



Course Outline

Business 110

Introduction to Management

45.0 Hours

3.0 Credits

Prepared by _____

Date: September 10, 2010

Brian Paul, Instructor

Approved by _____

Date: _____

Jeff Wolosewich, Acting Dean

YUKON COLLEGE

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This course outline was prepared by Brian Paul on September 10, 2010.

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Management

Division of Applied Science and

School of Management, Tourism & Hospitality
Business Administration

Program

Business 110
Semester 2010-01, Fall 2010

Introduction to Management

Instructor: Brian Paul, M.Sc., MBA

Office Location: Room #A 2412 - Ayamdigut Campus

Office Hours: 09:00 - 12:00, Monday and Wednesday
13:00 - 16:30, Tuesday and Thursday
13:00 - 16:00, Friday
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Course Length: 45.0 hours (1.5 hrs/day; 2 days/week; 15 weeks)

Course Days: Tue / Fri **Course Time:** 10:30 - 12:00

Class Room #: A 2206 **Lab Room #:** N/A

Course Description:

Introduction to Management is an introductory course that surveys the field of management in an international - but primarily North American - context. Various aspects of management theory will be examined and linked to current management practice in Canada and abroad.

This course has been organized in the past around the management process (or management functions) framework presented in most introductory textbooks. The instructor has taken a different approach in recent years and has organized the course around the principal chapters in *What Management Is and Why It's Everyone's Business* by Joan Magretta. The intent of this approach is to develop a clearer understanding of what management is and how it is manifested in organizations than might be possible by examining the theoretical framework presented in most introductory management texts.

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Magretta's book is more a management primer than a conventional, introductory textbook, and it is organized into the following sections:

Part One - Design (i.e. Why People Work Together and How)

Value Creation

- the animating principle of modern management (and management's chief responsibility)

Business Models

- how organizations go about creating value for their stakeholders

Strategy

- how organizations achieve (and sustain) competitive advantage

Organization

- how organizations determine their size, scope and overall structure

Part Two - Execution (i.e. Making It Happen)

Facing Reality

- which numbers matter, and why

The Real Bottom Line

- organizational mission and the measurement of performance

Betting On the Future

- why organizations need to innovate

Delivering Results

- how organizations go about setting priorities

Managing People

- which values are important, and why

Using Magretta's book as a framework, the instructor would like to discuss as much current management theory (and as many current applications) as possible without compromising the basic theory that is fundamental to the course. The instructor will attempt to place some emphasis in this introductory course on practical solutions to common managerial problems.

There is no doubt that some fundamental material has been excluded from Joan Magretta's book to make it more concise (and readable). Some of this excluded material should certainly be discussed in an introductory management course, and the instructor will attempt to introduce this excluded (i.e. supplementary) material as it fits into the principal chapters of Magretta's book.

One characteristic of popular management books - and most management texts - is that the examples used in these books "stale date" rather quickly. ***What Management Is*** has been used in the introductory management course at Yukon College since 2004 and the instructor anticipates that a different text will be used the next time this course is offered (in 2011).

Course Goals / Learning Objectives:

- 1) The goal of the instructor, in very broad terms, is to convey to the student the importance - and the personal relevance - of a career in management. By the end of the course, students should know something of the basics of managerial science and should exhibit a good understanding of current management issues.
 - 2) Students should be able to diagnose and recommend solutions to a variety of managerial and organizational problems, which they will demonstrate through the submittal of a case report - written in effective and appropriate English - towards the end of the course.
 - 3) Students will develop their decision-making and human relations skills by managing a simulated business in a small group setting.
 - 4) Students will demonstrate their time management skills by meeting deadlines and submitting assignments on time.
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Course Prerequisites:

This course has no prerequisites.

As in all management courses, the more supervisory and organizational experience a student has, the more relevant the course will probably be.

Course Format:

As discussed, the course will be developed around the chapters in *What Management Is - How It Works and Why It's Everyone's Business* by Joan Magretta (and Nan Stone). The instructor will proceed on the assumption that students have kept abreast of the assignment materials for each session.

As described earlier in this outline, the instructor will review most of the material in the assigned readings, but will be adding a substantive amount of supplemental material. The emphasis for examination purposes will be on material covered during the classroom sessions. The course will be delivered using a combined format of lectures and the occasional classroom exercise. Students should note that there will be a comprehensive case study on the final examination.

A management simulation, *The Marketing Game ! (Third Edition)*, will form an integral part of the course. Students will be responsible for making decisions and submitting them to the instructor on a weekly basis.

Course Requirements:

Attendance and Participation

Regular student attendance and participation is essential. The material covered in the classroom will be cumulative in nature, and missing classes will tend to put a student "out of sync" in ways that won't be entirely evident until an assignment or examination comes due. The instructor will be introducing and discussing in the classroom a number of introductory management concepts that are not expressly covered in the assigned readings.

