

MGMT 3600-02D INTRODUCTION TO MANAGEMENT

Instructor: Susana Velez-Castrillon, Ph.D.

Office: Miller Hall 2208

Email: svelez@westga.edu **Phone:** 678-839-4847

Class Schedule: Monday to Friday – 12:30 - 2:45 p.m. pm, Miller Hall Room 2214

PREREQUISITES: BUSA 2106, ECON 2105 or permission of department chair.

COURSE DESCRIPTION: This course consists of a study of the basic concepts and processes of management. The course includes the study of legal, social, and political environment with specific emphasis on the behavioral perspectives in organizations.

Think of this class as a foundation on which your business degree will be based. If you have a strong foundation, you will be able to build a taller and stronger structure.

LEARNING OBJECTIVES RELATED TO LEARNING GOALS

1. Students will demonstrate an understanding of management theories and practices including motivation, leadership, group behavior, decision making, planning, structure, and strategy. (BBA 4)
2. Students will demonstrate an understanding of some of the quantitative tools used by managers. (BBA 2)
3. Students will display an understanding of basic ethical and socially responsible approaches to management. (BBA 5)
4. Students will analyze current business issues in the context of their task, general, and global environments. (BBA 4, BBA 6)

REQUIRED MATERIALS

Required Text: Williams, Chuck. (2017) MGMT10. ISBN 1337116750. *Publisher:* South-Western College.

The book is available from the bookstore. You can also find used copies using AddAll.com or clicking here: [Find the text online](#)

Required Simulation: Every student needs to buy a subscription to Marketplace’s “Business Primer”(Cost \$30).

1. To Create an Account
 - a. Go to the [Login page](#).

- b. Click on the “Create a new account” button *NOTE: You can also sign up using Google, Yahoo, Microsoft, Twitter, or Facebook by following one of the links at the right of this page.*
- c. Click on the “Student” button, complete the required fields, and click the “Create Account” button.

You may reset your password directly from the [Login page](https://game.ilsworld.com/) (https://game.ilsworld.com/) “Forgot your password?” link.

2. Purchase License Number

- a. Enter your **Game ID** (05915-00002-88482) into the “Game ID” field.
- b. Click the “Get license number” link beneath the “License” field.
- c. Here you will enter your credit card or PayPal details.
- d. You will then be given a license number. It will automatically fill into the form for you after a successful purchase. If you close out of the webpage you will also receive a copy of this license number at the email address that you specify on the credit card or PayPal information page. (You might need to check the “spam/junk” folder in your email.)

Articles and Cases for discussion: Articles are available through the library on-line, or are posted on CourseDen as noted on the syllabus. Additional readings may be announced in class, posted on CourseDen, or distributed in class as the course progresses.

DETERMINANTS OF THE TERM GRADE

Assignments	Points	Percentage
Two exams (20 points each)	40	33.33%
Two case studies (10 points each)	20	16.66%
<u>Simulation:</u>	55	45.83%
Company Performance (20 points)		
Two Strategic Planning Assignments (10 points each = 2x10 points)		
Final Report (15 points)		
<u>Other</u>	5	4.2%
Syllabus Quiz 4		
Plagiarism Tutorial 1		
Total	120	100%

EXAMS: You will have a total of **two** exams. Each exam is worth 30 points or 23% of your total grade. Exam format could be multiple choice, short answer, true/false, or discussion.

- Be on time to take tests. Being late is not a good reason to request a make-up exam. No one arriving 15 minutes after the start of an exam, or after one student has turned in his or her exam, will be allowed to take it. Tests will be collected 80 minutes after the start of the class.

- If you are doing poorly on exams, please see the instructor as soon as possible; waiting will not increase your chances of improving your grade.
- Exams are the property of the instructor and the University of West Georgia and may not be taken or duplicated.

Exam weighting and number are subject to change at the discretion of the instructor.

SIMULATION

The objective of the Business Primer simulation is to introduce you to the fundamentals of business. Through computer simulation, we will place you into a very realistic international business setting where you will start up and run a company for a year (four rounds of decision-making).

