



COURSE INFORMATION

Course Number/Course Title: BU 211 A / C: Principles of Management (3 credits)

Semester/Year: Spring 2022

Department Name: Howard and Beverly Dayton School of Business

Location/Times: BU 211 A - M/W/F, 9:00 – 9:50 a.m.

INSTRUCTOR INFORMATION

Instructor: Albert Kalim, MBA MSc

Phone: (859) 806-5809

E-Mail: albert.kalim@asbury.edu

Office Hours: By appointment

COURSE DESCRIPTION

General Description: The topic of management is introduced from a business leadership perspective. Students will be exposed to methods of motivation, group management, business strategy and how to consider important business management topics constructively. The topics of innovation and entrepreneurship are also explored to understand how each person can have impact on the world. Learning about how to implement successful change and the ideas of corporate social responsibility will be covered in this course.

Student Learning Outcomes and Aligned Assessments: At the conclusion of this course, each student who successfully completes the studies designated should be able to:

Outcome	Assessment
Distinguish between leading and managing and define/recognize the functions of each.	Class Lectures, Reaction Papers, SWOT Analysis, Mgt/Leadership Legacy, Quizzes & Exams
Apply various theories of motivation, leadership, innovation, and results	Reaction Papers, Mgt/Leadership Legacy, Quizzes & Exams

Demonstrate planning and decision-making skills.	Reaction Papers, SWOT Analysis, Mgt/Leadership Legacy, Quizzes & Exams
Explain the dynamics of teamwork and team leadership.	Reaction Papers, SWOT Analysis, Mgt/Leadership Legacy
Evaluate/investigate/report on the context of a global marketplace and how it affects our business endeavors.	Reaction Papers, SWOT Analysis, Mgt/Leadership Legacy

As has been the recent tradition for this class, we will NOT be meeting on some Fridays, except where noted in the Course Schedule below and for exams. If no exam, this time is to be used to complete the outside class assignment requirements.

COURSE REQUIREMENTS

Course Prerequisites: None

Required Textbook: Business Essentials, Twelfth Edition by Ebert & Griffin (ISBN 9780134728391)

Course Evaluation: All students completing the course for credit are encouraged to complete an online course evaluation at the end of the course. Participation by all students is important, not only for our continued accreditation, but to assist in refining the course to assure quality instruction. The University will provide instructions to students via your campus email on how to complete the evaluation about two weeks before the course ends.

COURSE STRUCTURE

Quizzes and exams will be distributed in person in class. However, you may submit papers and projects electronically through emails. I will use Discovery for announcements, etc.

COURSE ASSIGNMENTS

Weekly Assignments (each of these will be discussed in detail the first day we meet for class and students are welcome to ask questions for clarity at any time):

Readings: Each week reading assignments from the text will be noted in the Weekly Course Schedule below. It is imperative students come prepared to class in the week this material will be covered having already read the assigned chapter. In other words, if Chapter 1 is assigned in Week 2, it is expected at the beginning of class on Monday of Week 2 the student will have already read the material. ***During the course of the semester 3 surprise quizzes will be given to ensure students have read the material. These quizzes cannot be made up without an approved excused absence.***

Reaction Papers: Video or articles (or both) will be assigned on selected management topics relevant to the coursework. Students will be tasked with reviewing this material and writing a 2–3-page (double spaced, font size 12) reaction paper of their thoughts on the material. ***These papers ARE NOT intended***

to summarize what the author(s) shared; but instead for the student to provide his/her perspectives and opinions on the material, ideas or positions taken by the author(s). These papers will be graded on depth of thoughts and perspectives offered which build on, or take issue with, or elevate the positions taken by the author(s).

SWOT Group Project: Students will be assigned a SWOT (Strengths, Weaknesses, Opportunities, and Threats) group project which will include research, data, group paper, and group presentations.

Management/Leadership Legacy: Students will write a 1–2-page paper outlining what they want their Leadership Legacy to be when they retire at the end of their career. The paper must include key concepts discussed within this class that will be utilized during the student’s career to establish their leadership legacy and results.

Exams: Two regular exams and one final exam will be given during the course of semester. The dates of each exam are noted in the weekly detail below. The regular exams will cover materials up to the exams, while the final exam is comprehensive. The exam questions will include multiple choice, short answer and short essay responses. They will be completed on the FRIDAYS noted below. No make-ups will be allowed without an approved excused absence.

Class Participation: Regular attendance and participation is expected. At the instructor’s discretion, if a student is frequently absent a reduction in the overall grade for the course can be assessed. Further, there are several items that will be given in class (quizzes and extra credit) where attendance is required without an excused absence. Lastly, the exams will be geared toward both the reading material AND the class lecture. Thus, being in attendance for the lecture is very important.

If you are unable to attend a class, you are responsible for:

1. Notify me by email at albert.kalim@asbury.edu prior to missing class
2. Finding out what was covered in class and what announcements were made.
3. Obtaining handouts and turning in assignments, even if you are unable to attend (on time).

In order to receive an excused absence, you must provide an explanation for your absence that is accepted by the instructor or an approved excuse by the Registrar’s Office or Clinic.

Extra Credit –Extra Credit assignments will be assigned. These assignments will be due one (1) week from the date assigned. They require some targeted research, a brief 2–3-page paper reflecting the student’s findings or some other activity as determined by the instructor. Topics will generally come from current events in business news and will be for individual completions.

