

**WESTFIELD STATE UNIVERSITY**  
**Department of Management and Marketing**  
**MGMT0221-001 –ONLINE**  
**Business Management: A Survey of Organizational Development**  
**and Management Principles**

**Spring 2023**

**Instructor:** Carmen L Marquez, MBA  
**Time and Location:** ONLINE, PLATO  
**Office Hours (Remote):** Appointment as needed  
**Contact Info:** PLATO Message/Ask the Instructor  
**Blackboard:** [www.wsc.ma.edu/Plato](http://www.wsc.ma.edu/Plato)  
**Email:** [cmarquez@westfield.ma.edu](mailto:cmarquez@westfield.ma.edu)

**Course Description**

Provides a general probe into the role of management in business, exploring concepts of management used in business, various issues of Business Management structures and the organization of management. Topics to be studied include: an examination of a systems approach to management, human behavior, personality conflict in organizations and techniques of creative management. The course shall touch upon several leadership development strategies, models of executive action in business policy or control, and provide a broad comprehensive overview of current issues concerning women, minorities, and social responsibility in the field of Business Management. Prerequisites: [MGMT 0107](#), **Junior or senior status is required. (WSU Catalog)**

**Learning Outcomes:**

Upon completion of this course students should be able to:

- Define basic business terminology.
- Recognize the American economic system.
- Explain the structure of business.
- Demonstrate the marketing, financing, and management of business.
- Evaluate the ethical and social responsibilities of business.
- Describe decision-making aides for business.

**REQUIRED TEXTBOOK & MATERIALS**

**Required textbook:** Foundations of Business, William M. Pride, Robert J. Hughes, Jack R. Kapoor, 7<sup>th</sup> edition, 2023.

Regarding the Pride (et al.) textbook above, students will select one of the following options below to choose from:

(1). **ISBN: 9780357748862** - Choose this bundle option if you prefer a physical textbook for this course and do not need Cengage Unlimited for any other courses this semester. This option includes a physical textbook (loose-leaf packet) and online MindTap access. ***MindTap access is required for this course.***

(2) **ISBN: 9780357700006** – Choose this option if you want online access to Cengage Unlimited this semester. Cengage Unlimited will likely be a more economical option for you if you have other courses this semester that use Cengage materials (as you pay a one-time fee for unlimited Cengage access over an entire semester). This option will allow you access to the electronic version of the textbook as well as online access to MindTap. **MindTap access is required for this course.**

## Tentative Course Outline

Tentative and subject to change at any time during the semester.

Dates	Assignments	Due dates
	<b>PART I</b>	
<b>Week 1</b>	Introductions, Syllabus Review, Textbook/Online Resources, Course & Semester Overview Ch. 1 The World of Business & Economics	
<b>Week 2</b>	Ch. 2 Ethics & Social Responsibility in Business	
<b>Week 3</b>	Ch. 3 Global Business	
	<b>PART II</b>	
<b>Week 4</b>	Ch. 4 Choosing a Form of Business Ownership	
<b>Week 5</b>	Ch. 5 Small Business / Entrepreneurship / Franchises	
	<b>PART III</b>	
<b>Week 6</b>	Ch. 6 The Management Process	
<b>Week 7</b>	Ch. 7 Creating a Flexible Organization	
<b>Week 8</b>	Ch. 8 Producing Quality Goods & Services	
	<b>PART IV</b>	
<b>Week 9</b>	Ch. 9 Attracting & Retaining Employees	
<b>Week 10</b>	Ch. 10 Motivating Employees & Teams	
	<b>PART V</b>	
<b>Week 11</b>	Ch. 11 Customer Relationships Through Marketing	
<b>Week 12</b>	Ch. 12 Pricing Products	
<b>Week 13</b>	Ch. 13 Distributing and Promoting Products	
<b>Week 14</b>	Ch. 14 Exploring Social Media and E-Business	
	<b>PART VI</b>	
<b>Week 15</b>	Ch. 15 Management & Accounting Info & Ch. 16 Mastering Financial Management	

This syllabus may be modified or updated by the instructor as needed at any time during the semester. It is a living document and subject to change.