In *Marketplace*, you will start up and run your own company, struggling with business fundamentals and the interplay between marketing, distribution, manufacturing, human resources, finance, and accounting. You are given control of a simulated business and must manage its operations through several decision cycles. *Repeatedly, you must analyze the situation, plan a strategy to improve it, and then execute that strategy out into the future.* You face great uncertainty from the outside environment and from your own decisions. Incrementally, you will learn to skillfully adjust your strategy as you discover the nature of real-life decisions, including the available options, linkages to other parts of the business, conflicts, tradeoffs, and potential outcomes.

Learning Strategy

In the *Marketplace*, you gain tremendous experience by making real business decisions. We compress time and speed up the business cycle, then immerse you in the management of a new business.

Rather than start in the middle of the story (a mature firm), we use a new venture situation to start at the beginning of the story. You will see how various strategy tools and ways of thinking become useful as the firm expands its operations and must take on new tasks and responsibilities. In this way, the logic of our business practices will become more intuitive.

The consequences of your decisions are quickly revealed in the simulated marketplace. Players learn to adjust their strategy and tactics to become stronger competitors by studying end-user opinions, smart competitive moves, and their own operational and financial performance. Over the course of the entire exercise, your understanding of the fundamentals of business will grow at an exponential rate.

In four decision rounds representing a year of compressed time, you must evaluate the market opportunity, choose a business strategy, evaluate the tactical options, and make a series of decisions with profitability in mind. Your decisions are combined with the decisions of your competitors and run through a marketplace simulator. The results are fed back to the players for the next round of decision-making.

The learning strategy is to gradually build the business and thus, gradually introduce new issues, which must be mastered by you and the other players. As you work through the business life cycle, new decisions and strategic planning tools are phased in as they become relevant to the current decisions.

Each quarter's activities not only result in new material being introduced, but also build upon the prior content so that there is considerable repetition. Business activities such as strategic planning, cash flow management, value creation in product design, production scheduling, and profitability analysis require repetitive exercise in order to set them into your natural thinking.

Here is a list of what *Marketplace* players do:

- Analyze market, operational and financial data
- Develop an initial business strategy
- Make a host of tactical decisions:
 - Plan and roll out a marketing campaign
 - Select and price brands to appeal to different market segments
 - Select and develop distribution channels
 - Devise advertising campaigns
- Schedule production and manage plant capacity
- Manage cash
- Compete head-to-head with other businesses
- Adjust strategy and tactics in response to operational and financial performance, competitive tactics, and customer needs

Use the folder "Things I need for the simulation" in CourseDen, to find the materials and links to the simulation assignments.

ATTENDANCE POLICY:

This is a hybrid class and most activities and assignments occur online. For verification of the class roll, as required by the Registrar's office, **only students who complete the syllabus quiz on or before the quiz deadline will be marked as attending.**

DEADLINES, MAKE-UP ASSIGNMENTS AND EXAMS, AND LENGTH LIMITS

Make-up exams, assignments, case studies, in-class exercises will be given **only in the event of extraordinary circumstances and university-accepted documented situations:**

Please let me know if under *rare and extreme circumstances* you will be late in submitting an assignment. A minor delay (less than a week) will result in a penalty of 10% of the grade. A major delay (over a week) will result in 0 points for the assignment.

A similar policy is in place for projects that exceed length limits. Minor excesses (10% or less) will normally result in penalties of 5% of the grade, and significant excesses (more than 10%) in a penalty of 10% of the grade.

1. You need to contact the instructor and provide all relevant documentation, 72 hours before the exam for pre-scheduled events (such as university-endorsed functions), and up to 72 hours after the exam for fortuitous events (such as illness).
2. Absences that meet the requirements specified above, will be permitted to make up in-class exercises by providing written essay answers (3 pages minimum, double spaced, 12 point New Times Roman font) related to topics assigned by the instructor. A maximum of one make-up assignment will be allowed for absences.
3. This policy is not a blanket policy where everyone gets a make-up assignment.
4. Scheduling of all make-up assignments and exams is at the discretion of the instructor.

