

Fall 2015

MANG 3401

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University of New Orleans

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Management 3401- Fall 2015
Monday & Wednesday 3:30 - 4:45 pm - Kirschman 209
Prepared 8/12/2015

Instructor: Stephen M. Crow is a professor of Management and Endowed Chair of Healthcare Management. An LSU graduate, Crow got his start in HRM in 1968 in Beaumont, Texas. During his HRM professional days, Crow picked up a Masters Degree in 1984 and a PhD in 1989, both at the University of North Texas. Both graduate degrees are related to HRM and Labor Relations. Along the way, Crow was appointed to United States Federal Mediation and Conciliation Service - it's a big deal, look it up.

Office: Room 359G Kirschman Hall. **Phone:** 280-2769 (office); 280-6963 (secretary).

Fax: 280-3951. **Office Hours:** Monday & Wednesday 3:00 pm and by appointment.

E-mail: scrow@uno.edu.

Prerequisites: You must have prerequisites to take this course.

Text: Robbins & Coulter, Management, 13th Edition, Pearson. ISBN 9780133972948

Course Description & Objectives (from Wikipedia)

Management is the function that coordinates the efforts of people to accomplish goals and objectives by using available resources efficiently and effectively. Management includes organizing, staffing, leading, directing and controlling an organization to accomplish its goals. Resource management encompasses the deployment and manipulation of human resources, financial resources, technological resources and natural resources. Management is also an academic discipline whose objective is to study social organization. The views on the definition and science of management include various concepts. For example, according to Henri Fayol, to manage is to forecast and to plan, to organize, to command, to co-ordinate and to control. Fredmund Malik defines it as the transformation of resources into utility. Management is also included as one of the factors in production - along with machine, materials and money. Peter Drucker saw the basic task of management as twofold: marketing and innovation. Nevertheless, innovation is also linked to marketing - product innovation is a central strategic marketing issue. Drucker identifies marketing as a key essence for business success, but management and marketing are generally understood as two different branches of business administration. Andreas Kaplan specifically defines management as a cross-cultural, societal management approach based on interdisciplinary principles.

Directors and Managers: Directors and managers should have the authority and responsibility to make decisions to direct an enterprise when given that authority. As a discipline, management comprises the interlocking functions of formulating corporate policy and organizing, planning, controlling and directing a firm's resources to achieve policy objectives.

Size of Management: Size of management can range from one person in a small firm to hundreds or thousands of managers in multinational companies. In large firms, the board of directors formulates the policy that the chief executive officer implements.

Management involves identifying the mission, objective, procedures, rules and manipulation of the human capital of an enterprise to contribute to the success of that enterprise. This implies effective communication: an enterprise environment (as opposed to a physical or mechanical mechanism), implies human motivation, and implies some sort of successful progress or system outcome.

Management is not the manipulation of a mechanism (machine or automated program). It does not herd people or animals. But, it can occur in both a legal, as well as an illegal enterprise or environment. Management does not need to be seen from an enterprise point of view alone, because management is an essential function to improve one's life and relationships. Management is everywhere and it has a wide range of applications. Therefore, management must have humans, communication, and a positive enterprise endeavor.

Management uses plans, measurements, motivational psychological tools, economic measures, profit information, etc. Management components may or may not be necessary for management to occur. At first, one views management functionally, such as measuring quantity, adjusting plans, meeting goals. This can apply even in situations where planning does not take place.

Management consists of six functions: forecasting, planning, organizing, commanding, coordinating and controlling. Others define management as the art of getting things done through people. In profitable organizations, management's primary function is the satisfaction of a range of stakeholders. This typically involves making a profit (for customers), and providing great employment opportunities for employees. In nonprofit management, add the importance of keeping the faith of donors.

In the public sector of countries constituted as representative democracies, voters elect politicians to public office. Politicians hire many managers and administrators, and in some countries like the United States, political appointees lose their jobs with the election of a new president, governor or mayor.

