

WESTFIELD STATE UNIVERSITY
Department of Management and Marketing
MGMT0221—ONLINE
Business Management: A Survey of Organizational Development
and Management Principles

Winter 2023

Instructor: Carmen L Marquez, MBA
Time and Location: ONLINE, PLATO
Office Hours (Remote): Appointment as needed
Contact Info: PLATO Message/Ask the Instructor
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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, 7th 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.***

GRADING:

A student's overall grade is assessed based on the weighted average of her/his performance on the assignments listed on the Syllabus. The cutoffs for grades are as follows:

| | | | | | |
|-----|----|-----|----|------|----|
| 93% | A | 80% | B- | 65% | D |
| 90% | A- | 77% | C+ | 60% | D- |
| 87% | B+ | 73% | C | <60% | F |
| 83% | B | 70% | C- | | |

Course Evaluation:

- Attendance – **5%** (see below)
- Participation – **20%** (see below)
- Cases Activity & Quizzes – **50%** (see below)
- Discussion – **25%** (see below)



Attendance: Students who miss class while officially representing Westfield State University in an approved student activity will not be penalized for a missed class. However, it is the student's responsibility to work with me in advance of an approved missed class to ensure that any missed assignments are promptly submitted by the revised due date.

Participation: Focus on quality of your input, rather than simply quantity.

Case Study Activity: Students will complete weekly case studies that require making a management decision and supporting that decision based on the text materials.

Quizzes: Practice Worksheets, & Quizzes will take place on MindTap.

Discussion: There will be a discussion forum throughout the course. They are designed to voice your opinion about a topic and to actively engage with your classmates about the studied material. In order to receive the maximum score for each forum, it is crucial that you post your responses on time and that your answers to your classmates' posts are substantive. Further information about discussion questions grading will be provided on the course website on PLATO.

REASONABLE ACCOMMODATIONS

The instructor is pleased to work with both the Banacos Center and students to make reasonable accommodations to maximize the ability of students to learn in the course. However, many of these accommodations require adequate preparation and notification. Therefore, all requests for accommodation must be made to the professor in writing (via PLATO) at least a week in advance.