COMMUNICATION EXPECTATION FOR MANAGEMENT DEPARTMENT

The Management Department believes in work-life balance for both faculty and students. Faculty will typically respond to student emails within 24 hours. Students should not expect a response during non-business hours, which includes nights, weekends, holidays, and school breaks.

The preferred method of communication is through CourseDen's e-mail tool.

- Write a good, informative subject line: CourseDen has a standard pre-populated subject line. This line is the same for all students in the same class - basically the class name, so it is not a very informative subject line (especially for me, since 30+ students have the same subject line). Remember to change the subject line.

I will try to respond to your e-mail within 24 hours, but you should not expect a response during non-business hours.

USE OF CourseDen (CD): CourseDen is an absolutely necessary resource for this class. All information, instructions, and updates will be posted on CourseDen. Also, CourseDen is the preferred method of communication with your instructor and classmates. You must get in the habit of checking CourseDen frequently.

Why do I prefer CourseDen? I prefer CourseDen because:

- (a) It logs you out after a while if you are inactive, which I think might be better for protecting the confidentiality of grades and class-related files.
- (b) It doesn't have a Spam folder, so e-mail is not identified as 'junk' by mistake.
- (c) It leaves a record of all communication that can be verified by ITS.

FEEDBACK ON ASSIGNMENTS: You can expect to get feedback on written assignments within one week of their due date.

TECHNOLOGY SUPPORT

CourseDen (D2L) Training and Support:

Learn more about Information Technology Support (ITS) for UWG students using this link:

<http://uwgonline.westga.edu/students.php>

CourseDen 24-hour Help: Phone: 1-855-772-0423 Website: <http://D2Lhelp.view.usg.edu>

You can also use ITS to obtain Free Microsoft Software and Free Antivirus.

Contact UWG | Online Helpdesk: Monday to Friday 8am to 5pm.

Phone: 678-839-6248.

Email: online@westga.edu

Website: [UWG | Online Helpdesk Services](#)

ITS Service Desk

Phone: 678-839-6587

Email: servicedesk@westga.edu

ITS Hours of Operation: Monday to Friday: 8am to 5pm

Emergency Support: Monday to Thursday: 5pm to 8pm

Walk-in SITS Helpdesk in Cobb Hall, Room 122

OTHER SUPPORT: Use the following links to find more about the resources and services that these UWG departments might be able to provide:

For Academic Support:

[Online Student Guide](#)

[Center for Academic Success](#)

Counseling & Career Development

[UWGCares: Helping the Campus Community Respond to Stress and Distress](#)

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.

To contact Accessibility Services, click this link: [UWG Accessibility Services](#)

TECHNOLOGY ACCESSIBILITY STATEMENTS

[Access Google accessibility website](#)

[Access D2L Accessibility website](#)

[Access Blackboard Accessibility website](#)

THE HONOR CODE

At the University of West Georgia we believe that academic and personal integrity are based upon honesty, trust, fairness, respect and responsibility.

Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism*, cheating*, fabrication*, aid of academic dishonesty, lying, bribery or threats, and stealing.

Definitions:

- Cheating - “using or attempting to use unauthorized materials, information or study aids”.
- Fabrication - “falsification or unauthorized invention of any information or citation”
- Plagiarism - “representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged”

Further details regarding Student Conduct can be found in Appendix A of the UWG Connection and Student Handbook.

The relevant University Policies can be found in these links:

- [Academic Honor Code Pledge Statement](#)
- [University of West Georgia Honor Code](#)

WOLF PACT

By enrolling and continuing in this course you agree to the following.

Having read the Honor Code for the University of West Georgia, I understand and accept my responsibility to uphold the values and beliefs described therein and to conduct myself in a manner that will reflect the values of the Institution and the Richards College of Business so as to respect the rights of all UWG community members. As a UWG student, I will represent myself truthfully and complete all academic assignments honestly and within the parameters set by my instructor. I understand and accept that if I am found guilty of violations (through processes due me as a UWG student and outlined in the UWG Student Handbook), penalties will be imposed. I also recognize that my responsibility includes willingness to confront members of the UWG community if I feel there has been a violation of the Honor

Code. Ultimately, I will conduct myself in a manner that promotes UWG as the best place to work, learn, and succeed for my generation, and those to come!

