 6; MKT 2; MAN 2, 3)
5. Describe how management functions within an organization to provide the necessary leadership required to ensure that goals and objectives are obtained. (CCC 1, 2; PCG ACT 5; ENT 1; GBT 2, 6; MKT 2; MAN 3)
6. Discuss external influences on an organization in today's global business environment and how management uses available information and skills to take an appropriate course of action. (CCC 1, 2, 5; PCG ACT 5; ENT 1; GBT 2, 6; MKT 2; MAN 2)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Describe the major functions, roles, and skills required by management in today's dynamic domestic and global business environment.
 1. Describe the specific management tasks facing the person in charge.
 2. Explain how a manager's job differs from others in the organization.
 3. Describe the theories a manager can learn from the evolution of management thought.
 4. Explain environmental forces that influence a business.
 5. Explain the reasons why a manager should use a particular management approach.
2. List and describe the different types of management planning, as well as the levels of management involved in each, and the various management planning tools and techniques.
 1. Develop a SWOT analysis for an organization including strengths, weaknesses, opportunities, and threats (SWOT) for use in a strategic plan.
 2. Identify a company's current corporate strategies.
 3. Develop a vision and mission statement.
 4. Identify a company's core competence.
 5. Discuss strategic planning tools a chief executive officer (CEO) should use.
3. Explain the importance of ethics in the decision-making process.
 1. Describe the ethical culture of an organization.
 2. Identify and discuss strategies for improving ethical behavior in a company.
 3. Specify the steps a manager should take to change a company's ethical culture.
 4. Identify strategies to develop and maintain a diverse workforce.
4. Explain management's role in the organization of a business.
 1. Evaluate a company's organization chart, and list its pros and cons.
 2. Explain situational decision-making in organizing the firm's lines of authority, departmentalization, degree of specialization of jobs, delegation and decentralization, and span of control.
 3. Explain why a company is not achieving coordination and how to correct the situation.
 4. Explain challenges in delegating authority and how to correct challenging situations.
 5. Analyze a company's organization culture, and make specific recommendations to improve it.
 6. Discuss what conflict-resolution style is right for particular situations.
 7. Write a job description.
 8. Develop a recruiting plan.
 9. Identify best practices when interviewing candidates.
 10. Explain best practices when training employees.
 11. Explain best practices when disciplining employees.
 12. Identify and analyze current trends in organizational design.
5. Describe how management functions within an organization to provide the necessary leadership required to ensure that goals and objectives are obtained.
 1. Describe desired leadership traits and skills.
 2. Identify various leadership styles.
 3. Identify strategies for motivating employees.
 4. Identify common communication barriers.
 5. Explain various levels of employee involvement in team situations.
 6. Analyze a team situation, and identify reasons why the team is not performing effectively, with suggestions for improvement.
 7. Explain why an employee may not be a team player.
6. Discuss external influences on an organization in today's global business environment and how management uses available information and skills to take an appropriate course of action.
 1. Describe the sociocultural and legal/political factors managers encounter when expanding abroad.
 2. Specify the basic global strategy a manager should pursue and why.
 3. Specify the type of basic global organization structure a manager should use and why.
 4. Recommend specific feedforward, concurrent, and feedback controls that the manager can use to control an activity.
 5. Discuss strategies for improving a company's employee commitment.

Evaluation Criteria/Policies:

The grade will be determined using the Delaware Tech grading system:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
0	-	69	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Final Course Grade:

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Summative: (4–5) Exams (equally weighted)	60%
Summative: Research Paper and Presentation	20%
Formative Assessments – quizzes, discussions, assignments, etc.	20%
TOTAL	100%

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):**Accounting (ACT):**

1. Prepare and analyze financial statements in accordance with Generally Accepted Accounting Principles.
2. Analyze data to process information for decision-making under a product and job costing system.
3. Apply tax laws to the preparation of tax returns and to tax plans.
4. Integrate professional, ethical and legal standards into business practice.
5. Employ the various theories of management and marketing in a business.

Entrepreneurship (ENT):

1. Demonstrate entrepreneurial leadership characteristics.
2. Conduct market analysis and opportunity assessment.
3. Perform risk assessment and select risk management strategies.
4. Articulate a business vision and plan that demonstrates value to the marketplace and the investor.
5. Plan capital formation to fund business start-up and operation.
6. Utilize effective marketing, advertising, and customer strategies.
7. Integrate personal, professional, ethical, and legal standards into business decision-making.
8. Transform innovation into a product or service with sustainable commercial potential.

General Business (GBT):

1. Integrate professional, ethical, and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Apply the principles of human resource management to organizations.
4. Evaluate the actions taken to acquire and retain customers.
5. Measure and track financial performance of an organization.
6. Analyze and apply the strategic management process to organizations.

Management (MAN):

1. Integrate professional, ethical, and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Utilize management functions, roles, and interpersonal skills to lead/manage first-level employees regardless of organizational size.
4. Apply the principles of human resource management to organizations.
5. Analyze and apply the strategic management process to organizations.

Marketing (MKT):

1. Integrate professional, ethical, and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Develop integrated sales presentations.
4. Utilize graphic design elements to develop professional hard-copy and electronic marketing/advertising materials.
5. Apply e-Marketing techniques to create a competitive presence.
6. Analyze the marketing strategic planning process of an organization.
7. Evaluate the actions taken to acquire and retain customers.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.