

MGMT 3600-E01 INTRODUCTION TO MANAGEMENT

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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: David S. Bright *et al.* Principles of Management

[A free textbook published by OpenStax.](#) The free edition can be accessed in several ways:

[Online:](#) You can highlight and take notes.

OpenStax+SE App: Look for the book "Principles of Management" Good for reading on the go. As far as I know, it cannot be used to highlight.

[Android App](#)

[Apple Store](#)

[Kindle:](#) Free Kindle book available from Amazon.

[Download the pdf version.](#) Helpful if you would like to print some sections.

Printed Book. Some students prefer to have physical copies of their textbooks. The printed book **is not free**. Use this ISBN to look for the printed version.

ISBN 13: 9780998625768. [You can use AddAll to look for copies of the book](#) (AddAll is a search engine for finding books and comparing prices).

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** (05915-00003-63289) 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.
 - e. If you close out of the webpage you will also receive a copy of this license number at the e-mail address that you specify on the credit card or PayPal information page. (You might need to check the "spam/junk" folder in your e-mail.)

DETERMINANTS OF THE TERM GRADE

Assignments	Points	Percentage
Twelve Chapter Quizzes (5 points each) There will be 13 quizzes but the lowest quiz grade will be dropped.	60	50%

Assignments	Points	Percentage
<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	4.17%
Syllabus Quiz 4		
Plagiarism Tutorial 1		
Total	120	100%

QUIZZES

An important part of your success as a business major is to understand the foundational concepts used in management. It will help you in later semesters in the RCOB to know the words and concepts teachers are using. It will help you as a business person to be able to read or listen to the business news and understand their terminology. Quizzes are a good tool to evaluate this.

There will be 13 quizzes, one per chapter. Only 12 will count towards your final grade. The lowest quiz grade will be dropped.

Quizzes open the first week of the term and close on the last day of classes, June 23, before the start of finals.

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 in the computer hardware industry, **struggling** with business fundamentals and the interplay between marketing, distribution, manufacturing, human resources, finance, and accounting. **Struggling with the simulation is part of the learning experience.**

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 an online class and all 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 Times New 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 e-mails 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

[Learn more about Information Technology Support \(ITS\) for UWG students](#)

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 from 8 am to 5 pm.

Phone: 678-839-6248.

E-mail: online@westga.edu

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

ITS Service Desk

Phone: 678-839-6587

E-mail: servicedesk@westga.edu

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

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

Walk-in ITS 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

PRIVACY STATEMENTS	ACCESSIBILITY STATEMENTS
Adobe Privacy	Adobe Accessibility
Blackboard Collaborate Privacy	Blackboard Collaborate Accessibility
BOR Policy Manual - Information Security Policy	BOR Policy Manual - Students with Disabilities
CoursEval Privacy	CoursEval Accessibility
D2L Privacy	D2L Accessibility // Documentation
Google Privacy	Google Apps Accessibility
Kaltura Privacy	Kaltura Accessibility
LinkedIn Privacy	LinkedIn Accessibility
Microsoft Privacy	Microsoft Accessibility
Open Stax	OpenStax Accessibility

PRIVACY STATEMENTS	ACCESSIBILITY STATEMENTS
Screencast-O-Matic Privacy	Screencast-O-Matic does not have an Accessibility Statement (3/23/2020)
Turnitin Privacy	Turnitin Accessibility
Youtube Privacy	Youtube Accessibility

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*, aiding 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
June 1 (M)	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 <p>E-mail me with any questions you have</p>
Jun 2 (Tu) to Jun 7(Sun) @ 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% of higher on this quiz. You have three attempts. 3. The last day to take the syllabus quiz is June 7 at 11 pm.
Jun 3	Introduction to Marketplace "Business Primer" Simulation	<p>Read:</p> <ol style="list-style-type: none"> 1. Syllabus 2. Simulation Manual

REGISTRAR DATES

Dates	Events
Jun 1 (M)	<p>Open Drop Period: Open Drop ends at 11:59 pm. Open Add. Open Add ends at 11:59 pm.</p>
Jun 2 (Tu)	<p>Withdrawal "W" period begins for Full Term (non-eCore)-16 week courses. Students who withdraw from a Full Term (non-eCore) class between Jun 2 and Jun 11 will receive a grade of W. <i>Reminder there is no refund associated with withdrawing from a course.</i></p>

PART I: INTRODUCTION TO MANAGEMENT

Chapters 1, 4, and 5.

Suggested dates: June 4 to June 8. You can follow your own pace and submit assignments early.