ACADEMIC HONESTY GUIDELINES

- Unless specified otherwise, assignments must be submitted individually.
- In some instances, you may be able to work in groups but students must submit their own work, using their own wording and answers that can be based on the group's discussion.
- The following instances are some non-exhaustive examples of academic dishonesty:
 - Using material submitted by other students – in the past or in the present, at UWG or at any other school.
 - Submitting material created by a classmate
 - Presenting anyone else's work as yours (including but not limited to: work you find online, hiring someone to write any assignment for you, etc.)
 - Presenting a paper, homework, or any type of assignment consisting mostly of direct quotes = **even if they are properly cited**. You need to present original and creative work.
 - Helping other students to cheat, by showing them your answers, reports, calculations, processes, etc.

Any violation of the honor code will result in a grade of F and an official notification to UWG's Academic Dishonesty Tracking System.

CREDIT HOUR POLICY (3 credit hours):

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, simulations, assignments, projects, group work, research, and test preparation.

STUDENTS RIGHTS AND RESPONSIBILITIES:

Students, please carefully review the information available at this link: [Common Language for Syllabi](#)
It is your responsibility to read the information available in this website, as it contains important material pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information at least once each semester.

The instructor reserves the right to make changes to this syllabus.

TENTATIVE COURSE SCHEDULE

GETTING READY FOR THE COURSE

Suggested Dates	Topic	GETTING STARTED Tasks	Attendance
June 3 to June 6	Course Introduction	<ol style="list-style-type: none"> 1. Use this link to review UWG's distance student guide 2. Make sure you have Adobe Acrobat Reader, Microsoft Word and PowerPoint (or PowerPoint Viewer) installed 3. Note due dates 4. Complete the first assignment by uploading your picture to CourseDen. Instructions are here: How to add a picture to your CourseDen profile 5. Navigate throughout the CourseDen course to make sure you understand how to use CourseDen E-mail me with any questions you have 	
Tu Jun 4	Introduction to Marketplace "Business Primer" Simulation	Read: <ol style="list-style-type: none"> 1. Syllabus 2. Simulation Manual 	Required
Jun 5 @ 11 pm	Syllabus	<ol style="list-style-type: none"> 1. Read and print syllabus 2. Complete the syllabus quiz available in CourseDen. The rest of the course will become available when you score 85% or higher on this quiz. You have three attempts. 	

REGISTRAR DATES

Dates	Events
Jun 3 (M)	<p>Open Drop Period: Open Drop ends at 11:59 pm.</p> <p>Full Term and Session I (non-eCore) classes dropped during Open Drop will receive a refund of paid funds</p> <p>Open Add. Open Add ends at 11:59 pm.</p>
Jun 4 (Tu)	<p>Withdrawal "W" period begins for Full Term (non-eCore)-16 week courses.</p> <p>Students who withdraw from a Full Term (non-eCore) class between Jun 4 and Jun 13 will receive a grade of W.</p> <p>Reminder there is no refund associated with withdrawing from a course.</p>

PART I: INTRODUCTION TO MANAGEMENT

You can follow your own pace and submit assignments early. The dates shown here are the latest date allowed for homework.