If you must miss a class, please let the instructor know - a makeup class can sometimes be arranged, or classroom handouts collected. Excused absences are viewed more favourably by the instructor when the time comes to compile final course grades.

Assignments

The main requirement for the one case assignment in the course is that it be submitted on the due date. Late assignments will have ten percent (10%) deducted for every day they are late. Unless prior arrangements are made with the instructor, or the instructor indicates otherwise, all assignments will be wordprocessed.

Examinations

Rewrites of the final examination may be allowed under certain conditions. If a student does poorly on the final examination, such that he or she fails the course, the instructor may allow the student to rewrite the final examination. Under no circumstances will a student be allowed to rewrite a final examination if that student has failed the term work component of the course.

Final Examination 25 - 35%

There will be a short answer section, an essay section, and a case study on the final examination.

Total: 100%

Students will be asked to make a decision with respect to the weighting of their marks. For example, students who do very well on written assignments, and less well on examinations, might wish to have the following weighting:

Participation 10 / Management Simulation 25 / Case 20 / Quiz 5 / Term Test 15 / Final 25

Required Textbook:

Magretta, J. and Stone, N. (2002): **What Management Is - How it Works and Why It's Everyone's Business**: The Free Press, 244 pp.

The preceding book is available from the Yukon College bookstore - the book is priced at \$30.00.

Supplementary Textbooks:

Supplementary textbooks covering a range of management topics are available in the Yukon College Library. If you are looking for a book or magazine article on a specific topic, the instructor should be able to steer you in the right direction.

The Internet resources relating to management are virtually unlimited. There is no Internet site tied directly to Joan Magretta's book, but the instructor may be referencing various other sites as the course progresses.

Required Supplies:

No special materials are required to complete this course. Students taking this course have been assessed a technology fee and they will be able to access the management simulation on the student network, if they choose to do so.

Proposed Syllabus:

Class	Date	Text: Pages	Topic
1	09/10/10		Introduction to the Course Last Day To Register In Fall Semester Courses
2	09/14/10	1 - 16	Management - The Universal Discipline
3	09/17/10	1 - 16	Management - The Universal Discipline
4	09/21/10		Introduction to the Marketing Game !
5	09/24/10	19 - 42	Value Creation
6	09/28/10	19 - 42	Value Creation
7	10/01/10	19 - 42	Value Creation Management Simulation - Trial Period Decisions Due
8/9	10/05/10	19 - 42	Corporate Social Responsibility (CSR) ¹
10	10/08/10	43 - 70	Business Models Management Simulation - 1st Period Decisions Due
	10/11/10		Thanksgiving Day Holiday
11	10/12/10	43 - 70	Business Models Quiz (5%)
12	10/15/10	43 - 70	Business Models Management Simulation - 2nd Period Decisions Due
13	10/19/10	71 - 93	Business Strategy
14	10/22/10	71 - 93	Business Strategy Management Simulation - 3rd Period Decisions Due

Class	Date	Text: Chapters	Topic
15	10/26/10	94 - 115	Organization Design
16	10/29/10	94 - 115	Organization Design Management Simulation - 4th Period Decisions Due Last Day To Withdraw From Fall Semester Courses Without Academic Penalty (College) ²
17	11/02/10	94 - 115	Organization Design
18	11/05/10		Term Test Marks Weighting Due Management Simulation - 5th Period Decisions Due
19	11/09/10		Case Report Preparation
	11/11/10		Remembrance Day Holiday
20	11/12/10	119 - 128	The Numbers That Matter (And Why) Management Simulation - 6th Period Decisions Due Last Day To Withdraw From Business 110 Without Academic Penalty ²
21	11/16/10	119 - 128	The Numbers That Matter (And Why)
22	11/19/10	129 - 148	Organization Mission and Measures Management Simulation - 7th Period Decisions Due
23	11/23/10	129 - 148	Organization Mission and Measures
24	11/26/10	149 - 173	Innovation Management Simulation - 8th Period Decisions Due
25	11/30/10	149 - 173	Innovation

26 12/03/10 174 - 193 Organizational Focus and Priorities

Management Simulation - 9th Period Decisions Due

Class	Date	Text: Chapters	Topic
27	12/07/10	194 - 213	Managing People (A Lead-In To BUS 303)
28	12/10/10		Management Simulation - Debriefing
	TBA		Final Examination

Notes:

- ¹ **Please note the three-hour class on Tuesday, October 5. Additional information on the start time for this class - and the location of the class - will be provided in mid to late September.**
- ² **The course-specific withdrawal date for BUS 110 will be Friday, November 12. Students who wish to withdraw from this course during the period October 29 to November 12 must have their withdrawal forms signed off by the instructor.**