Readings (available in the textbook and also as separate files for in chapter in CourseDen)	Videos (In CourseDen and also linked here)	Homework
CHAPTER 1: Managing and Performing	Four Functions of Management: Planning, Organizing, Leading, Controlling Henry Mintzberg's Managerial Roles	Chapter 1 Quiz (CourseDen > Assessments > Assignments > Quizzes)
CHAPTER 4: External and Internal Organizational Environments and Culture	External Analysis (PEST Analysis) Sources of Uncertainty in Organizational Environment Introduction to Organizational Structure & Design McKinsey 7S' Framework (Interactive Video – You need to click each term).	Chapter 4 Quiz (CourseDen > Assessments > Assignments > Quizzes)
CHAPTER 5: Ethics, Corporate Social Responsibility, and Sustainability	Introduction to Ethics What is Corporate Social Responsibility (CSR) Little Green Bags: True Business Sustainability	Chapter 5 Quiz (CourseDen > Assessments > Assignments > Quizzes)

SIMULATION ASSIGNMENTS

Date	Comments	Homework
June 8 @ 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 Decision:</p> <ul style="list-style-type: none"> • invest personal savings to start up the company • analyze market research • establish the firm's strategic direction • set up shop (build a plant, select a brand portfolio, and open sales outlets).

PART II: PLANNING

Chapters 2, 9, and 18.

Suggested dates: June 9 to June 14. You can follow your own pace and submit assignments early.

Readings (available in the textbook and also as separate files for in chapter in CourseDen)	Videos (In CourseDen and also linked here)	Homework
CHAPTER 2: Managerial Decision Making	Decision making steps in Management Behavioral Economics Making Better Decisions in Groups	Chapter 2 Quiz (CourseDen > Assessments > Assignments > Quizzes)
CHAPTER 9: Strategic Management Process	Overview of the Strategic Planning Process How to Set and Achieve SMART Goals	Chapter 9 Quiz (CourseDen > Assessments > Assignments > Quizzes)
CHAPTER 18: Managing Innovation and Change	Innovation Management	Chapter 18 Quiz (CourseDen > Assessments > Assignments > Quizzes)

SIMULATION ASSIGNMENTS

Date	Comments	Homework
June 14 @ 11 pm at the latest.	<p>Marketplace Quarter 2 Decision</p> <p>The simulation won't advance until this time. At 11 pm, the decision closes and runs, and the next decision opens.</p>	<p>In Marketplace Simulation website:</p> <p>Quarter 2:</p> <ul style="list-style-type: none"> • 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.

REGISTRAR DATES

Dates	Events
Jun 11 (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 Jun 2 Jun 11th will receive a grade of W.</i></p>

PART III: ORGANIZING

Chapters 11, 12, 15.

Suggested dates: June 15 to June 19. You can follow your own pace and submit assignments early.

Readings (available in the textbook and also as separate files for in chapter in CourseDen)	Videos (In CourseDen and also linked here)	Homework
CHAPTER 11: Managing Human Resource Systems	HR Basics: Human Resource Management	Chapter 11 Quiz (CourseDen > Assessments > Assignments > Quizzes)
CHAPTER 12: Managing a Diverse Workforce	Diversity and Inclusion (in 2020) Diversity Management	Chapter 12 Quiz (CourseDen > Assessments > Assignments > Quizzes)
CHAPTER 15: Managing Teams	How Google Builds the Perfect Team High-Performance Teams - 5 Dysfunctions of a Team	Chapter 15 Quiz (CourseDen > Assessments > Assignments > Quizzes)

SIMULATION ASSIGNMENTS

Date	Comments	Homework
June 16 @ 11pm at the latest		Last day to submit in CourseDen>Assessments>Assignments: Strategic Planning Assignment I (Based on the simulation)
June 19	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: <ul style="list-style-type: none"> • 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.

PART IV: LEADING AND CONTROLLING

Chapters 13, 14, 17.

Suggested dates: June 19 to June 25. You can follow your own pace and submit assignments early.

Date	Readings	Videos (In CourseDen)	Homework
	CHAPTER 13: Leadership	Stop Managing, Start Leading	Chapter 13 Quiz (CourseDen > Assessments > Assignments > Quizzes)
	CHAPTER 14: Work Motivation for Performance	Demotivational Wisdom	Chapter 14 Quiz (CourseDen > Assessments > Assignments > Quizzes)
	CHAPTER 17: Organizational Planning & Controlling	Controlling as a Function of Management	Chapter 17 Quiz (CourseDen > Assessments > Assignments > Quizzes)
June 24	Reading Day		

SIMULATION ASSIGNMENTS

Date	Comments	Homework
June 22 @ 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: <ul style="list-style-type: none"> • receive additional R&D projects from your engineering staff • create new products with this technology • 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"> • Strategic Planning Assignment II
June 25 @ 11 pm		Last day to submit in CourseDen>Assessments>Assignments: <ul style="list-style-type: none"> • Report to the Shareholders

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