Date	Readings	Videos (In CourseDen)	Homework
June 6	CHAPTER 1: Management	CHAPTER 1: Four Functions of Management: Planning, Organizing, Leading , Controlling	
June 7 @ 11 pm at the latest.	<p>Marketplace Quarter 1 Decision</p> <p>The simulation won't advance until this time. @ 11 pm the decision closes and runs, and the next decision opens.</p>		<p>In Marketplace Simulation website:</p> <p>Quarter 1: invest personal savings to start up the company, analyze market research, establish the firm's strategic direction, and set up shop (build a plant, select a brand portfolio, and open sales outlets).</p>
June 10	CHAPTER 14: Leadership	CHAPTER 14: Stop Managing, Start Leading	
June 11	CHAPTER 3: Organizational Environments and Culture	<p>CHAPTER 3:</p> <ul style="list-style-type: none"> • External Analysis Overview • Corporate Culture 	
June 12	CHAPTER 4: Ethics and Social Responsibility	CHAPTER 4: What is Corporate Social Responsibility (CSR)?	
June 13	<p>Marketplace Quarter 2 Decision</p> <p>The simulation won't advance until this time. @ 11 pm the decision closes and runs, and the next decision opens.</p>		<p>In Marketplace Simulation website:</p> <p>Quarter 2: test market brands, prices, ad media campaigns, sales staffing, and compensation package. Study the market's response, competitive tactics, and your own operational and financial performance and adjust strategy.</p>

REGISTRAR DATES

Dates	Events
Jun 13(Th)	<p>Last day to withdraw with a grade of W from Session III (non-eCore) courses.</p> <p><i>Students who withdraw from a Session III (non-eCore) class between June 4th and June 13th will receive a grade of W.</i></p>

PART II: PLANNING

You can follow your own pace and submit assignments early. The dates shown here are the latest date allowed for homework.

Date	Readings	Videos (In CourseDen)	Homework
June 14	CHAPTER 5: Planning and Decision Making	CHAPTER 5: - Decision making steps in Management - Behavioral Economics: Crash Course Economics #27	
June 16 @ 11pm at the latest			Last day to submit in CourseDen>Assessments>Assignments: <ul style="list-style-type: none"> • IKEA Case Study • Strategic Planning Assignment I
June 17 M	Exam One (Chapters 1,3,4,5,14) FACE TO FACE		

PART III: ORGANIZING

You can follow your own pace and submit assignments early. The dates shown here are the latest date allowed for homework.

Date	Readings	Videos (In CourseDen)	Homework
June 18	Marketplace Quarter 3 Decision The simulation won't advance until this time. @ 11 pm the decision closes and runs, and the next decision opens.		In Marketplace Simulation website: Quarter 3: test market brands, prices, ad media campaigns, sales staffing, and compensation package. Study the market's response, competitive tactics, and your own operational and financial performance and adjust strategy.
June 18	CHAPTER 9: Designing Adaptive Organizations	CHAPTER 9: Introduction to Organisational Structure & Design	
June 19	CHAPTER 7: Managing Innovation and Change	CHAPTER 7: - What is CHANGE MANAGEMENT? - Case study: Cisco - Taking Advantage of market changes	
June 20	CHAPTER 10: Managing Teams	CHAPTER 10: - The Reality of Winning – High Performance in Teams - High Performance Teams - 5 Dysfunctions of a Team	
June 21	CHAPTER 11: Managing Human Resource Systems CHAPTER 12: Managing a Diverse Workforce	CHAPTER 11: HR Basics: Human Resource Management CHAPTER 12: Diversity Management	
June 21 @ 11pm at the latest	Marketplace Quarter 4 Decision The simulation won't advance until this time. @ 11 pm the decision closes and runs, and the next decision opens.		In Marketplace Simulation website: Quarter 4: receive additional R&D projects from your engineering staff, create new products with this technology, and make a strong push to close out the year.
June 23 @ 11pm at the latest			Last day to submit in CourseDen>Assessments>Assignments: <ul style="list-style-type: none"> • HR at Enterprise Case Study • Strategic Planning Assignment II

PART IV: LEADING

You can follow your own pace and submit assignments early. The dates shown here are the latest date allowed for homework.

Date	Readings	Videos (In CourseDen)	Homework
June 24	CHAPTER 13: Motivation	CHAPTER 13: Demotivational Wisdom	
June 25	CHAPTER 16: Control	CHAPTER 16: Controlling as a Function of Management	
June 26	Reading Day		
June 27	Exam II (Chapters 7, 9, 12,13)		
June 27 @ 11 pm			Last day to submit in CourseDen>Assessments>Assignments: Report to the Shareholders

The schedule is tentative and may change due to situational factors.