

## Wayland 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.

## Contact Information

---

**Course:** MGMT 3304 VC02 – Principles of Management

**Campus:** WBU Online

**Term/Session:** Summer 2023

**Instructor:** Dr. Jason Geesey

**Office Phone Number/Cell #:** (806)291-1037

**WBU Email Address:** Geeseyj@wbu.edu

**Office Hours, Building, and Location:** Office Hours 11-12 p.m. 3-5 p.m. M 10-11 a.m. 1-5 p.m. W; 9:30-10:30 a.m. 1:35-5 T; NBB, Room 113

**Class Meeting Time and Location:** Remote Online

## Textbook Information

---

### Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
Principles of Management from a Biblical Perspective	Lane/Geesey Chickering Christopher	1st	2022	Kendall Hunt	9798-76570-7333

*The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore [Automatic eBook FAQ](#) page.*

**Optional Materials:** NONE

## Course Information

---

**Catalog Description:**

Management functions for profit and nonprofit organizations (planning, organizing, leading, and controlling) and managerial skills and roles in today's environment.

**Prerequisite:**

None

**Course Outcome Competencies:**

- Define management and the management process and explain the functions of management in an organization.
- Name the external environments and distinguish the impact each environment has on management.
- Outline the steps in decision making and describe the three decision types.
- Define communications and explain the nature of formal and informal communications within an organization.

## Attendance Requirements

---

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student "attendance" in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a "no-show" and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university's attendance policy.

## University Policies

---

**Statement on Plagiarism and 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.

**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 Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Dr. Trish Ritschel-Trifilo, [trifilot@wbu.edu](mailto:trifilot@wbu.edu) or call (806) 291-3745.

**Student Grade Appeals:** 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 to the 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.

## Course Requirements and Grading Criteria

---

Late assignments are graded with a 10% late penalty for the first week. Assignments later than 1 week will not be accepted. All late work and assignments that have been approved by the instructor must be turned in by final course date.

Required 1<sup>st</sup> Assignment – This assignment is for course acknowledgement and attendance worth 5 points or 1.2% of the grade.

Student Introduction – Students will earn 10 points for introducing themselves to their peers or 2.4% of the grade.

Orientation Quiz – Students will have an orientation quiz related to items in the syllabus worth 10 points or 2.4% of the grade.

Chapter Quizzes – There are 2 Chapter quizzes. Three are worth 20 points each for a total of 60 points and one worth 40 points or 23.8% of the grade.

Exams – There are two exams (Midterm and Final) that cover the course outcomes and objectives that are within the textbook chapters that are 100 points each for a total of 200 points or 47% of the grade.

Concept Papers – There is one paper that covers the course outcomes and objectives that is worth 100 points 23.5% of the grade. It is an integration of Faith paper.

### Grading Scale:

A 90% - above 383 - 425

B 80% - above 340 - 382

C 70% - above 298 – 339  
 D 60% - above 255 - 297  
 F 50% - above 0 - 254

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

**Tentative Schedule**

---

Week	Deliverable	Points	Percentage	Due Date
Week One	Market Analysis, Research, & Technology			
	Required 1 <sup>st</sup> Assignment	5	1.2%	6/4/2023
	Introduction	10	2.4%	6/4/2023
	Orientation	10	2.4%	6/4/2023
	Read Chapters 1 & 2			
Week Two	Market Analysis, Research, & Technology			6/11/2023
	Read Chapters 3 & 4			6/11/2023
	Chapters 1 & 2 Quiz	20	4.8%	6/11/2023
Week Three	Market Analysis, Research, & Technology			
	Read Chapter 5 & 6			6/18/2023
	Chapters 3 – 6 Quiz	40	9.4%	6/18/2023
Week Four	Transforming Market Analysis to Strategy			
	Midterm Chapters 1 -6	100	23.5%	6/25/2023
Week Five	Transforming Market Analysis to Strategy			
	Read Chapters 7 & 8			7/2/2023
	Chapters 7 & 8 Quiz	20	4.8%	7/2/2023
Week Six	Understanding the Consumer’s Role			
	Read Chapter 9 & 10			7/9/2023
	Chapters 9 & 10 Quiz	20	4.8%	7/9/2023
Week Seven	Financial Analysis for Marketing Decisions			
	Integration of Faith in Marketing	100	23.5%	7/16/2023
Week Eight	Final Exam Chapters 7 - 12	100	23.5%	7/19/2023
Totals		425	100.0%	

**Additional Information**

---

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that, while you are a student, you are also teaching and learning from your classmates through your education and experiences.

“This class will adhere to zero tolerance for using someone else’s work as your own.”

“Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.”