

BADM 202 Principles of Management 3 Credits

Course Description

This course is a study of the management activities of planning, organizing, directing, and controlling. Various internal and external factors which affect business will be explored, including how marketing and management decisions can contribute to the overall success of a business venture.

Textbook and Required Materials

The readings required for this course were developed by MBAResearch of Columbus Ohio. This is a consortium of 39 state education departments who are continually studying business and use input from business leaders nationwide to build a relevant and useful curriculum. These readings will be provided to you during your first week in the course.

Learning Outcomes

Upon completion of this course, the student will be able to:

1. Explain management and the management functions.
2. Explain management levels and responsibilities.
3. Explain the importance of leadership.
4. Describe characteristics associated with leadership.
5. Discuss how a shared vision can affect an organization.
6. Enlist others in working toward a shared vision.
7. Describe human resources management activities.
8. Discuss the role of human resources management in business.
9. Explain the nature of diversity in the workforce.
10. Describe considerations in managing diversity in the workplace.
11. Demonstrate ways that management can ensure equitable opportunities for employees.
12. Explain the importance of marketing information
13. Describe the characteristics of a marketing-information management system.
14. Explain the role of marketing-information management in marketing.
15. Describe the role of purchasing in business.
16. Discuss the purchasing process used by business.
17. Identify the environmental factors which affect business.
18. Describe the effect of environmental analysis on business planning.
19. Explain how gross domestic product is measured.
20. Explain problems encountered in measuring GDP.
21. Explain the importance of the continued growth of GDP.
22. Explain the phases of a business cycle.
23. Summarize the causes of business cycles.
24. Explain why international trade is needed.
25. Describe issues in international trade.
26. Explain the nature of labor unions.
27. Explain the nature of labor negotiations.
28. Describe methods used to forecast sales.
29. Forecast sales.

Grading and Evaluation

13 Assignments	10 points each	= 130 pts possible
13 Study Guides	10 points each	= 130 pts possible
13 Quizzes	50 points each	= 650 pts possible
1 Mid-Term Exam	100 points	= 100 pts possible
1 Final Exam	100 points	= 100 pts possible

Total =1,110 pts possible

Points	Letter Grade
999	A
888-998	B
777-887	C
666-776	D

Student Attendance

Regular attendance and completion of all assignments, on time and as scheduled, is important to your success in this course. An online student who does not regularly attend their online class for a period of seven consecutive days may be dropped from the course. Attendance is evidenced by weekly completion of assignments and/or participation in online discussions. Efforts to contact inactive students are attempted as soon as each semester begins; however, if there is no response from the student and inactivity continues, a drop will be enacted. See the entire NDSCS Attendance Policy at www.ndscs.edu/online-attendance.

If your instructor is unexpectedly unavailable and may be delayed in reviewing or correcting assignments, you will be notified of this as a sign of courtesy and respect.

Tie to Program Assessment Outcomes

Use critical thinking and sound business principles to analyze and solve problems relating to business functions. This is accomplished through successfully completing assignment case studies and study-guides and by the use of quizzes and exams to measure student's skills.

Disabilities and Special Needs

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the **Student Accessibility Coordinator** (phone 671-2623, or toll-free 1-800-342-4325 ext. 3-2623) as early as possible in the term.

Academic Integrity

Integrity is an NDSCS core value and there is an expectation that all students, as members of the college community, adhere to the highest levels of academic integrity.

Dishonesty in class, laboratory, shop work or tests is regarded as a serious offense and is subject to disciplinary action by the instructor and dean of the respective division. For more information, refer to the NDSCS Student Planner or [College Catalog](#) under College Policies and Basic Regulations of Conduct (page 32).