# "WBUlogo"

Virtual Campus

School of Business

# 2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.

# 3. COURSE NUMBER & NAME:

BUAD 5300-vc01, Foundations of Management Theory and Practice

# **4. TERM**:

Winter, 2018 (November 12 to February 16, 2019)

# **5. INSTRUCTOR**: Professor, Dr. Hayoung Gim

# **6. CONTACT INFORMATION**:

Office phone: none

WBU Email: hgim@wbu.edu

Cell phone: 907-382-1895

# **7. OFFICE HOURS, BUILDING & LOCATION**: None

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: various times, in the Blackboard

# **9. CATALOG DESCRIPTION**:

Elements of management, marketing, and management information systems. Transcripts evaluated to determine requirements. Students not having courses in at least two of the areas are required to take BUAD 5300 during the first term of enrollment in the MAM or MBA program.

# 10. PREREQUISITE:

None

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Business Essentials | Ebert | 11th | 2017 | Pearson | 9780-13412-9969 | 2/29/16 |

# 12. OPTIONAL MATERIALS: the instructor can add during the term.

# **13. COURSE OUTCOMES AND COMPETENCIES**:

. Course Outcome Competencies as they relate to **Theory and Practice of Management**

* Upon completion of this course the student should be able to:
* Define the management process and explain the functions of management in an organization.
* Discuss the four major historical eras of management theory and distinguish two major contributions made by each historical era.
* Define organization culture and describe the seven dimensions of organization culture.
* Define communications and explain the nature of formal and informal communications within an organization.
* List and describe techniques for reducing resistance of organizational members to change and two techniques for reducing member's stress to change.

Course Outcome Competencies as they relate to **Theory and Practice of Marketing**

* Upon completion of this course the student should be able to:
* Identify and explain the following important concepts in marketing: the role of marketing in society and in the firm, the various factors that influence marketing decision-making, the marketing mix, and the product life cycle.
* Define marketing terminology including terms, concepts, and frameworks used by marketing managers.
* Apply the management principles of planning, implementation, and control to marketing development, distribution, pricing, and promotion of goods/services.
* Identify and apply appropriate marketing segmenting techniques.
* Describe the link between wholesalers, retailers, and other channels of distribution.

Course Outcome Competencies as they relate to **Theory and Practice of Information Systems**

Upon completion of this course the student should be able to:

* Describe what information is needed for an organization, the form the information needs to take, where to locate the information, and what computer-based information tools are needed to build a business.
* Explain how telecommunications and networks can be used to communicate more effectively.
* Illustrate how data collected by organizations and knowledge gathered by its members can be organized and stored efficiently so that useful information can be extracted in a timely manner.
* Identify appropriate responses to managerial and organizational issues stemming from development, implementation, and use of computer-based information systems.

Course Outcome Competencies as they relate to **All Areas**

Upon completion of this course the student should be able to:

* Discuss the concept of social responsibility and the role of ethics within the application of the management, marketing, and information systems processes.
* Differentiate among domestic and international management, marketing, and information systems and the varied concepts, challenges, and opportunities.
* Discuss challenges of international operations, including economic and cultural differences as they relate to management, marketing, and information systems.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

Grading Scheme:

Midterm Exam: 34 points

Final Exam: 34 points

Weekly Home Works (8 home works) 32 points (4points each \* 8 = 32)

TOTAL 100 POINTS

Students are required to study lecture materials (text, power point presentation, and/or video lectures) and the text book, turn in weekly home works, and take a midterm and a final exam.

**Lectures:** Lectures will be posted on the Blackboard each week (by Monday Night). After studying lectures, students complete weekly home works; ask questions in the discussion board if have any questions.

**Exams:** Exams will be conducted through the blackboard test facility. Details about exams will be announced each time prior to the exam.

**17.1 Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

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| Date | Reading Assignments | Chapter |
| Week 1 11/12 - 11/18 | The U.S. Business Environment and Business Ethics and Social Responsibility | 1,2 |
| 11/19 – 11/23  Week 2  11/26-12/2 | **Thanksgiving Break**  New Ventures and Business Ownership, The Global Context of Business | 3,4 |
| Week 3  12/3-12/9 | Business of Managing, Organizing the Business | 5, 6 |
| Week 4  12/10-12/16 | Operations Management and Quality, Employee Behavior and Motivation | 7, 8 |
| Week 5 12/17-1/6 | **Midterm Exam (12/17 – 12/19 and 1/3 – to 1/6) Christmas Break (12/20 – January 2, 2019)** |  |
| Week 6  1/7-1/13 | Leadership and Decision Making, Human Resource Management and Labor Relations | 9, 10 |
| Week 7  1/14-1/20 | Marketing Process and Consumer Behavior, Developing and Pricing Products,  Distributing and Promoting Products | 11, 12  13 |
| Week 8  1/21-1/27 | Information Technology for Business  The Role of Accountants and Accounting Information | 14, 15 |
| Week 9  1/28-2/3 | Money and Banking, Managing Business Finances | 16, 17 |
| Week 10&11  2/4-2/13 | **FINAL EXAM: will be on materials covered after the midterm exam** |  |