COURSE SCHEDULE

Week Of	Topic(s)	Assigned Readings & Coursework	Friday Class (Y / N)	Finish Reading Chapter of Textbook
1/10	Course Introduction & Framework		N	
1/17	The U.S. Business Environment	No Class on Monday, 1/17 (MLK Day)	N	1
1/24	Business Ethics & Social Responsibility	Class on Friday, 1/28	Y	2
1/31	Entrepreneurship & Innovation		N	3
2/7	Global Nature of Business	Reaction Paper #1 Due 2/7	N	4
2/14	Managing Business	EXAM # 1 – Friday 2/18	Y	5
2/21	Business Organization	Class on Friday, 2/25	Y	6
2/28	Operations & Quality		N	7
3/7	Motivation & Behavior	Reaction Paper #2 Due 3/7	N	8
3/14	Spring Break	No Classes 3/14 – 3/18 (Spring Break)	N	
3/21	Leadership & Decision Making	SWOT Group Paper Due 3/21 Class on Fri., 3/25 – SWOT Group Presentations	Y	9
3/28	Marketing & Customers		N	11
4/4	Products & Pricing	EXAM # 2 - Friday 4/8	Y	12
4/11	Money & the Role of Banking	Reaction Paper #3 Due 4/11 No Class on Friday, 4/15 (Good Friday)	N	16
4/18	Managing Business Finances	No Class on Monday, 4/18 (Easter) Management/Leadership Legacy Due 4/20 Class on Friday, 4/22	Y	17
4/25	Final Exam Preparation			
5/2	End of Semester – Final Exam	FINAL EXAM - Monday 5/2 (Cumulative)	N	

GRADING CRITERIA

Accessing Grades: Grades will be kept by the instructor and will be available for student inquiries at any time.

Reaction Papers, Exams, Extra Credit, Quizzes and all other graded material will be passed back to the student within 1 week of it being completed by the student.

Graded Course Activities: Your grade will be based on the following weight:

Activity/Assignment	Weight
Participation	5%
SWOT Group Paper (5%) and Presentation (5%)	10%
Quizzes (3 @ 5% Each)	15%
Regular Exams (2 @ 15% each)	30%
Reaction Papers (3 @ 5% Each)	15%
Final Exam	20%
Management/Leadership Legacy	5%
Total	100%

Note – Extra Credit totaling a potential of up to 5% towards final grade is possible if completed as described within this syllabus.

Grading Scale: Your course grade will be calculated using the following scale.

Letter Grade	Percentage
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	60-69
F	0-59

COURSE POLICIES

Late Work: Late assignments will NOT be accepted without an excused absence from either the Registrar or Clinic or approval of the instructor in ADVANCE of the absence. No Exceptions!

Academic Integrity: Academic integrity, the embodiment of the moral and spiritual principles to which we adhere, is the essential basis of the Asbury University academic community. Integrity, as partially defined by the Student or Program Handbook on Community Life Expectations, is “both knowing the right thing to do and doing it regardless of the circumstances.” This definition may be applied to all of the scholastic interactions of the academic community. Every member of the community shares responsibility for maintaining mutual trust, respect, and integrity. Violations of such trust and specific acts of academic dishonesty will be subject to disciplinary action.

Plagiarism: The use of another person’s ideas, words, thoughts, or organization without appropriate credit and documentation. Whether intentionally or unintentionally, if you do not clarify from where or from whom you take information that you use for a project, paper, presentation, or exam, you are being dishonest--taking credit for what someone else worked hard to discover and record. If you are found to have plagiarized at Asbury University, you will be subject to one or more of the following consequences: lowered grade, F or 0% on paper or project, meeting with Academic Dean; F in course; meeting with Academic Integrity Committee, suspension or expulsion from AU.

Definitions: Academic dishonesty can be defined as any type of cheating relative to a formal academic requirement. Academic dishonesty is typically thought of first as plagiarism. Plagiarism, whether intentionally or unintentionally, occurs when credit is taken for what someone else worked hard to discover and record if there is no clarification from where or from whom information is taken. Plagiarism is the use of another’s ideas, words, thoughts, or organization without appropriate credit and documentation when used for a project, paper, presentation, or exam.

More examples of academic dishonesty include, but are not limited to: unauthorized collaborations, fabrications of data, unauthorized access to sources on an exam, excessive revision by someone other than the student, re-use of previous work without permission, and other situations described by faculty for specific purposes.

Determination of Academic Dishonesty and Consequences: Faculty will address suspected occurrences of academic dishonesty as follows: The faculty member will meet with the student individually to discuss the incident. At the faculty member’s discretion, the department chair will either be notified of the meeting or be asked to be present for it. The student will be informed of the department chair’s involvement. At the faculty member’s discretion, the student will receive a lowered grade, an F or 0% on the assignment in question. The faculty member will report the incident in writing to the Registrar who will maintain a record of academic integrity violations. If the incident is the student’s second offense of academic dishonesty as verified by the Registrar, the student will meet with the Dean of the college or school where the most recent incident occurred. At the Dean’s discretion, the student will receive an F in the course. If the incident is the student’s third offense, the student will be suspended from Asbury University.