

## **BUS191E – Principles of Management**

*4 Credits, 15 weeks, 3 hours*

### **Course Description:**

To manage organizations successfully, front line supervisors must follow concepts and practices of effective supervision and human relations. This course deals with basic managerial functions of supervisors and the strategies they need to become "well rounded total persons". Major topics include decision-making, planning, organizing, directing, controlling, communicating, motivating and strategies for improving the work environment.

*Prerequisites and/or co-requisites - None*

### **Instructor**

Gerri Jacobs  
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### **Office hours**

Tuesday, 9:00 am – 9:50 am  
Wednesday, 9:00 am – 9:50 am, 12:00 – 12:50 pm  
Thursday, 9:00 am – 10:50 am

### **Hours of Instruction**

Monday 6:30 pm - 9:30 pm

### **Required Resources**

Principles of Management – 1<sup>st</sup> Edition Charles W. L. Hill; Steven McShane, McGraw-Hill Higher Education 2011 ISBN # 9780071091374, 0071091378.

### **Course Outcomes**

1. Students will learn basic managerial theories, practices, and activities and apply them to real case situations and be able to recommend appropriate solutions;
2. Students will learn the historical development of managerial practices in order to appreciate their development over time;
3. Students will learn to identify internal and external influences on management activities, and to apply different strategies where appropriate;
4. Students will, using case analysis, be able to use theoretical knowledge to assess the quality of management practices, and to recommend alternative methods for success;
5. Students will be able to discuss current issues in leadership and management and to apply learning to create and recommend innovative solutions to current business issues.

**Evaluation**

|                             |     |
|-----------------------------|-----|
| Test # 1 .....              | 25% |
| Test # 2 .....              | 25% |
| Final Exam (Test # 3) ..... | 25% |
| In-Class Case Work.....     | 25% |

**Grading System**

| Descriptor                         | Alpha Grade | 4.0 Scale | Percent   |
|------------------------------------|-------------|-----------|-----------|
| Excellent                          | A+          | 4.0       | > 93.9    |
|                                    | A           | 4.0       | 87 – 93.9 |
|                                    | A-          | 3.7       | 80 – 86.9 |
| Good                               | B+          | 3.3       | 77 – 79.9 |
|                                    | B           | 3.0       | 74 – 76.9 |
|                                    | B-          | 2.7       | 70 – 73.9 |
| Satisfactory<br><b>Progression</b> | C+          | 2.3       | 67 – 69.9 |
|                                    | C           | 2.0       | 64 – 66.9 |
|                                    | C-          | 1.7       | 60 – 63.9 |
| Poor                               | D+          | 1.3       | 57 – 59.9 |
| Min Pass                           | D           | 1.0       | 50 – 56.9 |
| Failure                            | F           | 0.0       | < 50      |

**Performance Requirements****1. Student Attendance**

Class attendance is useful for two reasons. First, class attendance maximizes a students' learning experience. Second, attending class is a good way to keep informed of matters relating the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course. Please refer to page 32 of the Credit Calendar.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

**2. Academic Misconduct (page 38 of the Credit Calendar 2012-2013)**

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person

Penalties for academic offences may range from a verbal reprimand to dismissal from the College, and in certain circumstances may involve legal action.

### 3. Accommodation for Students with Disabilities

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Learner Assistance Program Office at 792-5608 to initiate the process for documenting, assessing and implementing your individual accommodation needs. In addition, tutoring services are available at the SKILL Centre (Room 119)

*The minimum standard for passing this course is a grade of 50 (50%).*

### Teaching and Learning Methodologies

Sharing of content information and business related experiences will enable learner to gain a firm grasp of Management theory and practices. Action learning via case studies will help to further enhance learning experience. Group assignments will be interactive and collaborative.

### Schedule of Activities:

| Week | Topic  | Week | Topic  |
|------|--|------|--|
| 1    | Introduction to Course Content, expectations, and evaluation process. Cover Chapter 1, Case "Canada Goose".            | 9    | Chapter 9, Case "Buddy's Snack Company"<br>Chapter 10, Case "A. G. Lafley"     |
| 2    | Chapter 2, Case "The Pharmaceutical Industry"<br>Chapter 3   | 10   | Test # 2 - Chapters 6 - 10   |
| 3    | Chapter 3, Case "Walmart, Good Guy or Bad Guy"<br>Chapter 4  | 11   | Chapter 11, Case "Transforming Reuters"<br>Chapter 12, Case "Lincoln Electric" |
| 4    | Chapter 4, Case "The Rise & Fall of the Can-West Empire"<br>Chapter 5, Case "Google's Quest for Competitive Advantage" | 12   | Easter Monday - No Class   |
| 5    | Test # 1 - Chapters 1 - 5  | 13   | Chapter 13, Case "The Rise and Fall of Alan Eagleson"                          |
| 6    | Chapter 6, Case "Improving Productivity in the Auto Industry"<br>Chapter 7, Case "Dow Chemicals: A Global Giant"       | 14   | Chapter 14, Case "Dome Petroleum Acquires Hudson's Bay Oil and Gas"            |
| 7    | Family Day - No Class  | 15   | Final Exam (Test # 3) - Chapters 11 - 14                                       |
| 8    | Chapter 8, Case "The Shipping Industry Accounting Team"<br>Chapter 9   |      |  |

**Authorization**

This course outline has been reviewed and approved by the Program Chair.

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Gerri Jacobs, Instructor

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Gina Langager, Chair

Date Authorized

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Guy Harmer, Dean

Date Authorized

**Signed copies to be delivered to:**

Gerri Jacobs  
Registrar's Office