NEWSFLASH! UNO is driven by the management theories noted above. So is a marriage. So is a divorce. So is robbery. And, every day you are driven by management theories, whether you know it or not. Managers may be good at management theories or not. You're about to spend a semester with a man who knows a lot of stuff about management.

Course Activities: In addition to lectures, the instructor will utilize class discussions, in-class activities, case briefs, war stories, possible research assignments and discussions of HRM issues in the media. It is imperative that you be prepared for each and every class meeting.

Class Attendance Policy: I expect you to attend class on a regular basis. Your grade is at risk every time you are not in class. If you do not attend, you miss material. If you do not attend, you cannot participate and your participation grade will suffer. If you miss 20 percent or more of the classes, you will automatically receive a grade of incomplete.

Grades: Will be computed on the following scale-90-100A, 80-89B, 70-79 C, 60-69 D, 0-59 F.

Exams: There will be 2 exams. Exams will be composed of multiple choice, short answer, and/or application questions. Exams will cover both assigned readings and additional material covered in class. **Mid-Term Exam** will cover chapter lectures that are completed and information in the syllabus. **Final Exam** will cover chapter lectures that are completed.

Make-Up Exams: Make-up exams will be given only under highly extenuating circumstances and with prior approval of the instructor. Two conditions must be met to warrant approval: There is an emergency that the student discusses with me before missing the exam, and there is written documentation of the emergency situation requiring an accommodation. Otherwise, the student will receive 0 points for the missed exam.

Participation: An important component of the earning process will center on student participation in the classroom. Students will receive an in-class participation grade for each

class meeting. If you are not present, you cannot participate. If you are not prepared, you cannot participate. Remember that it is not just quantity of participation, but the quality of your participation that will determine your participation grade.

Cell Phones & Pagers & Other Disruptive Behaviors: All cell phones and pagers will be turned off during class unless I am notified before class of a possible emergency requiring the devices to be left on (a personal emergency is a sick parent or child, not firming up plans for Friday night). This policy applies to texting, too. Failure to adhere to this policy will result in a warning for the first offense, and a 10-point deduction from your overall participation grade for each subsequent offense. Students who exhibit other disruptive behaviors such as studying or working on assignments for other classes, reading the newspaper, and carrying on distracting conversations with neighbors will be warned and/or asked to leave the classroom.

Moodle: Course documents and materials will be available on Moodle. Please check Moodle on a regular basis. PowerPoint slides and handouts will not be distributed in class, but will be available on Moodle. All course announcements will be posted on Moodle.

Academic Integrity: Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic record and exams, falsifying identity, and/or being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct online at <http://www.studentaffairs.uno.edu> for more information.

Accommodations for Students with Disabilities: It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their needs for accommodations.

Chapters Will Be Important as Big Deal, Medium Deal or Light Deal:

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|------------------|-------------------|--------------------|
| Chapter 1- BIG | Chapter 7- BIG | Chapter 13- LIGHT |
| Chapter 2- BIG | Chapter 8- LIGHT | Chapter 14- MEDIUM |
| Chapter 3- LIGHT | Chapter 9- LIGHT | Chapter 15- BIG |
| Chapter 4- LIGHT | Chapter 10- LIGHT | Chapter 16- BIG |
| Chapter 5- BIG | Chapter 11- LIGHT | Chapter 17- LIGHT |
| Chapter 6- LIGHT | Chapter 12- BIG | Chapter 18- LIGHT |

Important Dates for Fall Semester

September 7/ Monday - Labor Day Holiday

October 5-9/ Monday - Friday - Mid Semester Exams

October 13/ Tuesday - Midterm Exam Grades Due

October 15-16/ Thursday-Friday - Fall Break

November 26-27/ Thursday- Friday - Thanksgiving Holiday

December 4/ Friday - Last Day of Classes

December 7-11/ Monday- Friday - Final Exams

December 14/ Monday - Final Exam Grades Due